



Labour Market Conditions in the North Western Melbourne Priority Employment Area

Between 2006 and 2011, the adult population in the North Western Melbourne Priority Employment Area (PEA) increased by 21 per cent, more than double the national rate.¹

- More than one in three adults were born in an Other Than Main English Speaking Country^{2,3}

Labour market conditions in the region remain subdued:

- The unemployment rate is high, remaining steady at 8.0 per cent in the September quarter 2013, compared with 7.9 per cent 12 months ago.⁴
- The participation rate was 72.8 per cent, well below the national average (75.8 per cent).³
- Although total employment in the broader region increased by 16,000 in the year to August 2013, due in part to the ongoing strong population growth, there were declines in two of the largest employing industries, Manufacturing and Retail Trade.⁵



*working age (15-64) population **adult (15+) population

What employers are telling us⁶

- Recruitment activity in the North Western Melbourne PEA has softened, with the overall demand for labour falling since February 2012.
- Some 26 per cent of employers surveyed decreased staff numbers in the last 12 months.
 - Nearly half (49 per cent) of the employers in the Manufacturing industry had decreased staff.
- Competition for vacancies was high, with an average of 18.2 applicants per vacancy, of whom only an average of 3.4 were interviewed.
- Only 2.9 per cent of vacancies remained unfilled.
- There was a decline in the proportion of employers who expected to recruit in the year following the survey compared with 2012.
 - One in ten employers anticipated they would decrease staff in the next 12 months.

North Western Melbourne PEA	Recruitment Rate	Decreased Staff	Applicants (Average Number)	Unfill Rate *	Will Recruit
2013	12.6%	26%	18.2	2.9%	46%
2012	14.7%	16%	8.6	6.6%	64%

* Most recent recruitment round

Where are the opportunities?

Despite the softness in the labour market, high growth industries such as Health Care and Social Assistance and Accommodation and Food Services, are likely to provide opportunities for job seekers, particularly in occupations such as Personal Care Workers, Childcare Workers, Nurses, Waiters and Kitchenhands.

¹ABS Census of Population and Housing, 2006 and 2011

²Main English speaking countries are Australia, Canada, Ireland, New Zealand, South Africa, United Kingdom and the United States of America.

³ABS Census of Population and Housing, 2011

⁴Department of Employment, Small Area Labour Market data, September quarter 2013.

⁵ABS Labour Force, August 2013 (4 quarter average). North Western Melbourne and Outer Western Melbourne Labour Force Regions.

⁶ABS Labour Force, (Seasonally Adjusted), November 2013.