



Australian Government
Department of Employment

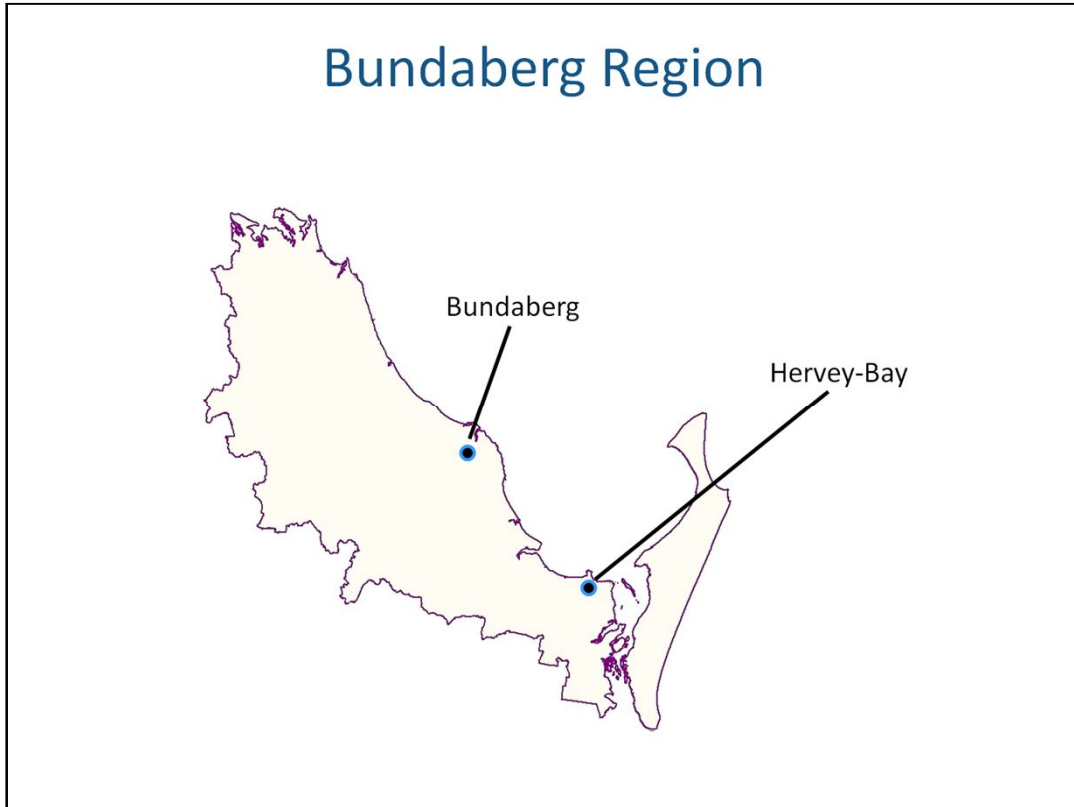
Bundaberg Region Labour Market Forum

11 March 2014

Presenter: Ivan Neville
Branch Manager
Labour Market Research and Analysis Branch

Survey of Employers' Recruitment Experiences

Bundaberg-Hervey Bay Priority Employment Area (surveyed in December 2013).



Bundaberg Region

The Bundaberg-Hervey Bay Priority Employment Area (PEA) is comprised of 2 Local Government Areas (LGAs): Bundaberg LGA and Fraser Coast LGA (excluding the Woocoo-Tiaro Statistical Local Area (SLA)) and includes the Gladstone – Miriam Vale SLA.

Bundaberg-Hervey Bay PEA - SLAs

Bundaberg (R) - Bundaberg

Bundaberg (R) - Burnett Pt A

Bundaberg (R) - Burnett Pt B

Bundaberg (R) - Isis

Bundaberg (R) – Kolan

Fraser Coast (R) - Hervey Bay Pt A

Fraser Coast (R) - Hervey Bay Pt B

Fraser Coast (R) – Maryborough

Gladstone (R) - Miriam Vale

Please Note: The Fraser Coast LGA referred to in this presentation does not include the Woocoo-Tiaro SLA

The Bundaberg-Hervey Bay PEA comprises 65 per cent of the Wide Bay-Burnett Labour Force Region (LFR).

Area profile

Region	Adult Population (15+)	Working Age Population (15-64)	Employment Growth (2006-2011)	Median Age
Bundaberg LGA	72,400	54,800	7%	43
Fraser Coast LGA	70,800	51,800	7%	44
Gladstone (R) – Miriam Vale SLA	4,500	3,600	8%	45
Bundaberg-Hervey Bay PEA	147,700	110,200	7%	44
Queensland	3,456,900	2,887,900	11%	36
Australia	17,363,700	14,351,400	10%	37

