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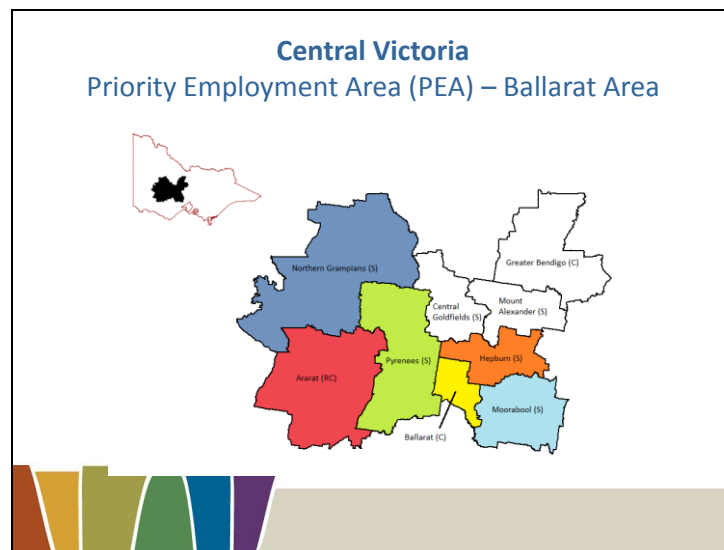
Australian Government
Department of Education, Employment and Workplace Relations

**Overview of the
Central Victoria PEA
Labour Market
Ballarat**

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Central Victoria:

Source: ABS (ASGC), 2006 LGA boundaries

The Central Victoria PEA region includes the Local Government Areas (LGAs) of:

- Ararat (RC)
- Ballarat (C)
- Central Goldfields (S)
- Greater Bendigo (C)
- Hepburn (S)
- Moorabool (S)
- Mount Alexander (S)
- Northern Grampians (S)
- Pyrenees (S)

The Ballarat area includes the Local Government Areas (LGAs) of:

- Ararat (RC)
- Ballarat (C)
- Northern Grampians (S)
- Hepburn (S)
- Moorabool (S)
- Pyrenees (S)

The Ballarat area covers 83% of the Central Highlands-Wimmera Labour Force Region (LFR) based on 2010 Working Age Population Estimated Resident Population.

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	Adult Population (15 +)	Growth 2006 to 2011	Working Age (15-64) Participation Rate (2011)	Median Age (2011)
Ballarat LGA	76,780	8.0%	74.6%	36
Ararat LGA	9,310	-1.8%	69.9%	43
Hepburn LGA	12,010	3.5%	71.6%	44
Moorabool LGA	22,690	10.9%	75.6%	37
Northern Grampians LGA	9,900	-0.8%	73.0%	42
Pyrenees LGA	5,620	1.2%	65.2%	45
Central Victoria PEA	243,860	6.1%	73.5%	40
Victoria	4,524,810	9.0%	75.6%	37
Australia	18,111,460	8.8%	75.8%	37

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

Central Victoria PEA Profile:

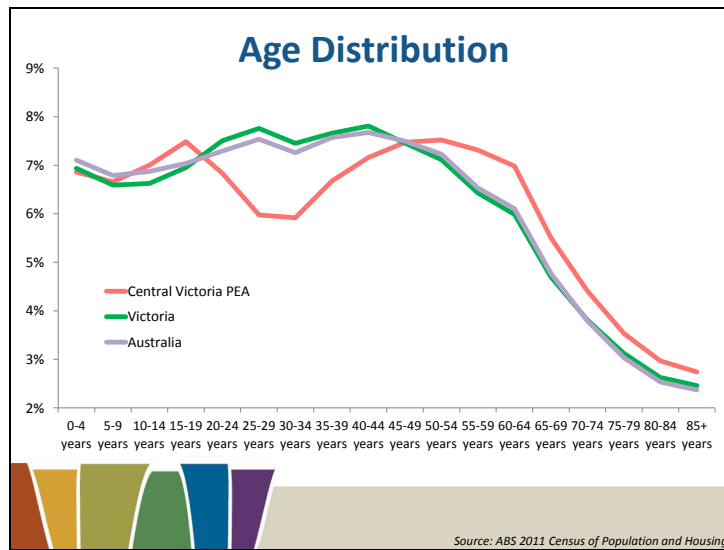
Source: ABS Estimated Resident Population, 2006 and 2011, ABS Census of Population and Housing, 2011

The adult population (15 years+) in the Central Victoria PEA (243,860) has increased by 6.1 per cent in the five years to June 2011. The adult population for Victoria and Australia have both increased in the same period (9.0 per cent and 8.8 per cent, respectively).

At the time of the 2011 Census, the Working Age Population (15-64 years) participation rate for the PEA was 73.5 per cent, similar to that of Victoria (75.6 per cent) and Australia (75.8 per cent).

