

Slide 1



Overview of the Gladstone Employment Service Area

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Map of the Gladstone Employment Service Area (ESA)

A Survey of Employers' Recruitment Experiences in the Gladstone Employment Service Area (ESA) was conducted in October 2013.

Local Government Areas (LGAs)

The Gladstone ESA is comprised of the LGAs of Banana and Gladstone.

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Indicator	Gladstone	QLD
Unemployment rate	4.6%	6.3%
Recruitment rate	25.2%	16.0%*
Employment growth (2006 – 2011)	17%	12%
Working age participation rate (15-64 years old)	79.9%	77.2%
Proportion of 25-34 year olds completed Year 12	66%	74%

*All regions surveyed across Australia in the 12 months to March 2014

Source: ABS, Census, 2011 and 2006; ABS, Labour Force, April 2014;
ABS, Estimated Resident Population, 2012; Department of Employment,
SALM, Dec Quarter 2013

Snapshot of the Region

Source: ABS, Census of Population and Housing, 2011 and 2006; ABS Labour Force, April 2014; Department of Employment, Small Area Labour Markets, December Quarter 2013

Gladstone had a lower unemployment rate than the State and higher employment growth than all regions surveyed. However, there were indicators of labour market disadvantage, for example, a low proportion 25-34 year olds who had completed Year 12 or better.

Profile of the Gladstone ESA

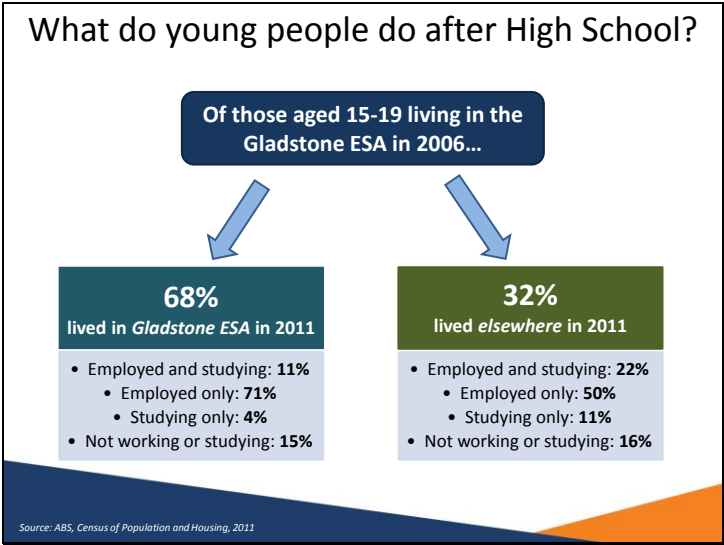
Region	Adult Population (2012)	Adult Population Growth (2007 – 2012)	Median Age (2011)
Banana LGA	11,400	1%	35
Gladstone LGA	47,500	16%	35
Gladstone ESA	58,900	12%	35
Queensland	3,658,500	12%	36

Source: ABS, Estimated Residential Population, 2007 and 2012; ABS, Census of Population and Housing, 2011

Profile of the Gladstone ESA

Source: ABS, Estimated Residential Population, 2007 and 2012; ABS, Census of Population and Housing, 2011

The Gladstone ESA experienced population growth on par with Queensland (12 per cent) from 2007 to 2012. However the Gladstone LGA (which makes up 80 per cent of the ESA) experienced higher population growth (16 per cent).