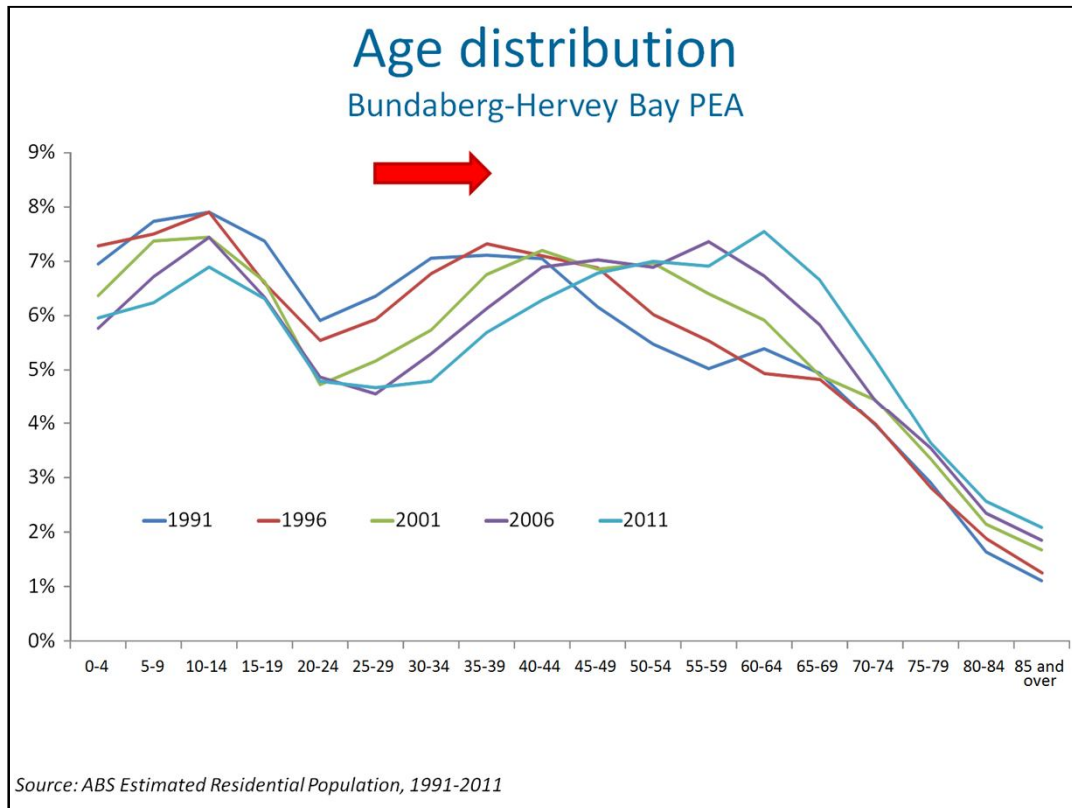
Sources: ABS, Census of Population and Housing, 2006 & 2011

Area profile

Sources: ABS, Census of Population and Housing, 2006 & 2011

The adult population in the Bundaberg-Hervey Bay PEA grew by 11 per cent in the five years to August 2011 to stand at 147,700. This growth was similar to Queensland (12 per cent) but larger than Australia (9 per cent). The working age population in the PEA grew by 8 per cent which was similar to Queensland (10 per cent) and Australia (8 per cent).

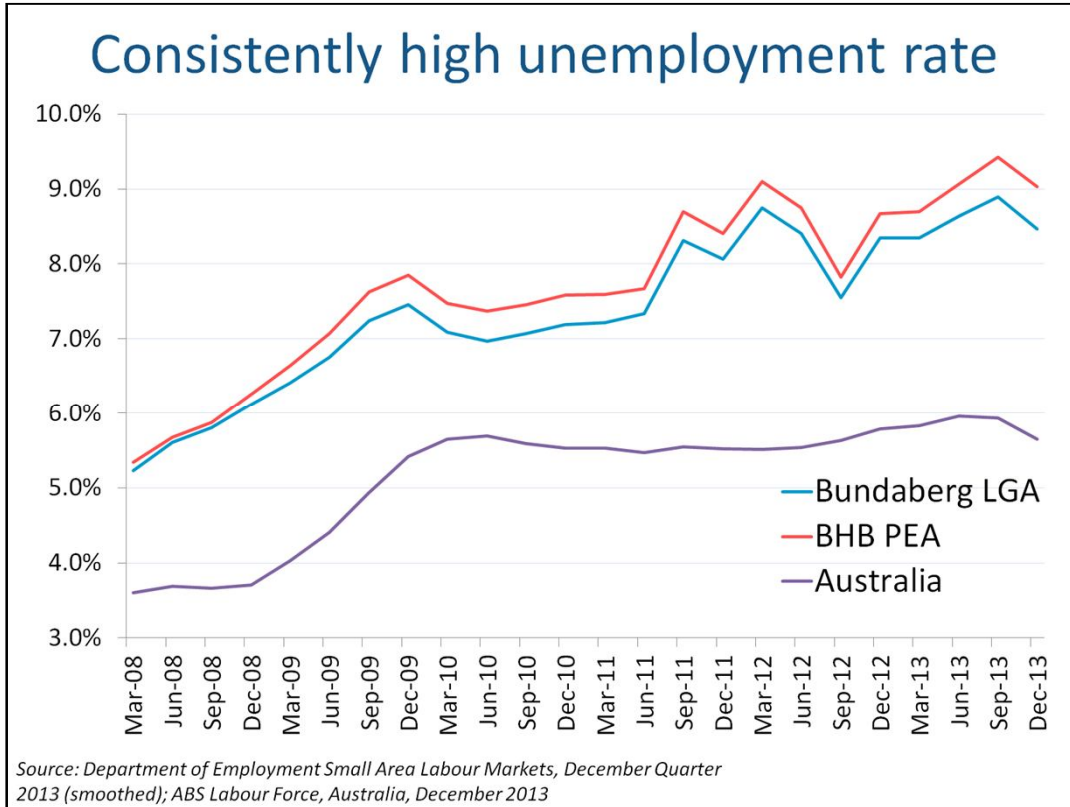
The median age is higher than the state average (44 years compared with 36 years respectively).



Age distribution – Bundaberg-Hervey Bay PEA

Source: Estimated Residential Population, 1991-2011

This graph shows the age distributions of the Bundaberg-Hervey Bay PEA from 1991 – 2011. The age distribution of the PEA shows a movement towards the older age brackets, suggesting an ageing population.