The median age in the PEA was 40 years at the time of the 2011 Census, a slightly higher age compared with Victoria and Australia (both 37 years).

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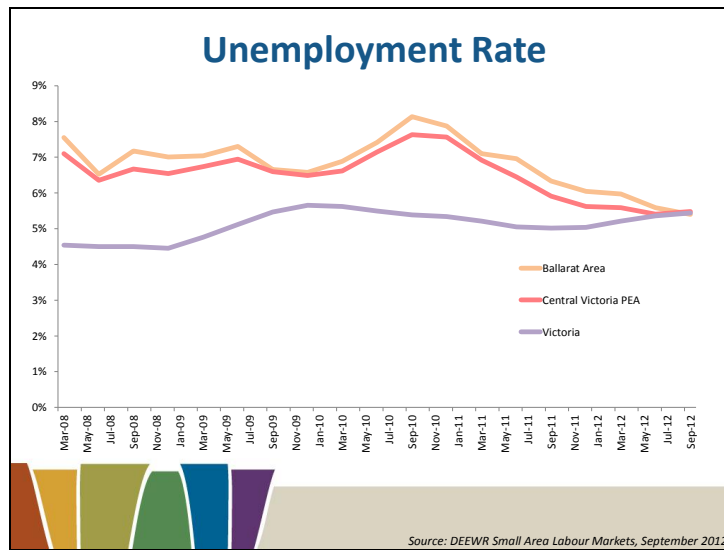


Age Distribution — Central Victoria PEA

Source: ABS 2011 Census of Population and Housing

The age distribution of the Central Victoria PEA population shows a markedly smaller proportion of the population is made up of people aged between 20 and 39 years, when compared with the Victorian and Australian age distributions. Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres such as Melbourne.

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Unemployment Rate

Source: DEEWR Small Area Labour Markets, September 2012

In September 2012, the unemployment rate in the Ballarat Area was 5.4 per cent, comparable to both the Central Victoria PEA (5.5 per cent) and Victoria (5.4 per cent).

While the unemployment rate in the Ballarat Area has decreased over the last few years, the region has consistently had an unemployment rate higher than both Victoria and Australia.

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Unemployment Rate Relatively Flat

Region	Sep-11	Sep-12	Annual Change
Ballarat LGA	7.1%	6.0%	-1.1% pts
Ararat LGA	5.7%	4.7%	-1.0% pts
Hepburn LGA	6.6%	5.6%	-1.0% pts
Moorabool LGA	4.3%	4.0%	-0.3% pts
Northern Grampians LGA	5.7%	4.7%	-1.0% pts
Pyrenees LGA	6.3%	5.2%	-1.1% pts
Ballarat Area	6.3%	5.4%	-0.9% pts
Central Victoria PEA	5.9%	5.5%	-0.4% pts
Victoria	5.0%	5.4%	0.4% pts

Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series

Unemployment Rate

Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series

In September 2012, the unemployment rate in the Central Victoria PEA was 5.5 per cent, slightly higher compared with the State (5.4 per cent) and Australia (5.2 per cent).

The LGAs of Ballarat and Hepburn reported the highest unemployment rates in the Ballarat area (6.0 and 5.6 per cent, respectively). In contrast, the Moorabool LGA reported an unemployment rate of only 4.0 per cent.

In the 12 months to September 2012, the unemployment in the Central Victoria PEA has decreased (by 0.4 percentage points) while Victoria and Australia have both increased (by 0.4 and 0.1 percentage points, respectively).

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But considerable variation

Region	Sep-11	Sep-12	Annual Change
Ballarat (C) – North	3.7%	3.4%	-0.3% pts
Ballarat (C) - South	7.8%	6.7%	-1.1% pts
Moorabool (S) - Bacchus Marsh	4.5%	4.4%	-0.1% pts
Moorabool (S) – Ballan	3.9%	3.4%	-0.5% pts
N. Grampians (S) – Stawell	6.0%	4.8%	-1.2% pts
Pyrenees (S) - North	6.1%	5.6%	-0.5% pts
Central Victoria PEA	5.9%	5.5%	-0.4% pts

Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series

Unemployment Rate

Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series

In September 2012, the unemployment rate in the Central Victoria PEA was 5.5 per cent, slightly higher compared with the State (5.4 per cent) and Australia (5.2 per cent).

The Ballarat (C) – South SLA reported the highest unemployment rate in the Ballarat Area (6.7 per cent), while the Ballarat (C) – North and Moorabool (S) – Ballan SLAs reported the lowest (both 3.4 per cent).

