

Slide 1



Australian Government  
Department of Education, Employment and Workplace Relations

**Survey of Employers' Recruitment Experiences**

**17 October 2012**

**Northern and Western Adelaide  
Priority Employment Area**

**Presenter: Ivan Neville**

**Branch Manager,  
Labour Market Research and Analysis Branch**



Survey of Employers' Recruitment Experiences in the Northern and Western Adelaide Priority Employment Area (PEA). This area was surveyed in August 2012 and previously surveyed in the Survey of Employers' Recruitment Experiences in Capital Cities, March 2011 and March 2010.

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The Northern Adelaide Labour Force Region and Western Adelaide Labour Force Region together comprise 96 per cent of the Northern and Western Adelaide Priority Employment Area's working age population.

The Northern and Western Adelaide Priority Employment Area is made up of the following Local Government Areas:

- Adelaide LGA
- Charles Sturt LGA
- Gawler LGA
- Playford LGA
- Port Adelaide Enfield LGA
- Salisbury LGA
- Tea Tree Gully LGA
- West Torrens LGA

### Northern and Western Adelaide PEA Profile

	Adult Population (15+) (2011)	Growth 2006 to 2011	Median Age (2011)	OTMESC (WAP, 2006)
Adelaide LGA	19,700	18%	30	31%
Charles Sturt LGA	91,600	5%	41	19%
Gawler LGA	17,200	10%	40	4%
Playford LGA	62,500	13%	32	8%
Port Adelaide Enfield LGA	96,800	10%	37	21%
Salisbury LGA	106,700	10%	35	18%
Tea Tree Gully LGA	80,700	0%	40	10%
West Torrens LGA	48,800	5%	38	20%
<b>NW Adelaide PEA</b>	<b>524,100</b>	<b>7%</b>	<b>37</b>	<b>16%</b>
South Australia	1,349,100	5%	39	12%
Australia	18,111,500	9%	37	17%

Source: Estimated Residential Population 2011; ABS Census of Population and Housing, 2006 and 2011.

**Northern and Western Adelaide Priority Employment Area**

*Source: Estimated Residential Population 2011; ABS Census of Population and Housing, 2011 and 2006.*

As of 2011, the Northern and Western Adelaide PEA population of adults 15 years and older was 524,100. This accounts for 39 per cent of the adult population of South Australia, and represented an increase of 7 per cent from 2006. Population growth between 2006 and 2011 for South Australia and Australia was 5 per cent and 9 per cent respectively.

The LGA of Playford accounted for 12 per cent (or 62,500 persons) of the adult population within the Northern and Western Adelaide PEA.

The median age in the Northern and Western Adelaide PEA was 37 years, slightly lower compared with South Australia (39 years), and the same as Australia (37 years). The Adelaide and Playford LGAs had relatively low median ages of 30 years and 32 years respectively.

The Adelaide LGA has a particularly high proportion of people from an Other Than Main English Speaking Country (OTMESC).

Some 2 per cent of the WAP in the PEA are Indigenous, the same as the proportion for South Australia and Australia.

### Unemployment Rate

	Unemployment Rate (June 2012)	Unemployment Rate (June 2011)	Annual change
Adelaide LGA	8.9%	8.2%	0.7% pts
Charles Sturt LGA	3.9%	4.5%	-0.6% pts
Gawler LGA	5.6%	6.1%	-0.5% pts
Playford LGA	13.3%	14.2%	-0.9% pts
Port Adelaide Enfield LGA	6.6%	7.4%	-0.8% pts
Salisbury LGA	8.1%	8.6%	-0.5% pts
Tea Tree Gully LGA	3.2%	3.5%	-0.3% pts
West Torrens LGA	3.2%	3.7%	-0.5% pts
NW Adelaide PEA	6.2%	6.8%	-0.6% pts
South Australia	5.3%	5.5%	-0.2% pts
Australia	5.2%	5.1%	0.1% pts

Source: DEEWR Small Area Labour Markets, June 2012

#### Unemployment Rate LGA

Source: DEEWR Small Area Labour Markets, June 2012

<b>Region</b>	<b>June 2012</b>	<b>June 2011</b>	<b>Annual Change</b>
Adelaide LGA	8.9%	8.2%	0.7 % pts
Charles Sturt LGA	3.9%	4.5%	-0.6 % pts
Gawler LGA	5.6%	6.1%	-0.5 % pts
Playford LGA	13.3%	14.2%	-0.9 % pts
Port Adelaide Enfield LGA	6.6%	7.4%	-0.8 %pts
Salisbury LGA	8.1%	8.6%	-0.5% pts
Tea Tree Gully LGA	3.2%	3.5%	-0.3% pts
West Torrens LGA	3.2%	3.7%	-0.5% pts
Northern and Western Adelaide PEA	6.2%	6.8%	-0.6% pts
<b>South Australia</b>	5.3%	5.5%	-0.2% pts
<b>Australia</b>	5.2%	5.1%	0.1 %pts

### Long-Term Unemployed

Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment
	Persons	Percent of all unemployed	
Northern Adelaide and Western Adelaide Labour Force Regions	4,900	25%	51
South Australia	9,500	20%	41
Australia	1,170,700	19%	36

*Source: ABS Labour Force data, August 2012, 12 month averages*

**Long-Term Unemployed**

*Source: ABS Labour Force data, August 2012, 12 month averages*

The long-term unemployed (LTU) are persons who have been unemployed and looking for work for at least 52 weeks.

As at August 2012, the proportion of all unemployed who were LTU in the Northern Adelaide and Western Adelaide Labour Force Regions was 25 per cent, higher than both the state (20 per cent) and national average (19 per cent).

The average duration of unemployment in the Northern Adelaide and Western Adelaide Labour Force Regions (51 weeks) was much higher than both the state average (41 weeks), and national average (36 weeks).

**Note:** The Northern Adelaide Labour Force Region and Western Adelaide Labour Force Region together comprise 96 per cent of the Northern and Western Adelaide Priority Employment Area’s working age population.