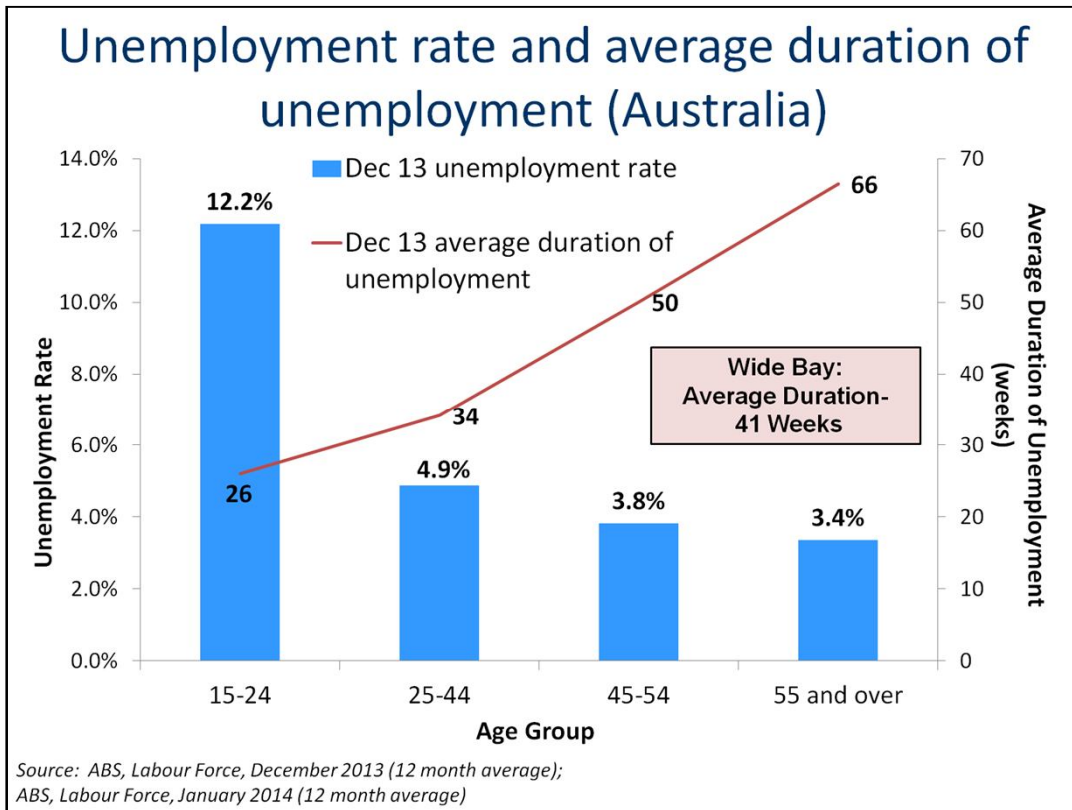


Consistently high unemployment rate

Source: Department of Employment Small Area Labour Markets, December Quarter 2013 (smoothed); ABS Labour Force, Australia, December 2013

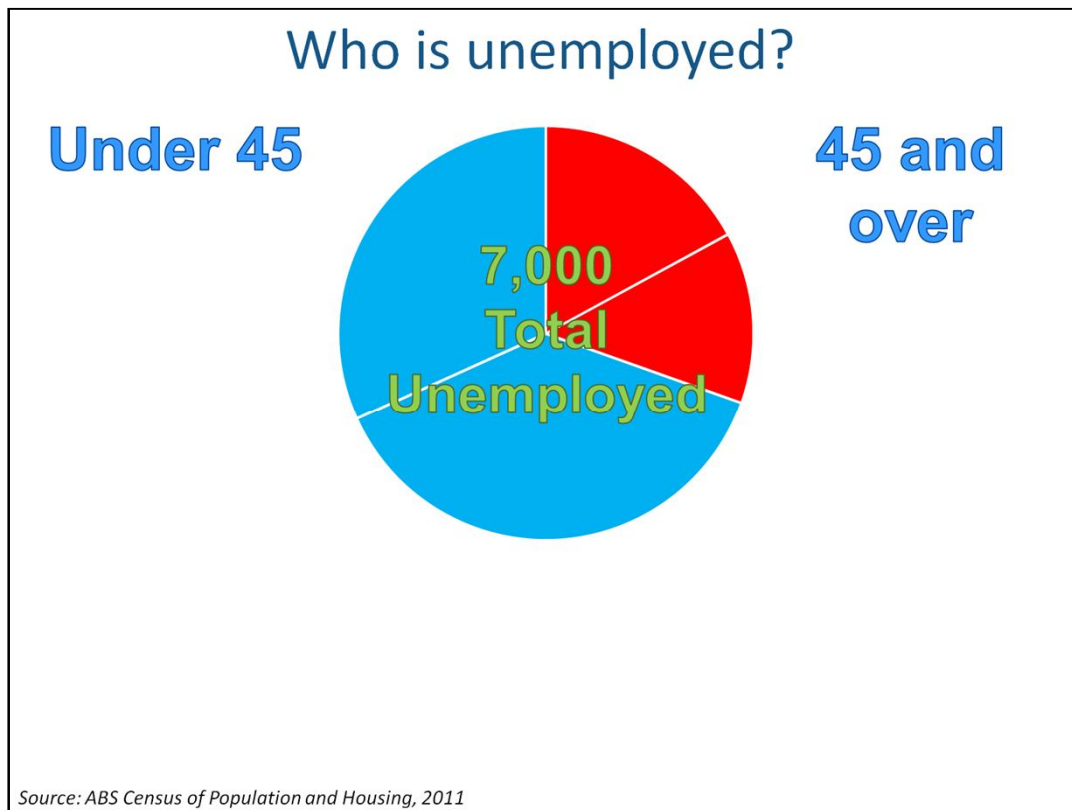
The unemployment rate for both the Bundaberg-Hervey Bay PEA (9.0 per cent) and the Bundaberg LGA (8.5 per cent) is higher than the national unemployment rate (6.0 per cent).