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Unemployed for longer			
Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment
	Persons ('000)	Per cent of all unemployed	
Central Highlands-Wimmera LFR	1.7	26.8%	72 Weeks
Victoria	29.0	17.5%	34 Weeks
Australia	120.0	19.0%	37 Weeks

Source: ABS Labour Force Data, January 2013, 12 month averages of original data

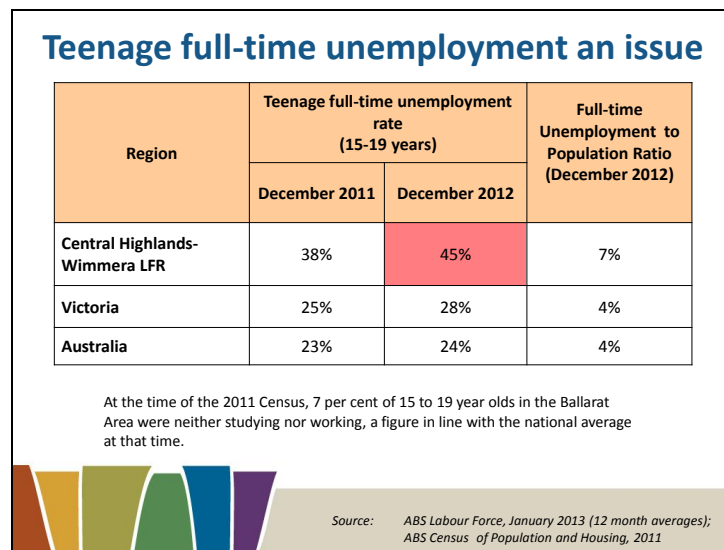
Long-term Unemployment:

Source: ABS Labour Force Data, January 2013, 12 month averages of original data

Long-term unemployed are those who have been unemployed and looking for work for at least 52 weeks.

The proportion of unemployed persons who were long-term unemployed in the Central Highlands-Wimmera LFR (26.8%) was higher than both Victoria (17.5%) and Australia (19.0%).

In the 12 months to November 2012, the average duration of unemployment in the Central Highlands-Wimmera LFR has increased significantly (72 weeks, an increase of 14 weeks) and remains well above the average for Victoria (34 weeks) and Australia (37 weeks).



Teenage Full-time Unemployment

Source: ABS Labour Force, January 2013 (12 month averages); ABS Census of Population and Housing, 2011

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

In January 2013, the full-time unemployment rate for the Central Highlands-Wimmera LFR was 45 per cent, an increase of 7 per cent since the previous year. The full-time unemployment rate was significantly higher than both Victoria (28 per cent) and Australia (24 per cent).

Similarly, the teenage full-time unemployment to population ratio in the Central Highlands-Wimmera LFR (7 per cent) was higher than Victoria and Australia (both 4 per cent).

At the time of the 2011 Census, 7 per cent of 15 to 19 year olds in the Ballarat Area were neither studying nor working, a figure reflecting the national average at that time.

Jobless Families with children under 15

Region	Number of jobless families	Proportion of all families who are jobless
Hepburn LGA	226	18%
Ballarat LGA	1,570	17%
Greater Bendigo LGA	1,590	16%
Central Victoria PEA	4,690	16%
Victoria	66,720	13%
Australia	294,870	14%

One in six families with children under 15 in the Central Victoria PEA are jobless.
 • Almost 1 in 2 lone parent families are jobless

Source: ABS 2011 Census of Population and Housing

Jobless Families:

Source: ABS 2011 Census of Population and Housing

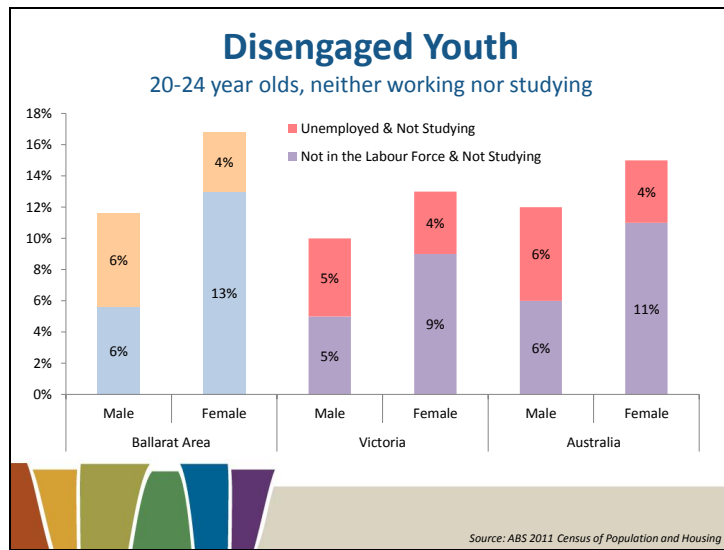
Jobless families are families where no parent is employed (*ABS 2006 Census of Population and Housing*)

The proportion of families with children under 15 years in the Central Victoria PEA who are jobless (16%) is above both Victoria (13%) and Australia (14%).

One in six families with children under 15 in the Central Victoria PEA are jobless.

- 1 in 18 couple families are jobless
- Almost 1 in 2 lone parent families are jobless

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Disengaged Youth:

Source: ABS 2011 Census of Population and Housing.