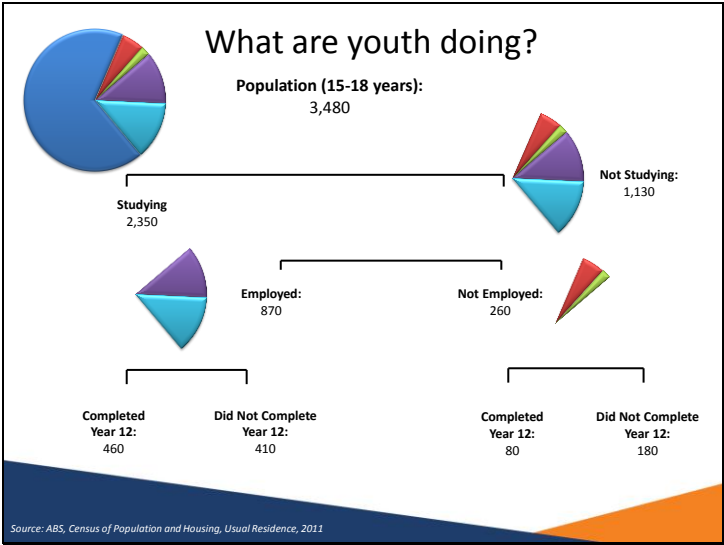


What do young people do after High School? – persons aged 20-24 years old

Source: ABS, Census of Population and Housing, 2011

The majority of young people (20-24 years old in 2011) who lived in the Gladstone ESA in 2006 still lived in the Gladstone ESA in 2011 (68 per cent), compared with 32 per cent who lived elsewhere.

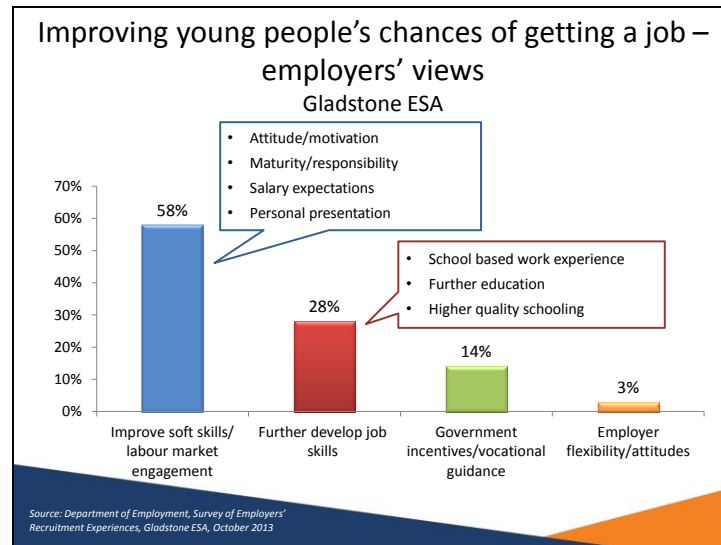
Of the 68 per cent of youth who still lived in the Gladstone ESA in 2011, a smaller proportion were *studying only* or *employed and studying* compared with those who lived elsewhere in 2011.



What are youth doing? – Population (15-18 years)

Source: ABS, Census of Population and Housing, Usual Residence, 2011

At the time of the 2011 Census, 32 per cent (1,130) of 15 to 18 year olds in the Gladstone ESA were not studying. In particular, 7 per cent (260 people) of youth aged 15 to 18 were not studying and not employed, and 5 per cent (180 people) had also not completed Year 12. This was larger when compared with Queensland, where only 23 per cent of youth aged 15 to 18 were not studying.



Improving young people's chances of getting a job? – employers' views - Gladstone ESA