## Teenage Full-Time Unemployment

Region	Teenage full-time unemployment rate (15 – 19 years)			Full-time unemployment to population ratio (August 2012)
	August 2012	August 2011	Annual change	
Northern Adelaide and Western Adelaide Labour Force Regions	33.2%	26.8%	6.4 % pts	4.5%
South Australia	28.6%	25.0%	3.6 % pts	4.2 %
Australia	24.0%	22.7%	1.3 % pts	4.3%

*Source: ABS Labour Force data, August 2012, 12 month average*

### **The Teenage Labour Market**

*Source: ABS Labour Force data, August 2012, 12 month average*

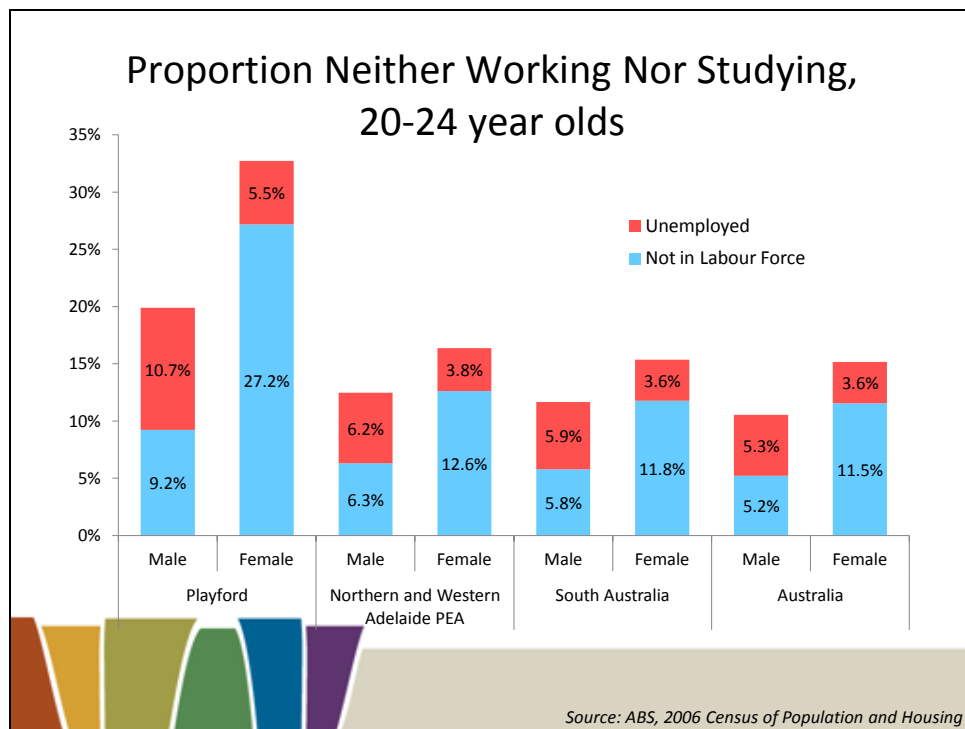
*The Northern Adelaide Labour Force Region and Western Adelaide Labour Force Region together make up 96 per cent of the Northern and Western Adelaide Priority Employment Area.*

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

The teenage full-time unemployment rate is based on people who are aged 15–19 years and are looking for full-time employment.

The teenage full-time unemployment rate for the Northern Adelaide and Western Adelaide Labour Force Regions increased 6.5 percentage points in the 12 months from August 2011 (26.8 per cent) to 33.2 per cent in August 2012, substantially higher compared with the national average of 24.0 per cent.

However, the teenage full-time unemployment to civilian population ratio (4.5 per cent) is only slightly higher than the state (4.2 per cent) and national (4.3 per cent) ratios.



**Neither working nor studying, 20-24 years - Northern and Western Adelaide PEA**

Source: ABS, 2006 Census of Population and Housing, Estimated Residential Population 2011, DEEWR Admin data, September 2012.

At the time of the 2006 Census, the proportion of both males and females aged 20-24 in the Northern and Western Adelaide PEA who were neither employed nor studying was higher compared with South Australia and Australia.

Some 6 per cent of males aged 20-24 were unemployed and not studying (compared with 5 per cent for Australia), while 6 per cent were not in the labour force and not studying (compared with 5 per cent for Australia).

Some 4 per cent of females aged 20-24 were unemployed and not studying, the same as Australia (4 per cent), although the proportion not in the labour force and not studying (13 per cent) was slightly higher than for Australia (12 per cent).

The proportion of females not in the labour force and not studying in the Playford LGA (27 per cent) and was substantially higher compared with both the PEA and Australia (13 per cent and 12 per cent respectively).

In the Northern and Western Adelaide PEA, 29.6 per cent of all females aged 20-24 were in receipt of an income support payment (compared with 24.5 per cent for Australia); some 6.7 per cent of all females aged 20-24 were in receipt of parenting payment single (compared with 5.4 per cent for Australia).

In the Playford LGA, 48.1 per cent of all females aged 20-24 were in receipt of an income support payment; some 18.1 per cent of all females aged 20-24 were in receipt of parenting payment single.

<h2>Jobless Families</h2>			
Region	Proportion of all families who are jobless	Proportion of couple families who are jobless	Proportion of lone parent families who are jobless
	with children under 15		
Adelaide LGA	16%	8%	39%
Charles Sturt LGA	17%	7%	48%
Gawler LGA	16%	5%	46%
Playford LGA	31%	12%	64%
Port Adelaide Enfield LGA	25%	11%	57%
Salisbury LGA	22%	9%	54%
Tea Tree Gully LGA	10%	3%	37%
West Torrens LGA	14%	5%	43%
Northern and Western Adelaide PEA	20%	8%	52%
South Australia	16%	6%	48%
Australia	15%	6%	47%

Source: ABS, 2006 Census of Population and Housing

### **Household characteristics – jobless families**

Source: ABS, 2006 Census of Population and Housing

The proportion of families who are jobless in the Northern and Western Adelaide PEA (20 per cent) is higher than for both South Australia (16 per cent) and Australia (15 per cent). However, in parts of the PEA the proportion of families who are jobless is much higher, in particular the LGA of Playford (31 per cent).