This chart shows persons aged 20-24 years who are neither working nor studying.

Almost one in four receive an income support payment

Region	Proportion of working age population in receipt of a benefit	
	Income Support benefits	Unemployment benefits
Moorabool LGA	16%	4%
Pyrenees LGA	26%	6%
Central Victoria PEA	23%	6%
Victoria	16%	5%
Australia	16%	5%

Source: DEEWR Administrative Data, December 2012; ABS Population Estimates by Age and Sex, 2011

Recipients of Income Support Payment

Source: DEEWR administrative data, December 2012; ABS Population Estimates by Age and Sex, 2011

In December 2012, almost one in four (23 per cent) of the working age population were in receipt of an Income Support benefit in the Central Victoria PEA, higher compared with Victoria and Australia (both 16 per cent). Disability Support Pension was particularly high (8 per cent of the WAP) compared with the State and Australia (both 5 per cent of the WAP).

There is significant variation across the LGAs for example, 26 per cent of persons in the Pyrenees LGA were on Income Support benefits compared with only 16 per cent in the Moorabool LGA.

Labour Market Outcomes for Persons (aged 15-74) with a Disability, 2009			
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 Customised Tables, Survey of Education and Training, 2009

Labour Market Outcomes for Persons (aged 15-74) with a Disability, 2009

Source: ABS Customised Tables, Survey of Education and Training, 2009

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 restricts their employment/schooling.

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

Educational Attainment				
25-34 years of age				
Region	Completed Yr 12		Attained:	
	2006	2011	Adv Dip, Dip or Cert III/IV	Bachelor Degree or higher
Northern Grampians LGA	56%	57%	36%	17%
Ballarat LGA	63%	70%	34%	29%
Greater Bendigo LGA	60%	65%	35%	26%
Central Victoria PEA	60%	66%	35%	26%
Victoria	73%	79%	29%	40%
Australia	69%	75%	30%	35%

Source: ABS 2011 Census of Population and Housing

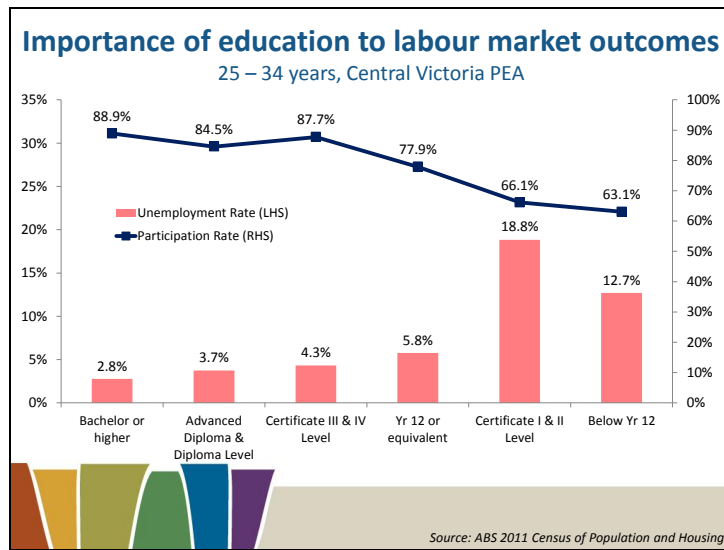
Educational Attainment:

Source: ABS 2011 Census of Population and Housing

Year 12 completion rates for people aged 25-34 years old are considerably lower in the Central Victoria PEA (66 per cent) compared with both Victoria (79 per cent) and Australia (75 per cent). However, results vary across the PEA, with 70 per cent of 25-34 year olds in the Ballarat LGA having a Year 12 Certificate compared with 57 per cent for those in the Northern Grampians LGA.

While a relatively high proportion of people aged 25-34 have obtained an Adv. Dip/Cert III/IV, a low proportion have obtained a bachelor degree or higher.

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Educational Attainment and Labour Market Outcomes:

Source: ABS 2011 Census of Population and Housing

This slide illustrates the correlation between education and labour market outcomes in the Central Victoria PEA, with higher labour force participation rates and lower unemployment rates for those with higher levels of educational attainment. This reflects the pattern seen across Australia and demonstrates the importance of continuing education to help job seekers obtain employment and participate in the labour market.