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013

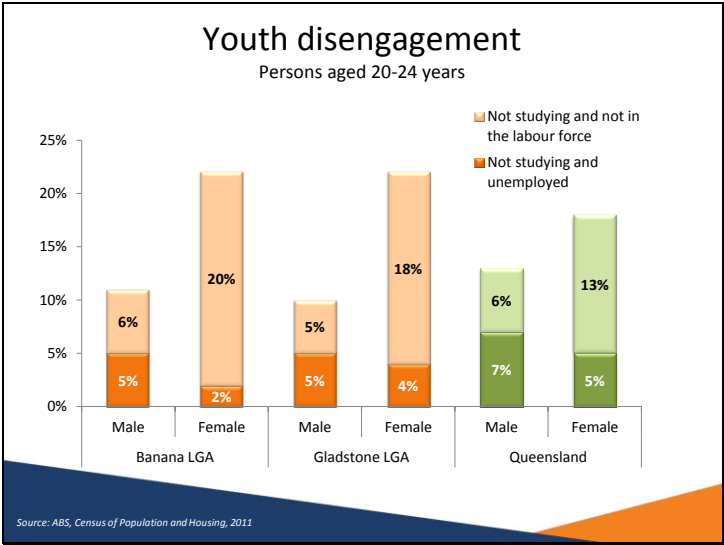
Employers in the Gladstone ESA were asked for feedback on strategies to improve labour market outcomes for youth.

The majority of employers (58 per cent) believed that employability and labour market engagement were the most important factors in improving youth labour market outcomes, particularly:

- Attitude/motivation
- Maturity/responsibility/realistic expectations/ethics
- Salary expectations
- Personal presentation

A substantial proportion of employers (28 per cent) believed that further developing work skills was most important for youth, in particular:

- School based work experience
- Further education
- Higher quality schooling



Youth disengagement– persons aged 20-24 years

Source: ABS Census of Population and Housing, 2011

A high proportion of females in both Gladstone LGAs were not studying and not in the labour compared with Queensland.

Lower educational attainment levels
Persons aged 25-34 years

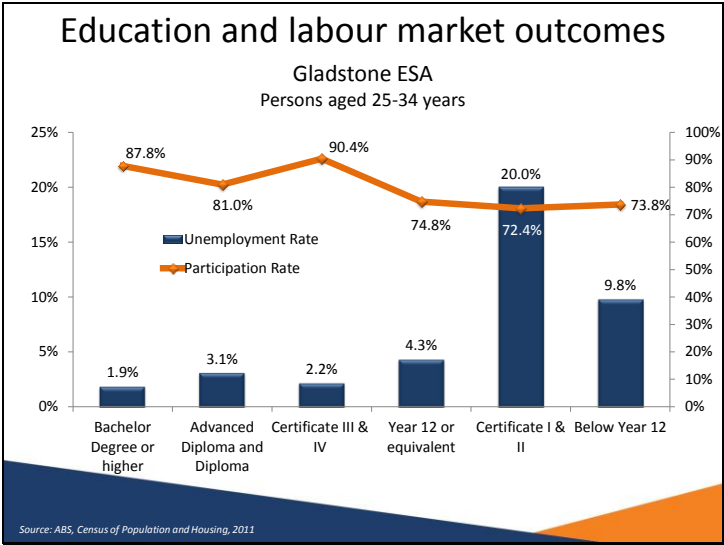
Region	% completed Year 12		% Attained Advanced Diploma, Diploma or Certificate III & IV	% attained Bachelor Degree or higher
	2011	% pt change (2006-2011)		
Banana LGA	64%	2%	32%	18%
Gladstone LGA	66%	6%	39%	18%
Gladstone ESA	66%	6%	37%	18%
Queensland	74%	6%	32%	29%

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

Lower educational attainment levels - persons aged 25-34 years

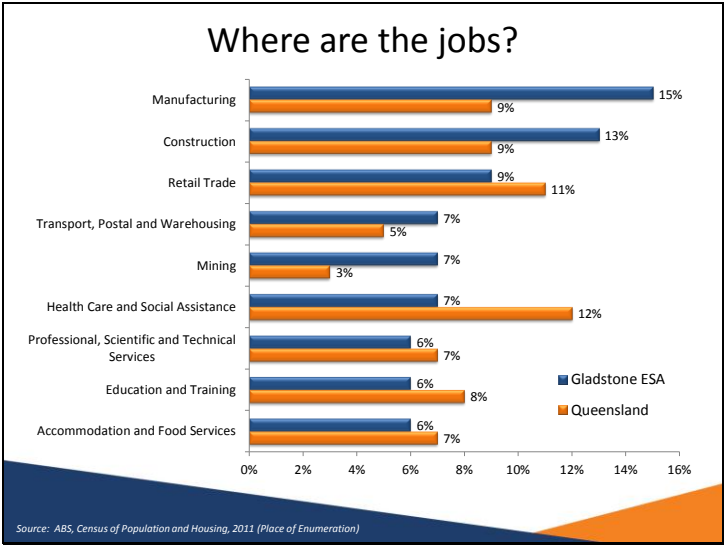
Source: ABS, Census of Population and Housing, 2011 and 2006