The proportion of lone parent families who are jobless in the Northern and Western Adelaide PEA (52 per cent) is slightly higher than for South Australia (48 per cent) and Australia (47 per cent). However, the proportion of lone parent families who are jobless is much higher in several LGAs including Playford (64 per cent) and Port Adelaide Enfield (57 per cent).

Nationally, 40% (or 259,236) of all families with dependent children under 16 on income support payments are persistently jobless (16 March 2012)

- 85% of these persistently jobless families are single parent jobless families.
- Of all persistently jobless families, 55% (142,130) are very persistently jobless for three years (16 March 2009 -16 March 2012)

*A ‘persistently jobless family’ is defined by the Department of Education, Employment and Workplace Relations (DEEWR) as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings **in the previous year.***

*A ‘very persistently jobless family’ is defined by DEEWR as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings **in the previous 3 years.***



Levels of Educational Attainment			
Persons aged 25-34 years			
Region	% completed Yr 12	% attained Advanced Diploma, Diploma or Certificate III/IV Level	% attained Bachelor Degree or higher
Adelaide LGA	88%	17%	59%
Charles Sturt LGA	70%	28%	28%
Gawler LGA	54%	31%	15%
Playford LGA	41%	24%	6%
Port Adelaide Enfield LGA	65%	26%	24%
Salisbury LGA	55%	27%	13%
Tea Tree Gully LGA	66%	32%	21%
West Torrens LGA	77%	26%	34%
Northern and Western Adelaide PEA	63%	27%	22%
South Australia	64%	27%	24%
Australia	69%	28%	29%

Source: ABS 2006 Census of Population and Housing

### **Levels of Educational Attainment, persons aged 25-34 years**

*Source: ABS 2006 Census of Population and Housing*

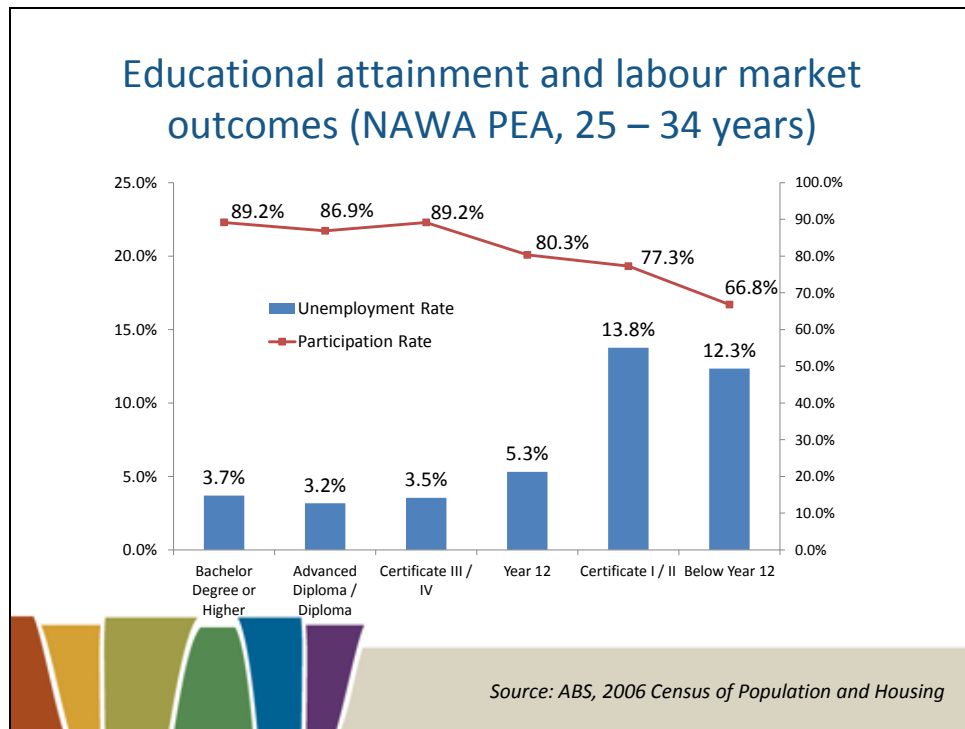
The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic downturn. For example, upon retrenchment, those with lower educational attainment will find it significantly more difficult to find subsequent employment than their higher skilled counterparts.

Job seekers who have not completed Year 12 and have limited experience in the workforce are likely to lack many basic employability skills that employers value and look for in applicants.

The proportion of 25 to 34 year olds who completed Year 12 in the Northern and Western Adelaide PEA (63 per cent) was similar to South Australia (64 per cent) and slightly lower than Australia (69 per cent). However, the proportion completing Year 12 varied by region, with low rates of completion in the Playford (41 per cent), Gawler (54 per cent) and Salisbury (55 per cent) LGAs.

The proportion of 25 to 34 year olds who attained an Advanced Diploma, Diploma or Certificate III/IV in the PEA (27 per cent) was comparable to the state (27 per cent) and national (28 per cent) proportions.

Some 22 per cent of 25 to 34 year olds attained a Bachelor Degree or higher qualification in the PEA. This figure is lower compared with South Australia (24 per cent) and Australia (29 per cent). Playford in particular had an extremely low proportion of 25-34 year olds who attained a Bachelor Degree or higher qualification (6 per cent).



**Educational Attainment and Labour Market Outcomes – Northern and Western Adelaide PEA**  
*Source: ABS, 2006 Census of Population and Housing*

There is a strong relationship between educational attainment and employment outcomes.

Those people with higher levels of education perform better in the labour market, with high labour force participation rates and lower unemployment rates.

This reflects the pattern seen across Australia and emphasises the importance of continuing in education to help job seekers obtain employment and participate in the labour market.