The unemployment rate has remained consistently above the national unemployment rate in both the PEA and the LGA since March 2008.



Unemployment rate and average duration of unemployment (Australia)

Source: ABS, Labour Force, December 2013 (12 month average); ABS, Labour Force, January 2014 (12 month average)



Who is unemployed?

Source: ABS Census of Population and Housing, 2011

70 per cent of unemployed people in the Bundaberg-Hervey Bay PEA were aged 45 years and under.

2,700 (38 per cent) were male and 2,200 (32 per cent) were female.

30 per cent of unemployed people in the PEA were aged 45 years and over.

1,200 (17 per cent) were male and 900 (13 per cent) were female.

More teens looking for full-time work

Persons aged 15-19 years

Region	Teenage full-time unemployment rate		Full-time Unemployment to Population Ratio (December 2013)
	December 2013	Annual Change	
Wide Bay-Burnett LFR	38.4% (1,500)	9.1% pts	8.5%
Queensland	28.3% (17,500)	3.0% pts	5.5%
Australia	25.8% (60,800)	1.9% pts	4.1%

Source: ABS Labour Force Data, December 2013,
(12 month averages of original data)

More teens looking for full-time work - Persons aged 15 – 19 years

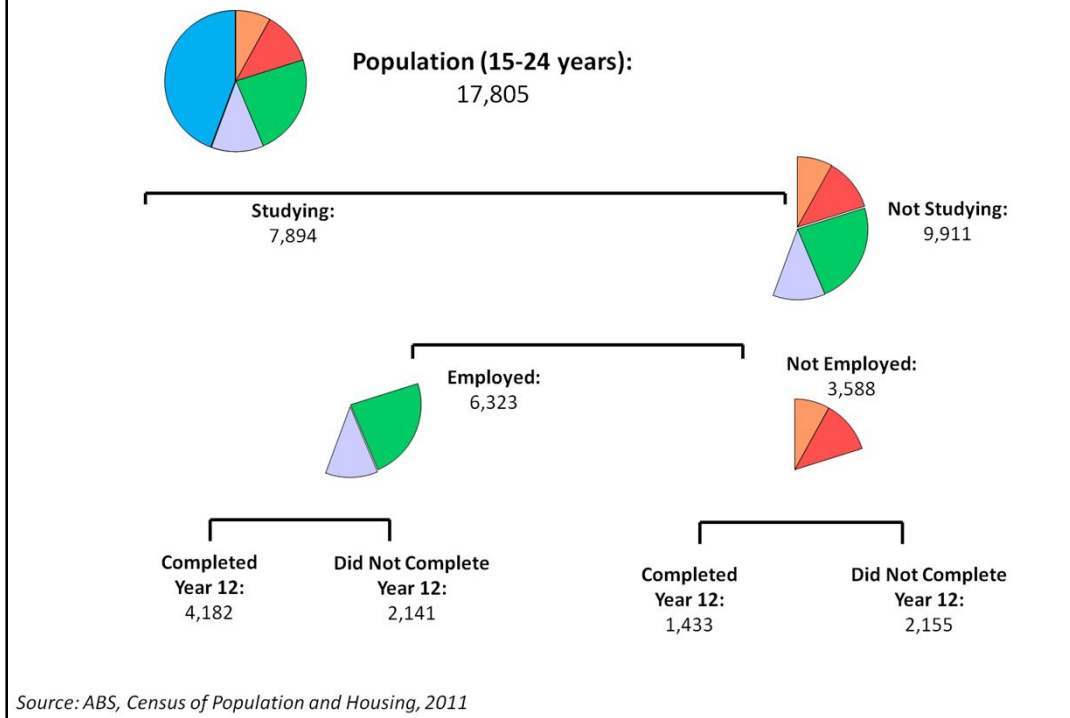
Source: ABS Labour Force Data, December 2013, (12 month averages of original data)

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 aged 15 – 19 years old who are searching for full-time employment.

The teenage full-time unemployment rate for the Wide Bay-Burnett LFR was 38.4 per cent in December 2013, an increase of 9.1 percentage points since December 2012. This was higher than the rate for Queensland (28.3 per cent) and Australia (25.8 per cent).

The teenage full-time unemployment to population ratio was also higher in the Wide Bay-Burnett LFR (8.5 per cent) when compared with Queensland (5.5 per cent) and Australia (4.1 per cent).

1 in 5 young people are neither studying nor working



1 in 5 young people are neither studying nor working

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, there were 17,805 15-24 year olds in the Bundaberg-Hervey Bay PEA, of whom 9,911 were not studying.

- Of the 9,911 who were not studying, those who did not complete year 12, whether they're employed or not employed, are vulnerable and may have difficulty entering the labour market

Note: Not stated records for FT/PT Student Status, Labour Force Status and Highest Year of School Completed have not been included.