At the time of the 2011 Census, a smaller proportion of 25 to 34 year olds had completed Year 12 (66 per cent) compared with Queensland (74 per cent), and a smaller proportion had attained a Bachelor Degree or higher (18 per cent compared with 29 per cent for Queensland).



Education and labour market outcomes – Gladstone ESA- persons aged 25-34 years
Source: ABS, Census of Population and Housing, 2011

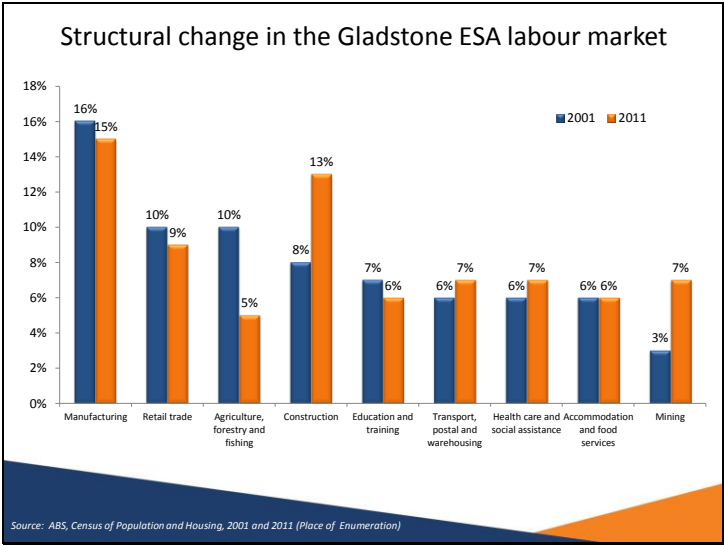
There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Gladstone ESA, there were high unemployment rates for those who had completed Certificate I and II but not Year 12 (20.0 per cent) and those who had not completed Year 12 and had no further post school qualification (9.8 per cent).



Industry of employment – Gladstone ESA

Source: ABS, Census of Population and Housing, 2011 (Place of Enumeration)

At the time of the 2011 Census, the largest employing industries in the Gladstone ESA were Manufacturing (15 per cent), Construction (13 per cent), and Retail Trade (9 per cent).



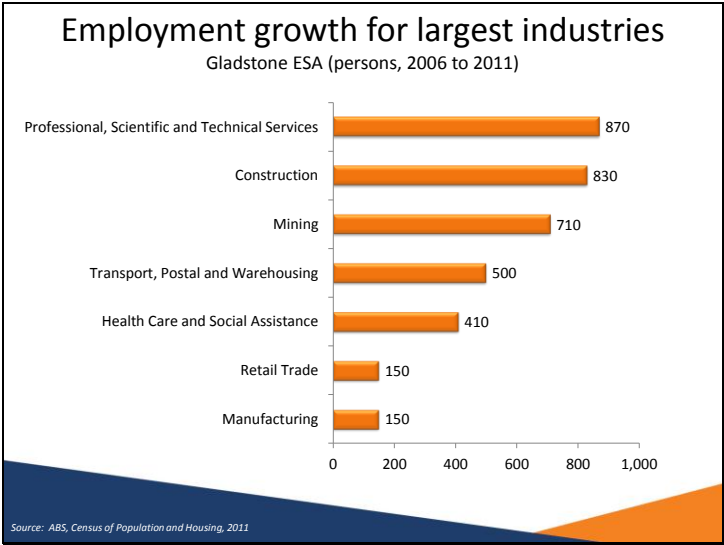
Structural change in the Gladstone ESA labour market

Source: ABS, Census of Population and Housing, 2001 and 2011 (Place of Enumeration)

This chart illustrates how the Gladstone ESA’s industry employment composition has changed over 10 years.