### Literacy and Numeracy by SLA

Region	Year 9 students who did not meet minimum standard (for a selected government school)		Year 9 students who did not meet minimum standard (for a selected government school )	
	Reading		Numeracy	
	2008	2011	2008	2011
Charles Sturt LGA	17%	18%	16%	15%
Gawler LGA	13%	12%	11%	13%
Playford LGA	12%	18%	19%	22%
Port Adelaide Enfield LGA	11%	13%	16%	14%
Salisbury LGA	13%	11%	10%	14%
Tea Tree Gully LGA	3%	9%	5%	4%
West Torrens LGA	8%	11%	9%	11%
South Australia	6%	<b>7%</b>	6%	<b>7%</b>
Australia	6%	<b>6%</b>	5%	<b>6%</b>

Source: Myschool website 2011, 2008

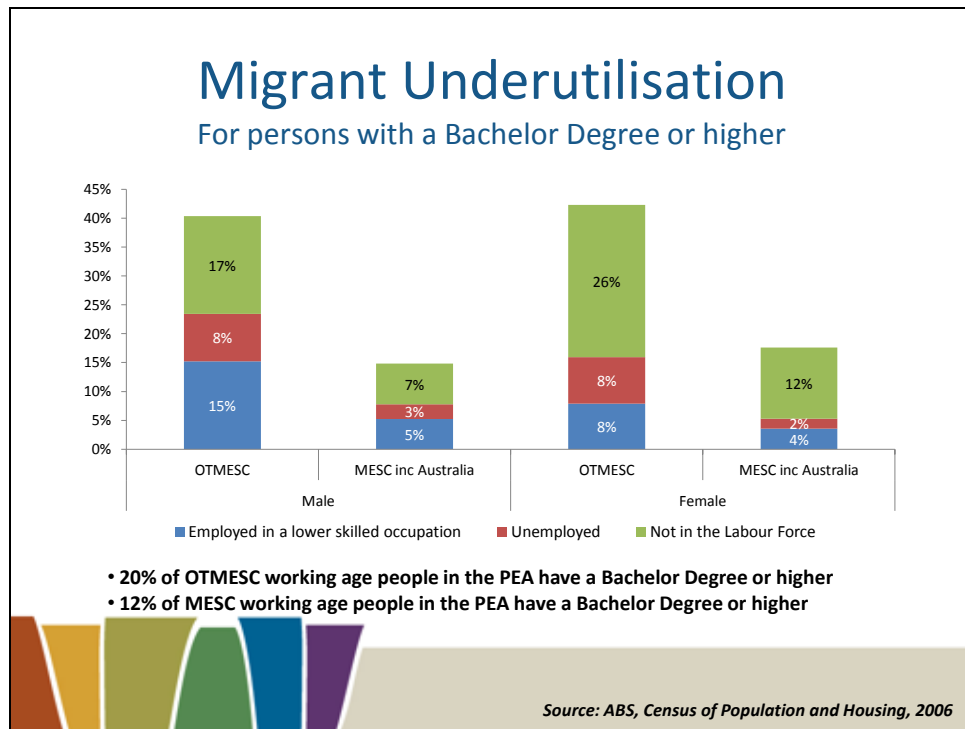
**Literacy and Numeracy**

<http://www.myschool.edu.au> 2011, 2010, 2009, 2008

*Figures for Australia and South Australia represent proportions of all Year 9 students who did not meet minimum standards for literacy and numeracy.*

This slide shows the proportion of Year 9 students at selected government high schools in the Northern and Western Adelaide PEA who did not meet minimum standards for literacy and numeracy in 2011, compared with the proportions of Year 9 students who did not meet minimum standards for literacy and numeracy in South Australia and nationally.

While the selected government schools’ data is not necessarily representative of all Year 9 students in the LGA, it demonstrates that there are at least pockets of disadvantage within these LGAs.

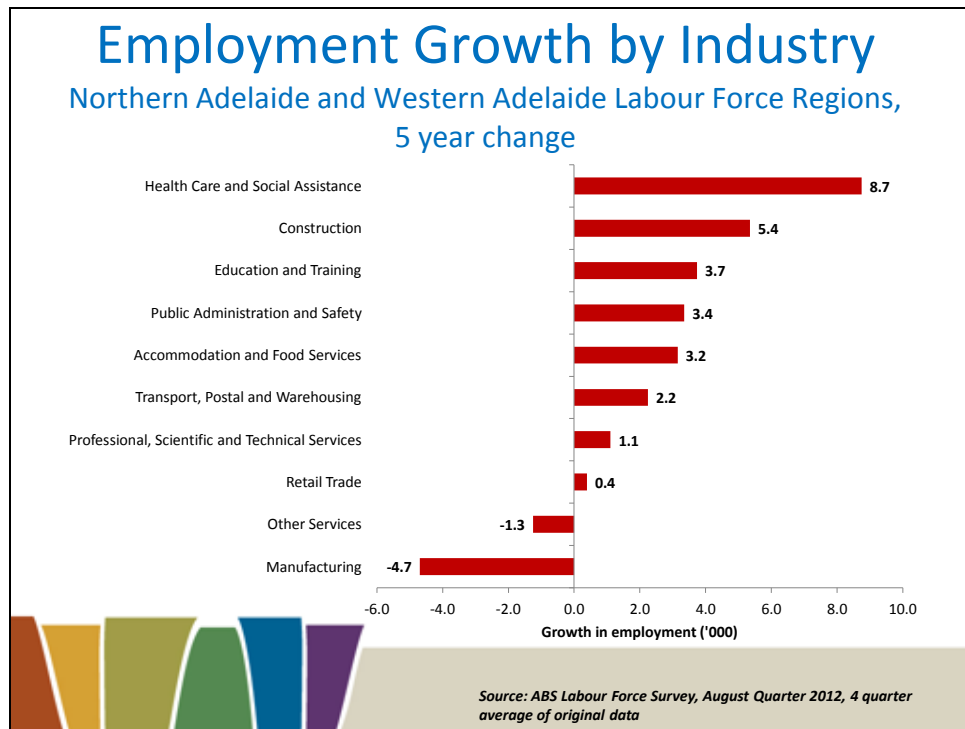


**Migrant Underutilisation- For Persons with a Bachelor Degree or higher**

*Source: ABS, Census of Population and Housing, 2006*

Overall, 20 per cent of the working age population in the Northern and Western Adelaide PEA born in an Other Than Mainly English Speaking Country (OTMESC) have obtained a Bachelor Degree or higher qualification. This compares with 12 per cent for the Mainly English Speaking Country (MESC) population.