**Very low educational attainment among young people who
stay in the region**
Persons aged 25-34 years

Region	Completed Yr 12		Attained Advanced Diploma, Diploma or Certificate III & IV	Attained Bachelor Degree or Higher
	2011	2006		
Burnett (S) - Pt B SLA	53%	46%	35%	13%
Bundaberg LGA	61%	52%	31%	16%
Fraser Coast LGA	58%	52%	35%	15%
Bundaberg-Hervey Bay PEA	59%	52%	33%	15%
Australia	75%	69%	30%	35%

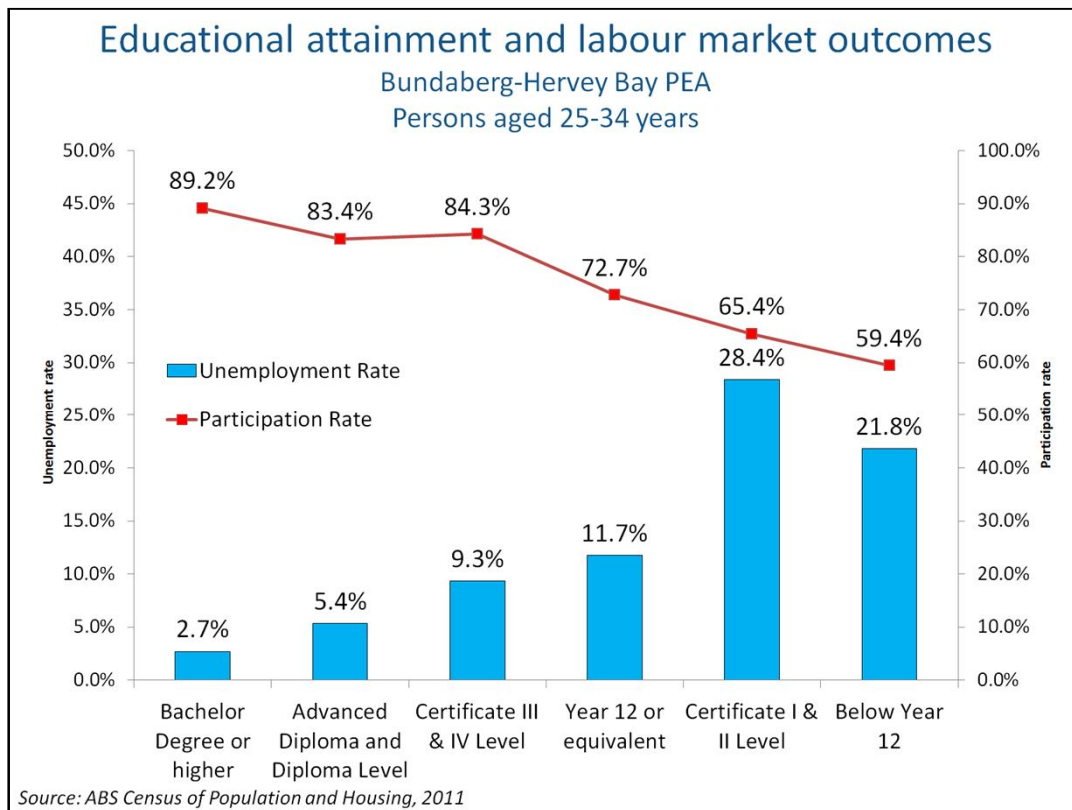
Source: ABS Census of Population and Housing, 2006 & 2011

**Very low educational attainment among young people who stay in the region -
Persons aged 25-34 years**

Source: ABS Census of Population and Housing, 2006 & 2011

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Bundaberg-Hervey Bay PEA who had completed Year 12 or equivalent was 59 per cent, lower than Australia (75 per cent). 61 per cent of 25 to 34 year olds in the Bundaberg LGA completed Year 12.

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, particularly for lower skilled vacancies and entry level positions such as apprenticeships and traineeships.



Educational attainment and labour market outcomes – Bundaberg-Hervey Bay PEA – Persons aged 25-34 years

Source: ABS Census of Population and Housing, 2011

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Bundaberg-Hervey Bay PEA, there were extremely high unemployment rates for those who had completed Certificate I & II but had not completed Year 12 (28.4 per cent) and those who did not complete Year 12 without any further post school qualification (21.8 per cent).

Unemployment rates are considerably lower for those who have completed a tertiary education at the Bachelor degree, Advanced Diploma and Diploma Level. It should also be noted that employment outcomes are better for those who have attained Certificate Levels III or IV. This emphasises the importance of post school education in ensuring success in gaining employment.

Large proportion of income support recipients

Region	Proportion of the WAP on a benefit (Dec 2013)	Proportion of the WAP on an unemployment benefit (Dec 2013)
Bundaberg SLA	8,300 (28%)	3,000 (10%)
Bundaberg LGA	15,800 (28%)	5,700 (10%)
Fraser Coast LGA	17,700 (33%)	5,700 (11%)
Bundaberg-Hervey Bay PEA	34,500 (30%)	11,700 (10%)
Queensland	514,100 (17%)	179,900 (6%)
Australia	2,481,400 (17%)	832,400 (6%)

5,300 (9%) people on Disability Support Pension (DSP) in Bundaberg LGA

Source: Department of Employment administrative data, December 2013; Estimated Resident Population, 2011

Large proportion of income support recipients

Source: Department of Employment administrative data, December 2013; Estimated Resident Population, 2011 (working age population)

In December 2013, 15,800 people were in receipt of an income support payment in the Bundaberg LGA.

In December 2013, 34,500 people (30 per cent of working age population) were in receipt of an income support benefit in the Bundaberg-Hervey Bay PEA.

Some 11,700 people (10 per cent of the working age population) in the Bundaberg-Hervey Bay PEA were in receipt of an unemployment benefit.