School results in Reading and Numeracy

<i>% of Yr 9 government students who did not meet the minimum standards in:</i>	Ararat LGA	Ballarat LGA	Victoria	Australia
Reading	11%	3%	4%	6%
Numeracy	3%	3%	4%	6%

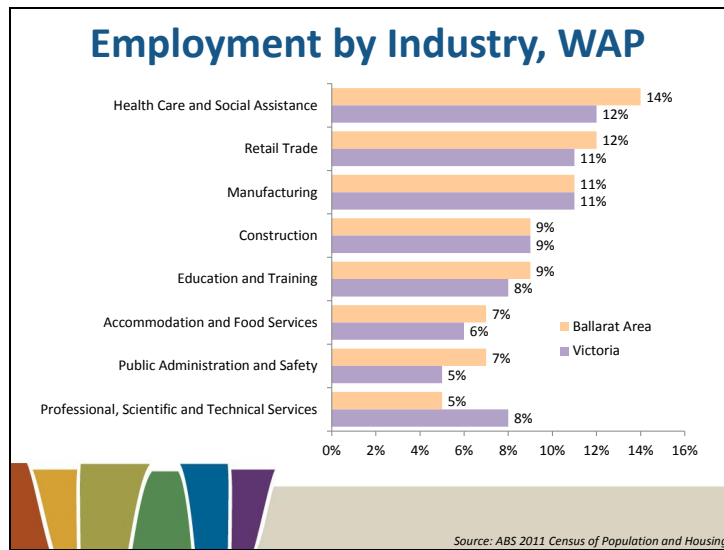
Source: Myschool website, 2011

School Results – Reading and Numeracy:

Source: Myschool website

This slide shows the proportion of Year 9 students at a selected government high school in the Ararat and Ballarat LGA 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 Victoria and Australia.

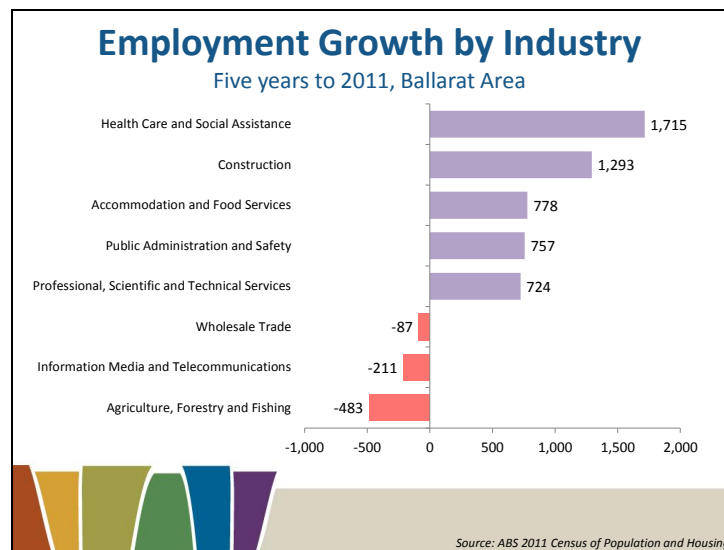
While the selected government school’s data are not necessarily representative of all Year 9 students in the regions identified, it demonstrates that there are some pockets of disadvantage.



Employment by Industry:

Source: ABS 2011 Census of Population and Housing

Employment in the Ballarat Area was highest in the Health Care and Social Assistance (14 per cent of all employed), Retail Trade (12 per cent) and Manufacturing Industries (11 per cent).

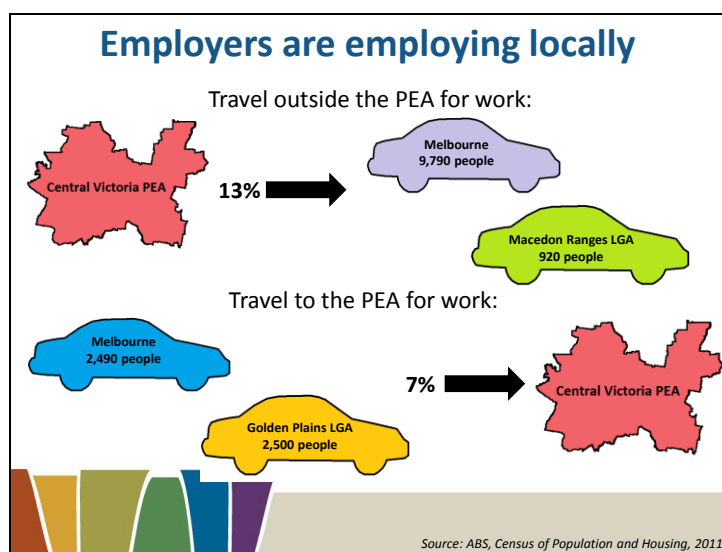


Employment Growth by Industry – Five years to 2011, Ballarat Area:

Source: ABS 2011 Census of Population and Housing

Employment growth in the Ballarat Area over the five years to 2011 was highest in the Health Care and Social Assistance (increase of 1,715 employed persons) and Construction (1,293) industries.

Employment growth was negative in the Manufacturing, Agriculture, Forestry and Fishing and Information Media and Telecommunications industries.