The proportion of employed people working in the Construction industry increased significantly from 8 per cent in 2001 to 13 per cent in 2011. The proportion of employed people working in the Mining industry also increased significantly from 3 per cent in 2001 to 7 per cent in 2011.

There was a significant drop from 10 per cent to 5 per cent in 2011 in the Agriculture, forestry and fishing industry.



Employment growth – Gladstone ESA (persons, 2006 to 2011)

Source: ABS, Census of Population and Housing, 2011

The largest growth in employment (870 persons) in the Gladstone ESA between 2006 and 2011 was in the Professional, Scientific and Technical Services industry. The Construction (830 persons) and Mining (710 persons) industries also experienced strong growth.

Survey Results

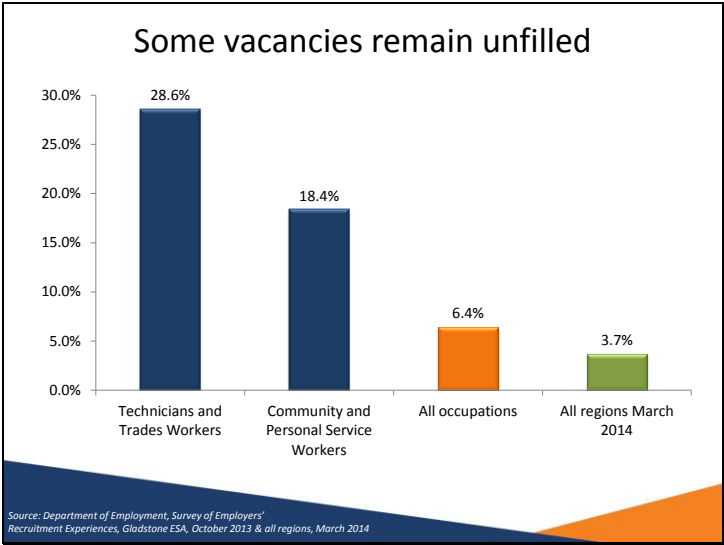
- Staff retention and skill shortage problems have eased:
 - more applicants per vacancy
 - lower rate of unfilled vacancies
 - employers had less difficulty retaining staff
- But still significant difficulty recruiting for Technicians and Trades Workers and Community and Personal Service Workers.

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013

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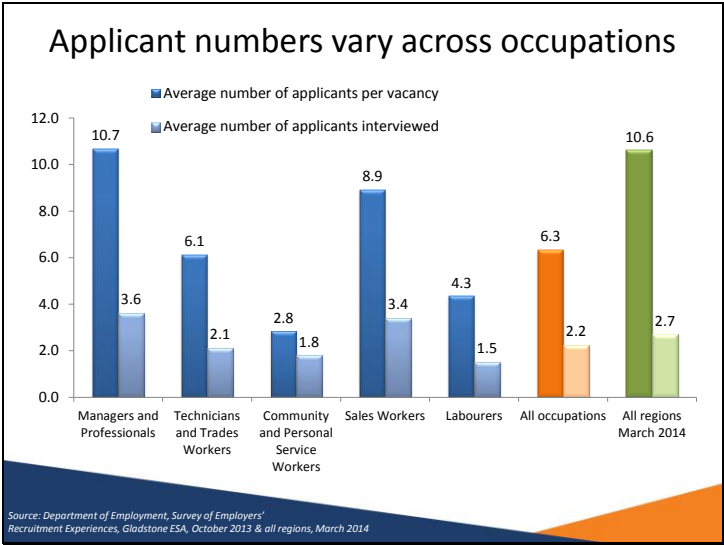
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Some vacancies remain unfilled