Some 11 per cent of the working age population (12,200) in the Bundaberg-Hervey Bay PEA are on Disability Support Pension (DSP). This is more than double when compared with Queensland and Australia (both 5 per cent). 9 per cent of the working age population (5,300) in the Bundaberg LGA are on Disability Support Pension (DSP).

Many children are in families where no parent is employed

Region	Number of children in jobless families*	Number of jobless families	Proportion of all families that are jobless
Bundaberg LGA	4,500	2,000	24%
Bundaberg-Hervey Bay PEA	9,800	4,400	26%
Queensland	136,900	62,200	14%

*Please note: this number is a minimum as Census does not list the exact number of children for families with six or more children.

* Please note: with children under 15 years of age

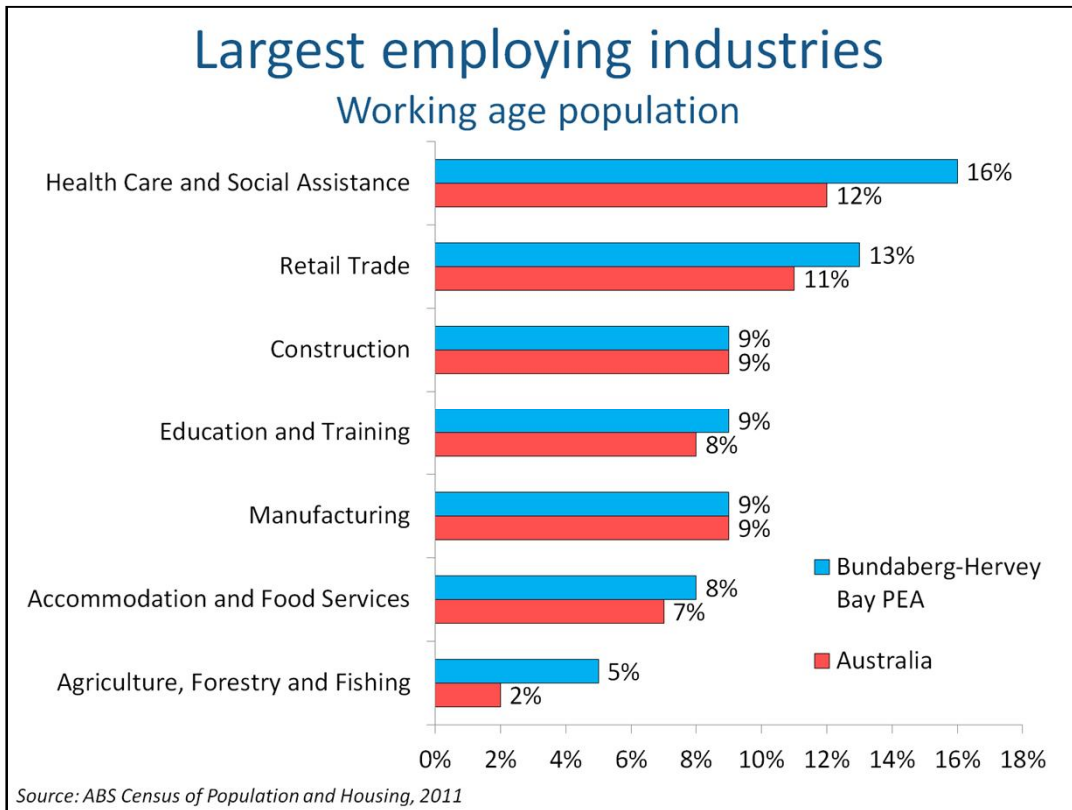
Source: ABS Census of Population and Housing, 2011

Many children are in families where no parent is employed – with children aged less than 15 years

Source: ABS Census of Population and Housing, 2011

Jobless families are families where parents are not employed or in the labour force with children under 15 years of age (ABS 2006 Census of Population and Housing)

Some 26 per cent of families with children in the Bundaberg-Hervey Bay PEA did not have an employed parent, larger than the figures for Queensland (14 per cent). 2,000 families with children (24 per cent of all families) in the Bundaberg LGA did not have an employed parent.

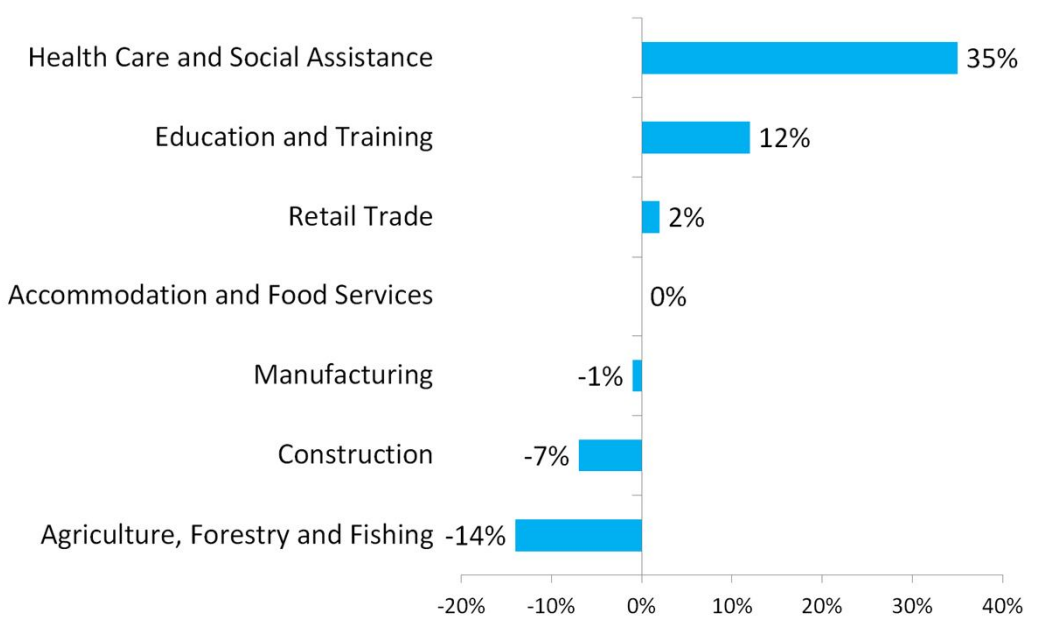


Largest employing industries (Working age population)