There was a lower level of labour market participation for highly qualified OTMESC persons compared with the highly qualified MESC population in the Northern and Western Adelaide PEA. For both males and females, a higher proportion of the OTMESC population with a Bachelor Degree or higher were either not in the labour force, unemployed or employed in a low skilled occupation compared with the corresponding proportion of the MESC population.



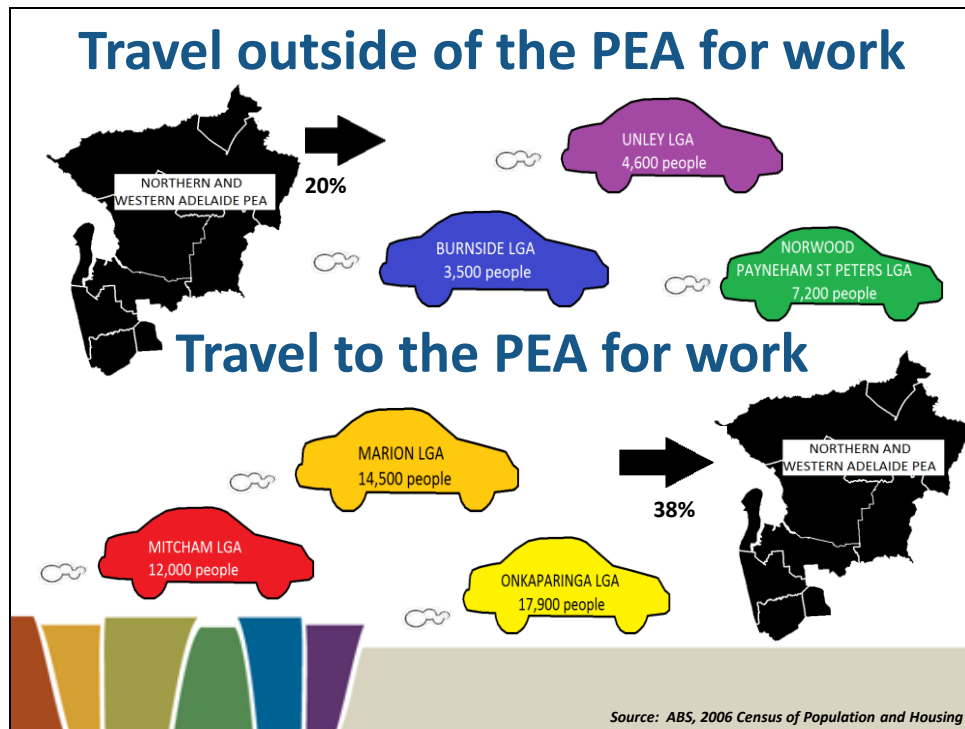
**Employment Growth by Industry**

*Source: ABS Labour Force Survey, August Quarter 2012, 4 quarter average of original data*

As at August 2012, the major employing industries in the Northern and Western Adelaide PEA were Health Care and Social Assistance, Retail Trade, Manufacturing and Construction.

Of the top ten largest employing industries in the Northern Adelaide and Western Adelaide Labour Force Regions, employment growth in the five years to August 2012 was highest in the Health Care and Social Assistance (8,700), Construction (5,400), Education and Training (3,700), Public Administration and Safety (3,400), and Accommodation and Food Services (3,200) industries.

The largest falls in employment were in the Manufacturing (-4,700) and the Other Services (-1,300) industries.



**Travel outside of the PEA for work / Travel to the PEA for work**

Source: ABS, 2006 Census of Population and Housing

**Living in the PEA and travelling outside for work:**

At the time of the 2006 Census, over 237,400 employed people of working age (15-64 years) were residing in the Northern and Western Adelaide PEA.

Of those people, 80 per cent (189,100 people) worked in the PEA.

The remaining 20 per cent (48,300 people) travelled outside of the PEA for work.

The largest proportions travelled to:

Norwood Payneham St Peters LGA (3 per cent or 7,200 people)

Unley LGA (2 per cent or 4,600 people)

Burnside LGA (1 per cent or 3,500 people)

Marion LGA (1 per cent or 2,900 people)

Campbelltown LGA (SA) (1 per cent or 2,900 people)

**Living outside the PEA and travelling to the PEA for work:**

At the time of the 2006 Census, 304,100 people were employed in the Northern and Western Adelaide PEA.

Of those people working in the PEA, 62 per cent (189,100 people) lived in the PEA and the remaining 38 per cent (115,000 people) lived outside the PEA and travelled to the PEA to work. However, some 19 per cent lived outside the PEA and travelled into the PEA to work when the Adelaide LGA is excluded.

Of those people working in the PEA that lived outside the PEA, 49 per cent (56,350 people) travelled into the PEA to work in the Adelaide LGA, and the remaining 51 per cent (58,650 people) travelled into the PEA to work in other (non Adelaide LGA) parts of the PEA.

The largest proportions travelled from:  
Onkaparinga LGA (6 per cent or 17,900 people)  
Marion LGA (5 per cent or 14,500 people)  
Mitcham LGA (4 per cent or 12,000 people)  
Campbelltown LGA (SA) (3 per cent or 10,300 people)  
Burnside LGA (3 per cent or 9,400 people)

## Survey results

Recruitment experiences 12 months preceding the survey

	Playford LGA	Port Adelaide Enfield LGA	NW Adelaide PEA August 2012	All regions surveyed, 12 months to June 2012
Employers who recruited	63%	77%	72%	65%
- Due to growth	40%	44%	39%	48%
- Due to staff turnover	84%	86%	88%	85%
Vacancies per 100 staff	14	14	16	19
Unfill rate	3.4%	14.0%	5.2%	6.3%
Experienced difficulty	42%	48%	47%	56%

*Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.*

### **Survey Results**

*Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.*

The proportion of employers who recruited in the 12 months preceding the survey (72 per cent) was higher compared with all regions surveyed in the 12 months to June 2012 (65 per cent).

The proportion of employers recruiting to increase staff numbers (39 per cent) was lower compared with all regions surveyed (48 per cent).

The number of vacancies per 100 staff (16 vacancies per 100 staff) was lower compared with all regions surveyed (19 vacancies per 100 staff).

The unfill rate (5.2 per cent) was substantially lower compared with all regions surveyed (6.3 per cent).