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013 & all regions, March 2014

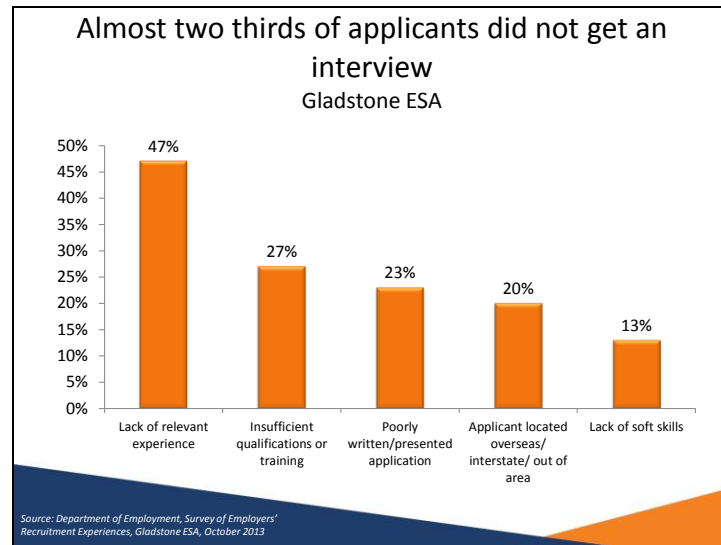
There was a large proportion of unfilled vacancies for Technicians and Trades Workers (28.6 per cent) and Community and Personal Service Workers (18.4 per cent) compared with all occupations (6.4 per cent).



Applicant numbers vary across occupations

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013 & all regions, March 2014

In the Gladstone ESA, there were, on average, less applicants per vacancy (6.3) compared with all regions surveyed in the 12 months to March 2014 (10.6), but a similar average number of applicants interviewed (2.2 compared with 2.7 for all regions). Within the ESA, average applicant numbers were relatively high for Managers and Professionals vacancies (10.7) and very low for Community and Personal Service Workers (2.8).



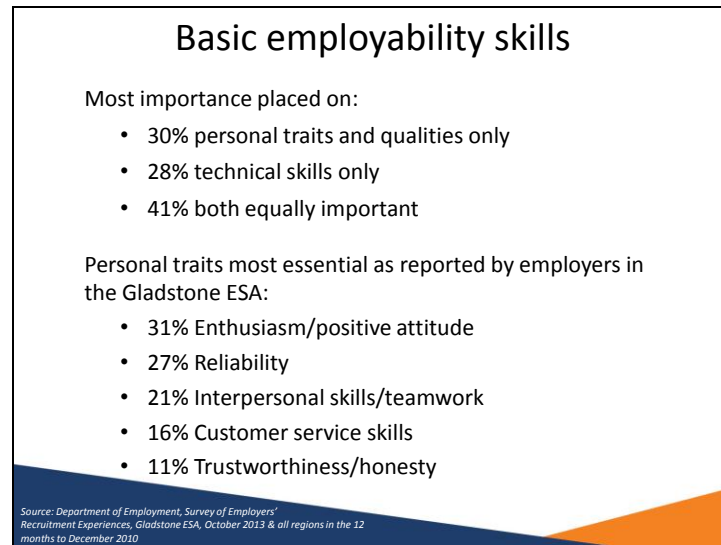
Reasons applicants unsuitable

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013

Almost two thirds of applicants (64 per cent) were regarded by employers as unsuitable in the Gladstone ESA.