Journey to work:

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, there were 115,268 people living in the Central Victoria PEA. Of these people, 13 per cent (14,999 people) worked outside of the PEA, the largest proportions travelled to:

Region	People
Melbourne SD	9,790
Macedon Ranges	916
Greater Geelong	521
Loddon	390
Golden Plains	329
Campaspe	268

At the time of the 2011 Census, there were 100,269 people working in the Central Victoria PEA. A small proportion of the working age population who work within the PEA (7 per cent) live outside the PEA. This includes relatively large numbers from the Golden Plains LGA (2,500) and Melbourne SD (2,490 people).

Of the people that work in the PEA but live outside, here are the most common places they're coming from:

Region	People
Golden Plains LGA	2506
Melbourne SD	2490
Macedon Ranges LGA	608
Loddon LGA	460
Greater Geelong LGA	423

Employer Survey Results

12 months preceding the survey, Central Victoria PEA

Key Indicators	Central Victoria PEA Oct 2012	Central Victoria PEA Sep 2011	All Regions Surveyed 12 Months to September 2012
Proportion of employers who recruited	66%	73%	63%
Vacancies per 100 staff	16	16	18
Proportion of vacancies unfilled	6.9%	9.4%	5.5%
Proportion of employers who experienced difficulty	53%	59%	53%

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

Employer Survey Results – Central Victoria PEA:

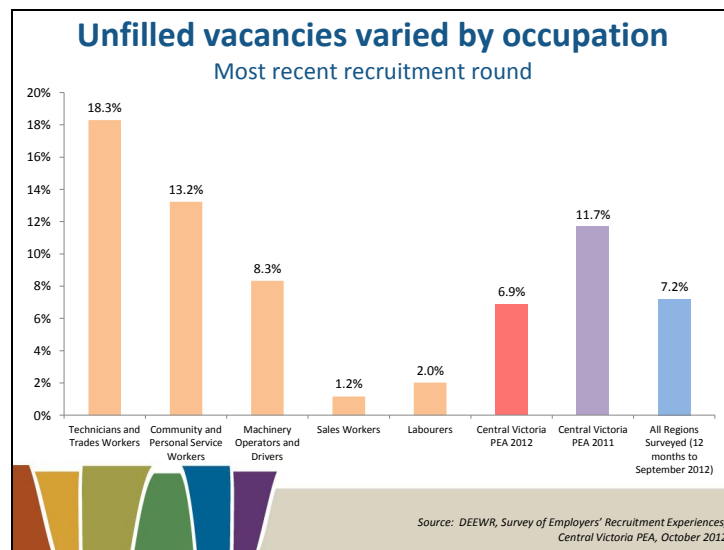
Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

Moderate level of recruitment activity with 1 in 6 jobs becoming vacant in last 12 months.

Two out of five employers had difficulty filling a vacancy in the last 12 months, however difficulty has eased since the 2011 survey.

Recruitment expectations for the 12 months following the survey were moderate compared to All Regions Surveyed.

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Unfilled vacancies varied by occupation:

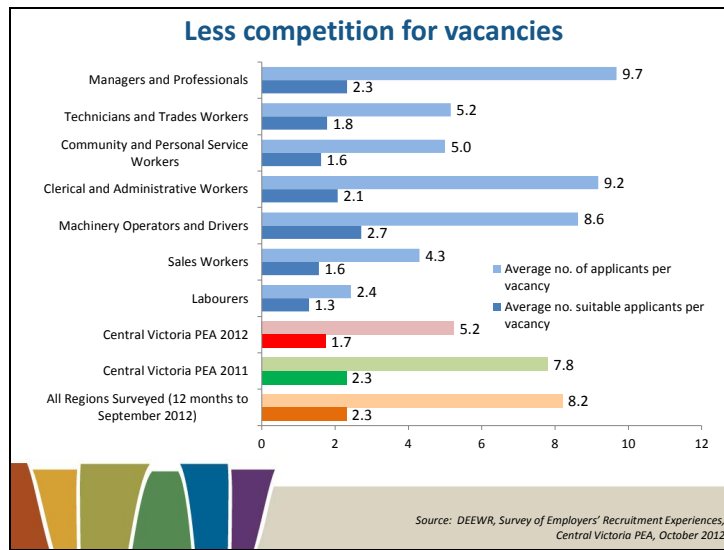
Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

The proportion of vacancies that remained unfilled in employers' most recent recruitment round varied across the occupation groups.

There was a high proportion of Technicians and Trades Workers (18.3 per cent) vacancies that were unfilled while there were few vacancies for Sales Workers (1.2 per cent) and Labourers (2.0 per cent) remained unfilled.

Employers recruiting for Managers & Professionals and Clerical and Administrative Workers occupations filled all their vacancies in their most recent recruitment round.