Source: ABS Census of Population and Housing, 2011

In the Bundaberg-Hervey Bay PEA the Health Care and Social Assistance (16 per cent) and Retail Trade industries (13 per cent) were the top employing industries.

Employment growth for largest industries in the PEA Working age population - 2006 to 2011



Source: ABS Census of Population and Housing, 2006 & 2011

Employment growth for largest industries in the PEA - Working age population - 2006 to 2011

Source: ABS Census of Population and Housing, 2006 & 2011

This graph shows the change in the number of people employed in each sector in the Bundaberg-Hervey Bay PEA, from 2006 to 2011. Much of the growth in employment in the PEA was concentrated in the Health Care and Social Assistance industry. By contrast, employment in the Agriculture, Forestry and Fishing and Construction industries reduced substantially.

Recruitment activity

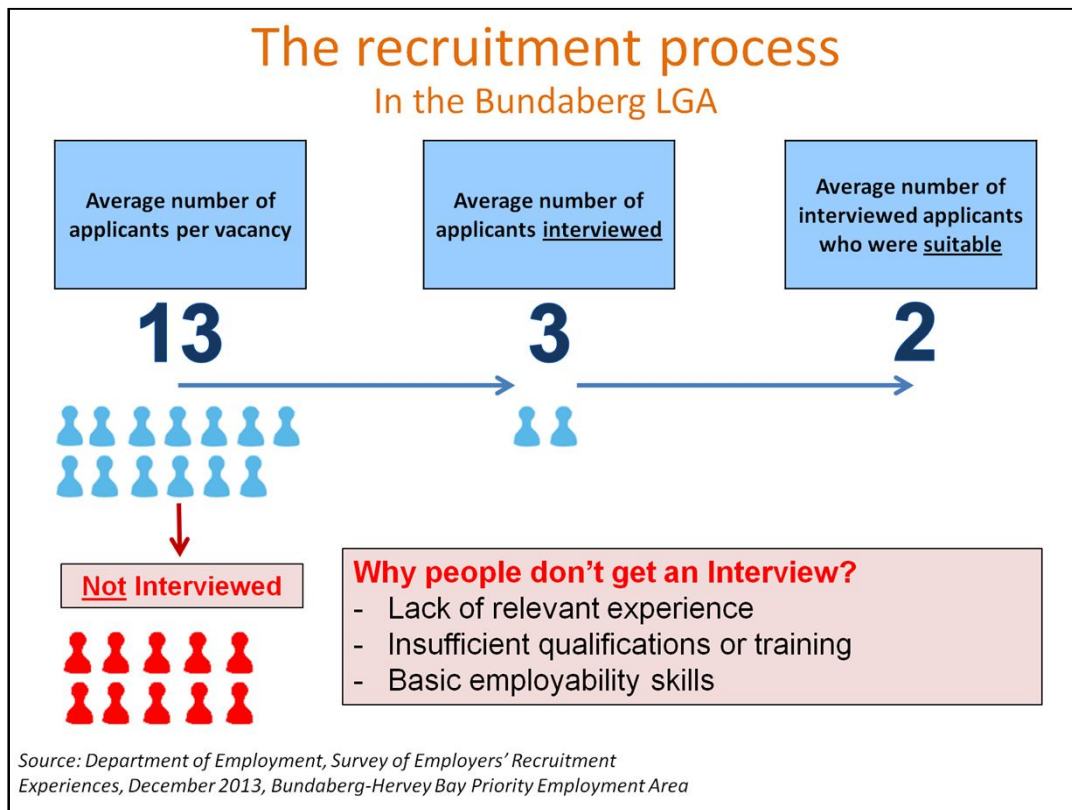
- Recruitment activity was subdued
 - 59 per cent of employers in the Bundaberg LGA recruited
 - Competition for those vacancies was very high in Bundaberg (12.5 applicants per vacancy on average)
- However, applicant suitability was very low (1.6 suitable applicants per vacancy on average)
- Still some recruitment difficulty
 - 38 per cent of employers had difficulty

Source: Department of Employment, Survey of Employers' Recruitment Experiences, December 2013, Bundaberg-Hervey Bay Priority Employment Area

Recruitment activity

Source: Department of Employment, Survey of Employers' Recruitment Experiences, December 2013, Bundaberg-Hervey Bay Priority Employment Area

383 employers were surveyed in the Bundaberg-Hervey Bay PEA in December 2013 – including 196 in the Bundaberg LGA.



The recruitment process – in the Bundaberg LGA

Source: Department of Employment, Survey of Employers' Recruitment Experiences, December 2013, Bundaberg-Hervey Bay Priority Employment Area

This slide shows the recruitment process employers go through in the Bundaberg LGA.

On average employers in Bundaberg-Hervey Bay receive 13 (12.5) applicants per vacancy.

Of these applicants on average only 3 (3.4) are interviewed.

Of these interviewed applicants only 2 (1.6) are suitable for the vacancy.