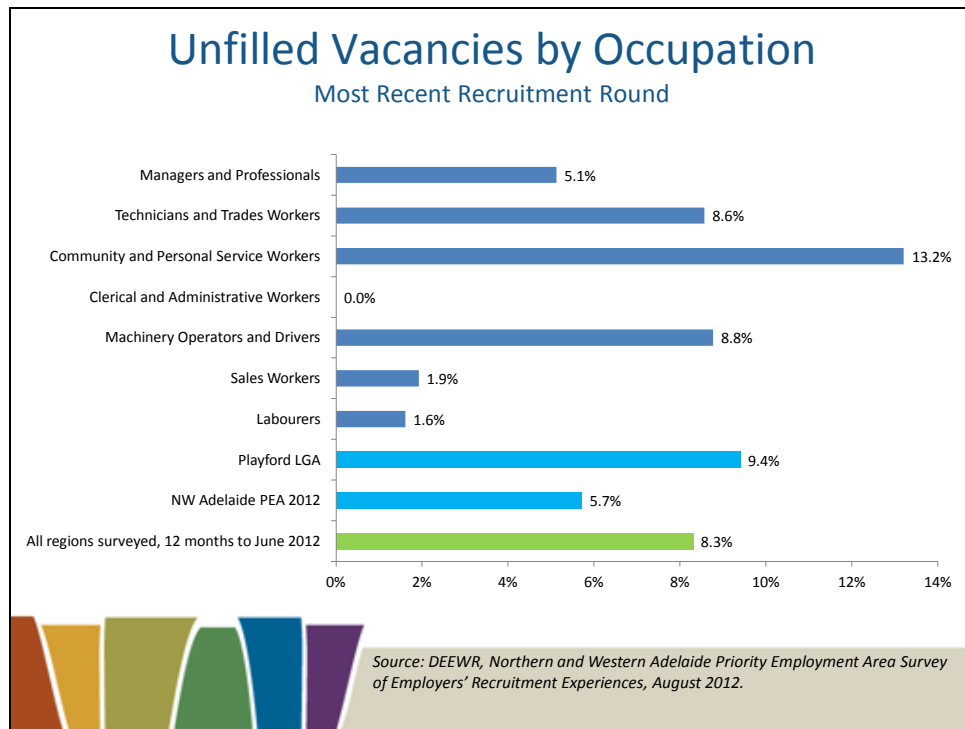
The proportion of employers who experienced recruitment difficulty in the 12 months preceding the survey (47 per cent) was lower than all regions surveyed (56 per cent).

Results across LGAs within the PEA varied. Playford's results tended to indicate a soft labour market, while results for Port Adelaide Enfield indicated stronger labour market conditions:

- A relatively low number of employers recruited in the Playford LGA (63 per cent), while a far higher proportion recruited in the Port Adelaide Enfield LGA (77 per cent).
- More employers in Port Adelaide Enfield also recruited due to business growth (44 per cent) compared with the Playford LGA (40 per cent).



- Both of these LGAs had a relatively low number of vacancies per 100 staff (both 14 vacancies per 100 staff) when compared with the PEA as a whole (16 vacancies per 100 staff).
- While the Playford LGA had a relatively low unfill rate (3.4 per cent), the Port Adelaide Enfield LGA had an extremely high unfill rate of 14.0 per cent.
- Playford employers also experienced less difficulty recruiting (42 per cent) than the PEA as a whole (47 per cent) and the Port Adelaide Enfield LGA (48 per cent).



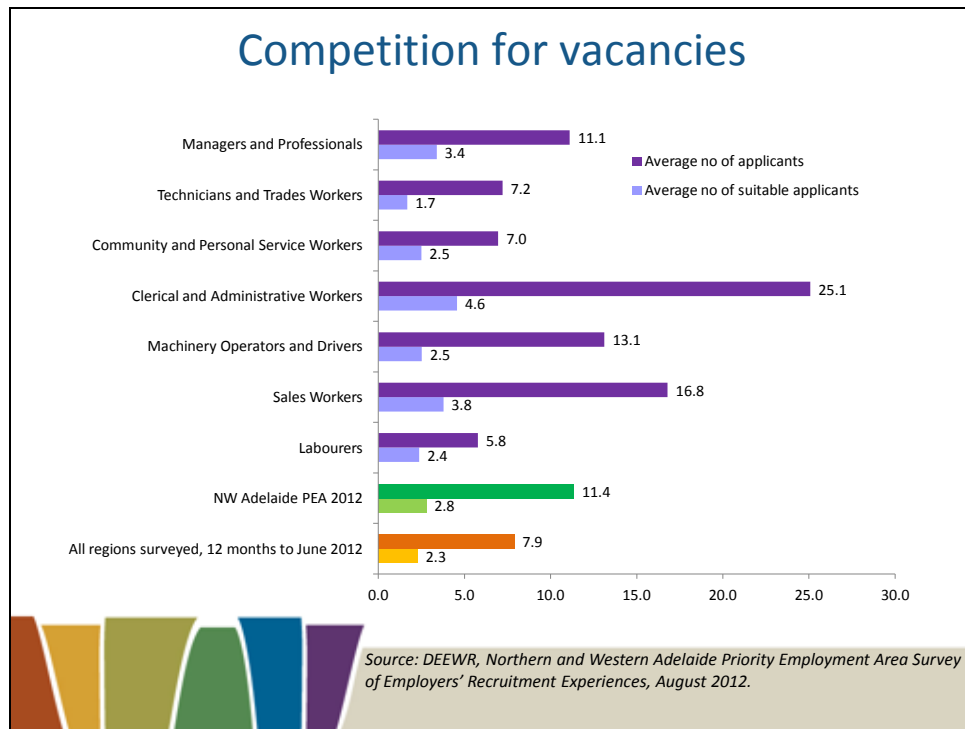
#### **Unfilled Vacancies by Occupation**

*Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.*

The proportion of unfilled vacancies in the Northern and Western Adelaide PEA (5.7 per cent) was substantially lower than the proportion of unfilled vacancies for all regions surveyed in the 12 months to June 2012 (8.3 per cent).

There was a high proportion of unfilled vacancies for Community and Personal Service Workers (13.2 per cent).