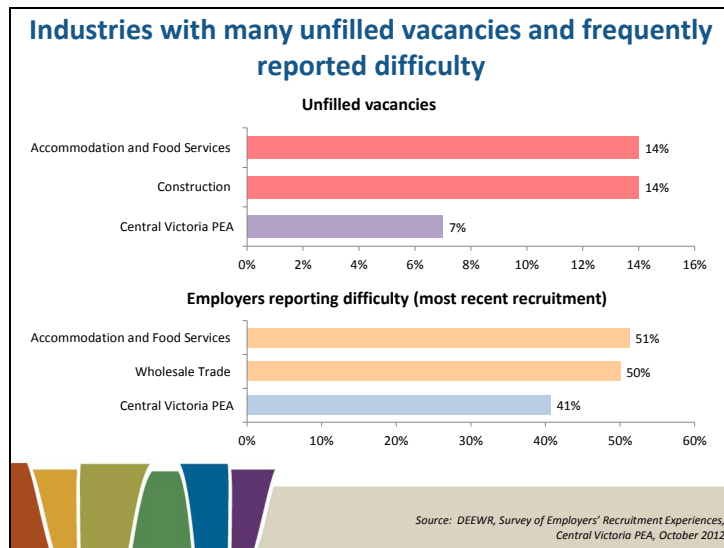
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Competition for vacancies:

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

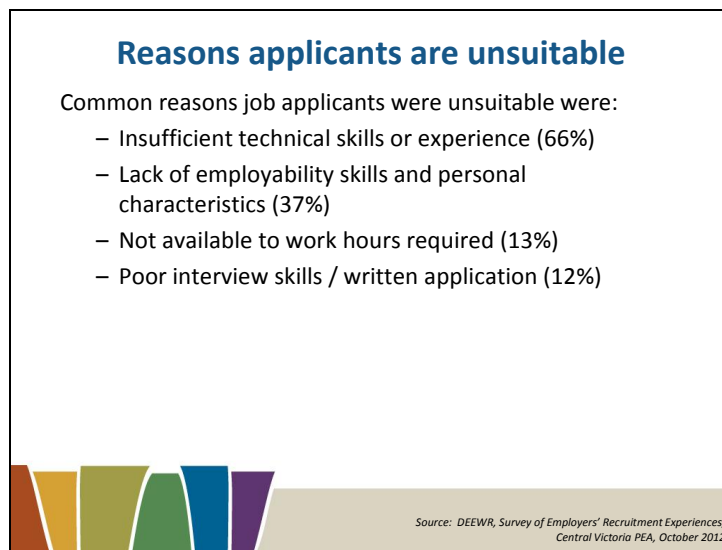
There was a low average number of applicants per vacancy (5.2) compared with previous surveys (7.8 in September 2011) and all regions surveyed (8.2). The average number of suitable applicants per vacancy (1.7) was also low compared with previous surveys (2.3 in September 2011 and all regions surveyed).



Unfilled Vacancies and Recruitment Difficulty:

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

This slide shows the industries where there were many unfilled vacancies and where employers frequently reported difficulty. Employers in the Accommodation and Food Services industries were at the top of both lists.



Reasons applicants are unsuitable:

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012

Common reasons job applicants were unsuitable were:

- Insufficient technical skills or experience (66%)
- Lack of employability skills and personal characteristics (37%)
- Not available to work hours required (13%)
- Poor interview skills / written application (12%)



Basic Employability Skills

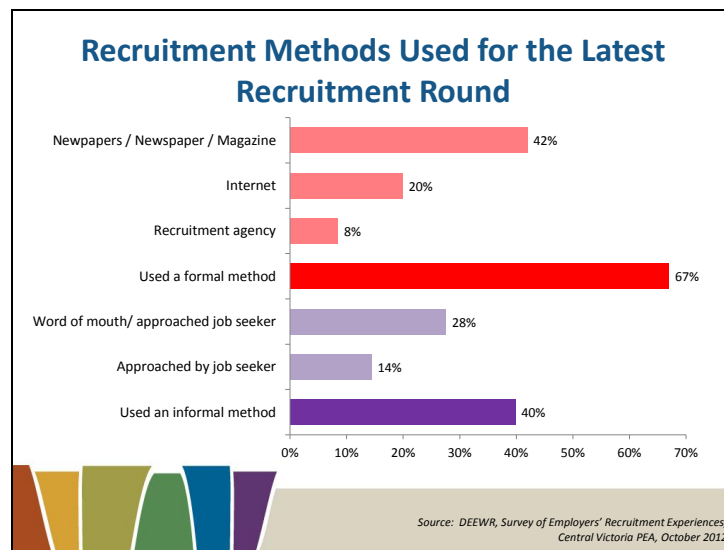
Source: DEEWR, Survey of Employers' Recruitment Experiences, all regions surveyed in the 12 months to December 2010.

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



Recruitment Methods Used for the Latest Recruitment Round:

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

Methods of Formal Recruitment Used by Employers:

- Newspapers (42 per cent)
- Internet (20 per cent)
- Recruitment Agency (8 per cent)

Methods of Informal Recruitment Used by Employers:

- Word of mouth/ approached job seeker (28 per cent)
- Approached by job seeker (14 per cent)

Almost one third of recruiting employers used informal recruitment methods only.