The reason applicants do not get an interview were:

Lack of relevant experience

Insufficient qualifications or training

Basic employability skills

Recruitment outlook...

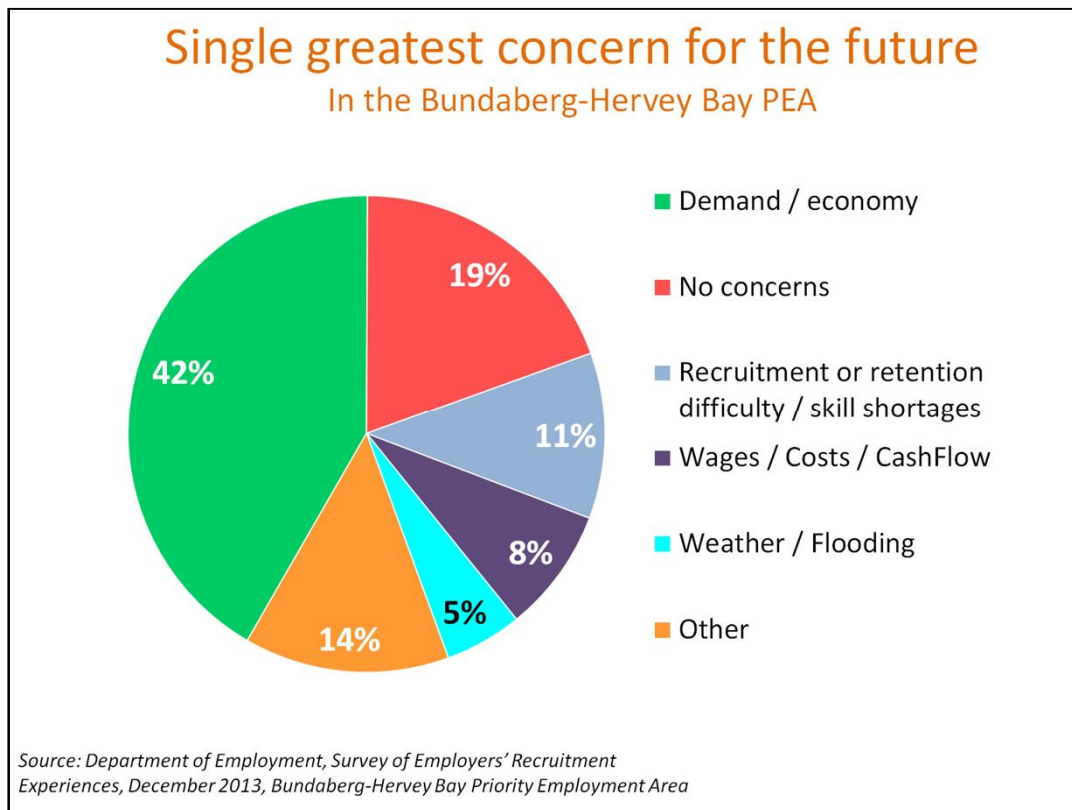
- Only 37 per cent of employers expected to recruit in the next 12 months
- Only 20 per cent of employers expected to *increase* staff numbers in the Bundaberg LGA
- Strong recruitment expected in the Retail Trade and Health Care and Social Assistance industries
- Employers expect to recruit for occupations such as Sales Assistants (General), Bar Attendants and Baristas and General Clerks

Source: Department of Employment, Survey of Employers' Recruitment Experiences, December 2013, Bundaberg-Hervey Bay Priority Employment Area

Recruitment outlook...

Source: Department of Employment, Survey of Employers' Recruitment Experiences, December 2013, Bundaberg-Hervey Bay Priority Employment Area

37 per cent of employers expected to recruit in the next 12 months, lower than all regions surveyed (39 per cent).



Single greatest concern for the future (in the 12 months following the survey) – in the Bundaberg-Hervey Bay PEA

Source: Department of Employment, Survey of Employers' Recruitment Experiences, December 2013, Bundaberg-Hervey Bay Priority Employment Area

By far the single greatest future concern for employers was a downturn in the economy and demand for their services/products (42 per cent of employers). Recruitment or retention difficulty/skill shortages was a concern for 11 per cent of employers.

Please note the "Other" Category contains the following:

- Interest Rates
- Competition (including high Australian dollar)
- Paperwork/ regulation/ red tape
- Miscellaneous Other

Conclusion

- Youth unemployment, disengagement, disadvantage and low education levels are major issues in the region
- **Challenges**
 - Improve skills and suitability for jobs
 - Increase education levels
 - Focus on areas of jobs growth and unfilled vacancies
 - Industry restructuring
 - Working with jobless families
 - Ensuring local unemployed people have the skills to approach employers directly
 - Economic development
- **Recruitment subdued but still opportunities**
 - Put right mix of training and support in place to better match job seekers to job vacancies
- **Collaboration with key stakeholders**

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Further Information

- www.employment.gov.au/regionalreports
- www.lmip.gov.au
- www.employment.gov.au/SkillShortages
- www.employment.gov.au/australianjobs
- www.joboutlook.gov.au

Further Information

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

www.employment.gov.au/regionalreports

www.lmip.gov.au

www.employment.gov.au/SkillShortages

www.employment.gov.au/australianjobs

www.joboutlook.gov.au

A report on the survey findings for the Bundaberg-Hervey Bay Priority Employment Area will be placed on the regional reports section of the Department of Employment web site.

Thank you.



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If you have any questions about the presentation please contact the Employer Surveys Section or Recruitment Analysis Section on:

Tel: [1800 059 439](tel:1800059439) or

Email: recruitmentsurveys@deewr.gov.au

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