The survey found that all vacancies for Clerical and Administrative Workers, and almost all vacancies for Sales Workers and Labourers were filled.



**Competition for vacancies**

*Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.*

There was an average of 11.4 applicants per vacancy in the Northern and Western Adelaide PEA, higher than all regions surveyed (7.9 applicants per vacancy). Of these, 2.8 applicants were considered suitable, higher compared with all regions surveyed (2.3 suitable applicants per vacancy).

Employers recruiting for Technicians and Trades Workers experienced the lowest average number of suitable applicants (1.7), while also experiencing a relatively low average number of applicants (7.2).

By contrast, while employers recruiting for Clerical and Administrative Workers experienced a relatively high number of suitable applicants (4.6), they experienced a very high average number of applicants (25.1).

## Reasons applicants were unsuitable

- Of employers who recruited, 56% had at least one unsuitable applicant in their most recent recruitment round
- Reasons for applicant unsuitability included:
  - Insufficient experience to perform job duties (59%)
  - Employability skills and personal characteristics (38%)
  - Insufficient qualifications or training to perform job duties (35%)



Source: DEEWR Survey of Employers Recruitment Experiences, August 2012

### **Reasons applicants were considered unsuitable**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, August 2012*


Of employers who recruited, 56 per cent had at least one unsuitable applicant in their most recent recruitment round, higher compared with all regions surveyed (52 per cent).

Reasons for applicant unsuitability included:

- Insufficient experience to perform job duties (59 per cent)
- Employability skills and personal characteristics (38 per cent)
- Insufficient qualifications or training to perform job duties (35 per cent)

### Occupations where employers experienced some difficulty filling vacancies

Bachelor Degree or Higher VET Qualifications	
Chefs	Structural Steel and Welding Trades Workers
Child Carers	Metal Fitters and Machinists
Other Occupations	
Sales Assistants (General)	Waiters
General Clerks	Receptionists
Bar Attendants and Baristas	Truck Drivers

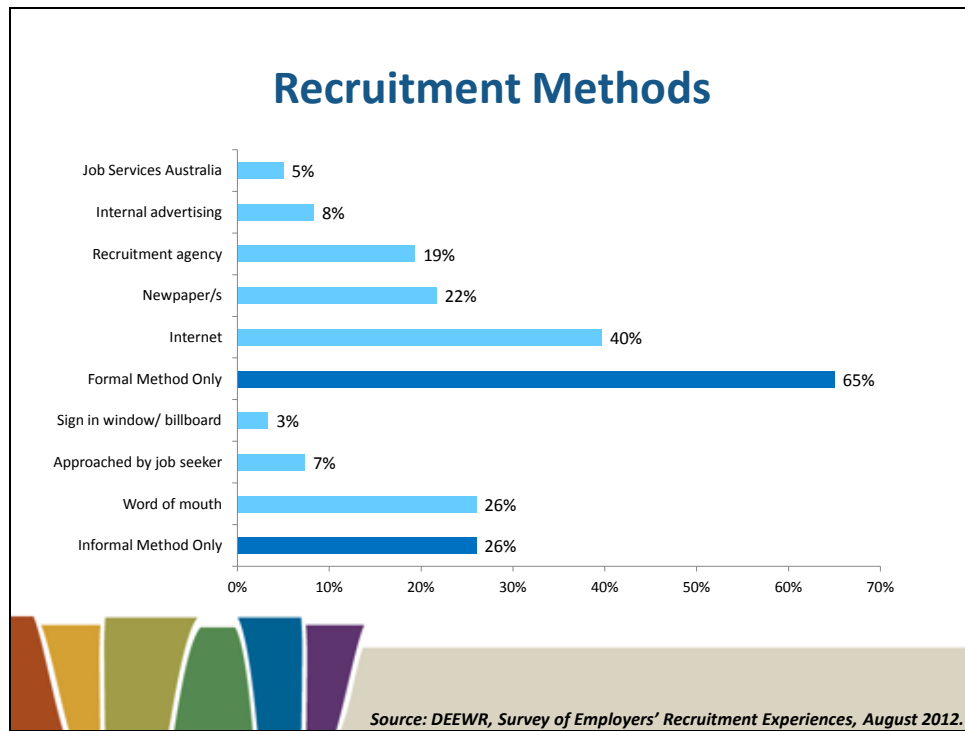

 Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.

**Occupations Difficult to Fill**

*Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.*

The vacancies in the Northern and Western Adelaide Priority Employment Area that employers considered difficult to fill are for occupations that fall across a range of skill levels and a range of industries.

Although there are a number of vacancies considered difficult to fill that require a higher qualification, many of the occupations mentioned are medium to lower skill level jobs.



### **Recruitment Methods**

Source: DEEWR, Northern and Western Adelaide PEA Survey of Employers' Recruitment Experiences, August 2012.

*It should be noted that this slide refers to the recruitment methods used by employers in their most recent recruitment round.*

In the Northern and Western Adelaide PEA, 74 per cent of recruiting employers used a formal method of recruitment, and 26 per cent an informal method. Some 65 per cent used a formal method only, while some 26 per cent of employers used an informal method only. Approximately 9 per cent used both an informal and formal method of recruitment.

<b>Formal Only</b>	<b>65%</b>
Internet	40%
Newspaper	22%
Recruitment Agency	19%
Internal advertising	8%
Job Services Australia	5%

<b>Informal Only</b>	<b>26%</b>
Word of mouth	26%
Approached by job seeker	7%
Sign in window/billboard	3%


## Basic Employability Skills remain an issue

**Most importance placed on:**

- 30% personal traits and qualities only
- 28% technical skills only
- 41% both equally important

**Personal traits and qualities applicants lacked:**

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork



Source: DEEWR, Survey of Employers' Recruitment Experiences, all regions surveyed in the 12 months to December 2010

### **Basic Employability Skills**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, all regions surveyed.*

Most importance placed on:

- 30 per cent personal traits and qualities only
- 28 per cent technical skills only
- 41 per cent both equally important

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork

### Future recruitment expectations

	Playford LGA	Adelaide LGA	NW Adelaide PEA August 2012	All regions surveyed, 12 months to June 2012
Will recruit	47%	62%	52%	50%
Expect to increase staff	29%	33%	30%	27%
Expect to reduce staff	3%	4%	5%	5%
Will recruit an apprentice or trainee	20%	20%	20%	22%
Expect difficulty	33%	39%	36%	44%

Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.