Bachelor Degree or Higher VET qualifications	
Chefs	Motor Mechanics
Structural Steel and Welding Trades Workers	Child Carers
Cooks	
Other VET qualifications and lower skilled occupations	
Housekeepers	Truck Drivers
Waiters	Motor Vehicle and Vehicle Parts Salespersons
Service Station Attendants	

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

Occupations Difficult to Fill

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

This slide shows the vacancies that employers most commonly reported as being difficult to fill in the Central Victoria PEA.

Bachelor Degree or Higher VET qualifications

- Chefs
- Motor Mechanics
- Structural Steel and Welding Trades Workers
- Child Carers
- Cooks

Other VET qualifications and lower skilled occupations


- Housekeepers
- Truck Drivers
- Waiters
- Motor Vehicle and Vehicle Parts Salespersons
- Service Station Attendants

Apprentices and Trainees

More than 1 in 3 (35%) businesses employed at least one apprentice or trainee:

- 28% of these businesses experienced challenges employing an apprentice or trainee
- The most commonly reported challenges were a lack of work readiness (50%) and a lack of soft skills (45%)

Nearly 1 in 5 (19%) employers expected to recruit at least one apprentice or trainee in the 12 months following the survey.



Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

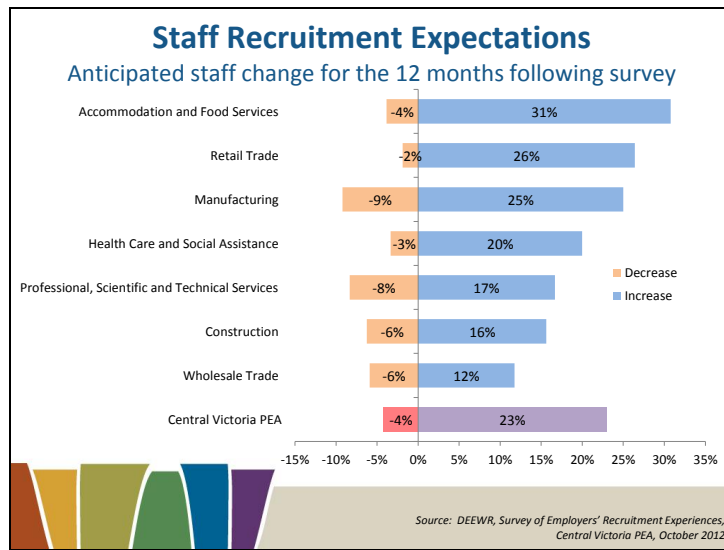
Basic Employability Skills

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

Over one in three (35%) businesses employed at least one Apprentice of Trainee:

- 28% of these businesses experienced challenges employing an apprentice or trainee
- The most commonly reported challenges was a lack of work readiness (50%) and a lack of soft skills (45%)

Nearly one in five (19%) employers expect to recruit at least one apprentice or trainee in the 12 months following the survey.



Staff Recruitment Expectations– next 12 months:

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

Nearly one in four (23%) of employers in the Central Victoria PEA anticipated increasing staff numbers in the 12 months following the survey, while 4% anticipated decreasing staff numbers, comparable with the average for all regions surveyed (25% increase, 4% decrease).

The Accommodation and Food Services and Retail Trade industries were most likely to increase staff in the 12 months following the survey (31% and 26% respectively).

While 9% of employers in the Manufacturing industry expected decreasing staff numbers in the 12 months following the survey, there are still jobs in the industry with one in four employers expecting to increase staff numbers.

Conclusion

- The labour market in the Ballarat Area has remained relatively moderate in the past year
 - Regional disparity across the area
 - Easing demand for labour
- Some disadvantaged groups
 - Long-term unemployed, less educated, people with disabilities, jobless families, youth
- Opportunities exist
 - Unmet demand and recruitment difficulty across all skill levels and certain occupations (e.g. Chefs and Truck Drivers)
 - Target growth industries / occupations difficult to fill / industries expecting to increase staff
 - Low competition for some vacancies
 - Future recruitment expectations are encouraging
- Job seekers need to be job ready
 - Work experience
 - Apprenticeships
 - Literacy and numeracy
 - Employability skills
- Further engagement with employers
- Collaboration with the Local Employment Coordinator and other stakeholders



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Further Information

www.deewr.gov.au/regionalreports
www.deewr.gov.au/lmip
www.deewr.gov.au/SkillShortages
www.deewr.gov.au/australianjobs
www.skillsinfo.gov.au
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.

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Australian Government
Department of Education, Employment and Workplace Relations

If you have any questions about the presentation please contact
the Regional and Industry Employer Surveys Section on
[1800 059 439](tel:1800059439) or email recruitmentsurveys@deewr.gov.au