**Future recruitment expectations**

*Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.*

The proportion of employers who expected to recruit in the 12 months following the survey (52 per cent) was slightly higher compared with all regions surveyed (50 per cent).

The proportion of employers who expected to increase staff in the 12 months following the survey (30 per cent) was higher compared with all regions surveyed (27 per cent).

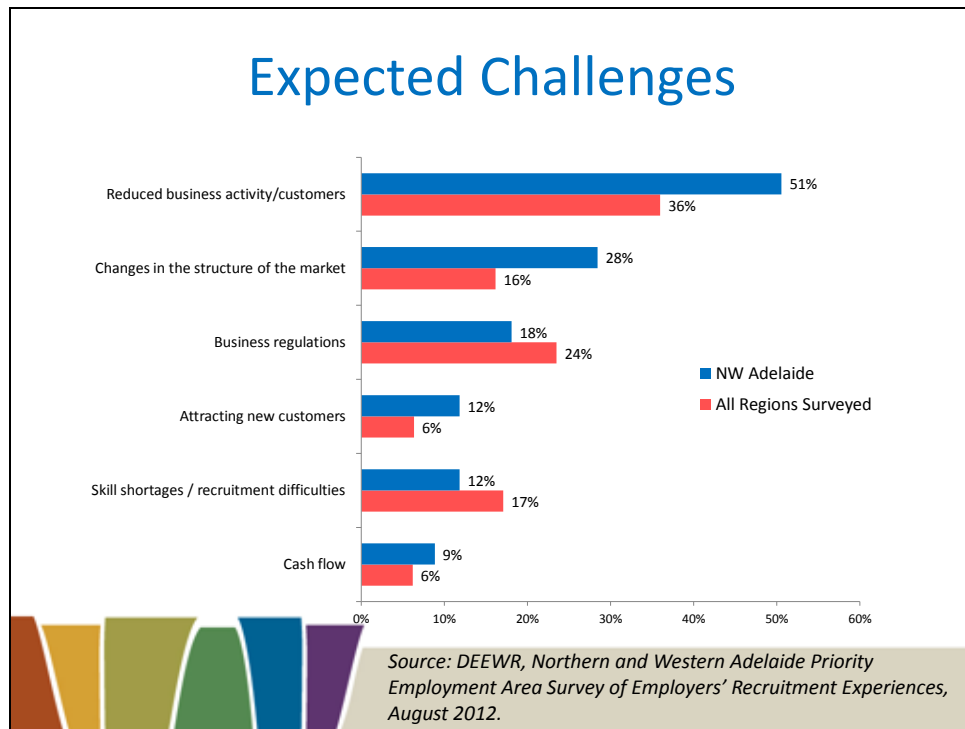
The proportion of employers who expected to reduce staff numbers in the 12 months following the survey (5 per cent) was the same as all regions surveyed.

The proportion of employers who expected recruitment difficulty (36 per cent) was lower compared with all regions surveyed (44 per cent).

Results for individual LGAs within the PEA varied:

- The Playford LGA had a slightly lower proportion of employers who expected to recruit (47 per cent) compared with the PEA (52 per cent), while the Adelaide LGA had a relatively high proportion (62 per cent).
- The Playford LGA had a lower proportion of employers expecting to reduce staff (3 per cent) compared with the PEA (5 per cent), while the proportion for the Charles Sturt LGA was relatively high (8 per cent).
- While a lower proportion of employers expected difficulty recruiting in the 12 months following the survey in the Playford LGA (33 per cent) compared with the PEA (36 per cent), a relatively high proportion of employers in the Adelaide LGA expected recruitment difficulty (39 per cent). However, this was still lower when compared with all regions surveyed in the 12 months to June 2012 (44 per cent).





### **Expected Challenges**


Source: DEEWR, Northern and Western Adelaide Priority Employment Area Survey of Employers' Recruitment Experiences, August 2012.

Some 65 per cent of employers expected challenges in the 12 months following the survey, higher compared with all regions surveyed (58 per cent), although the most commonly reported challenges differed.

- 51 per cent of employers reported that reduced business activity would be an expected challenge in the 12 months following the survey, substantially higher than all regions surveyed (36 per cent).
- A smaller proportion of employers (12 per cent) expected skills shortages or recruitment difficulty to be a challenge compared with all regions surveyed (17 per cent).

## Conclusion

- **Some softness in labour market conditions and easing since 2011**
  - Unemployment rate in the PEA consistently higher than the state and national rate
  - Some variance across the PEA in labour market conditions
  - Below average recruitment activity
  - Weakening recruitment expectations
- **Disadvantaged groups**
  - Teenagers, long-term unemployed, disengaged youth, jobless families, less educated
  - Underutilisation of migrants
- **Job seekers need to be job ready**
  - Work experience / training / apprenticeships
  - Literacy and numeracy skills/English language skills
  - Employability skills
- **Opportunities**
  - Unmet demand across all skill levels
  - Large and growing industries (Health Care and Social Assistance)
  - Shortfall of Community and Personal Service Workers and Technicians and Trades Workers
- **Need to ensure that all key stakeholders, including employers, continue to work collaboratively**



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## Further Information

[www.deewr.gov.au/Imip](http://www.deewr.gov.au/Imip)

[www.deewr.gov.au/SkillShortages](http://www.deewr.gov.au/SkillShortages)

[www.deewr.gov.au/regionalreports](http://www.deewr.gov.au/regionalreports)

[www.deewr.gov.au/australianjobs](http://www.deewr.gov.au/australianjobs)

[www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

[www.joboutlook.gov.au](http://www.joboutlook.gov.au)

[www.keepaustraliaworking.gov.au](http://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.

A report on the survey findings for the Northern and Western Adelaide Priority Employment Area will be placed on the regional reports section of the DEEWR web site.



**Australian Government**  
**Department of Education, Employment and Workplace Relations**