Reasons applicants were considered unsuitable include:

- Lack of relevant experience (47 per cent)
- Insufficient qualifications or training (27 per cent)
- Poorly written/presented application (23 per cent)
- Applicant located overseas/interstate/out of area (20 per cent)
- Lack of soft skills (13 per cent)



What employers consider most important in a worker

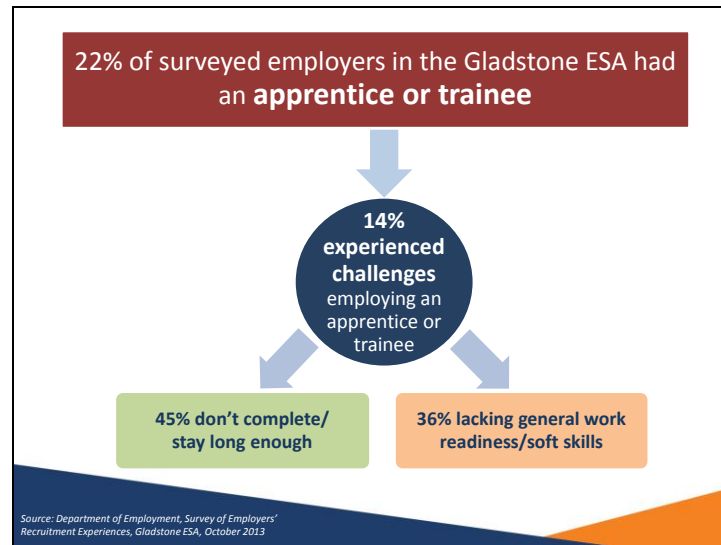
Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013 & all regions surveyed in the 12 months to December 2010

Most importance placed on:

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

Personal traits most essential as reported by employers in the Gladstone ESA:

- 31% Enthusiasm/Positive attitude
- 27% Reliability
- 21% Interpersonal skills/Teamwork
- 16% Customer service skills
- 11% Trustworthiness/Honesty



Apprentices and trainees

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013

Of all employers surveyed in the Gladstone ESA, 22 per cent employed an apprentice or trainee.

Of these employers, 14 per cent reported experiencing challenges in employing an apprentice or trainee. These employers most commonly cited that the employee did not stay long enough/complete their apprenticeship/traineeship or that they lacked general work readiness/soft skills.

Occupations likely to present opportunities Gladstone ESA	
Sales Assistants (General)	Kitchenhands
Checkout Operators and Office Cashiers	Waiters
Motor Mechanics	Child Carers
Truck Drivers	Metal Fitters and Machinists
General Clerks	Pharmacy Sales Assistants
Earthmoving Plant Operators	Housekeepers

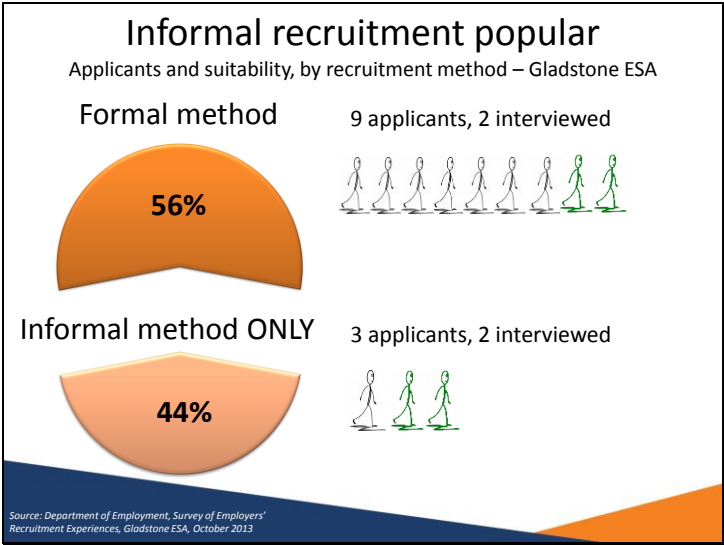
Occupations in red are those which employers frequently said were difficult to fill in the past 12 months

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013

Occupations likely to present opportunities – Gladstone ESA

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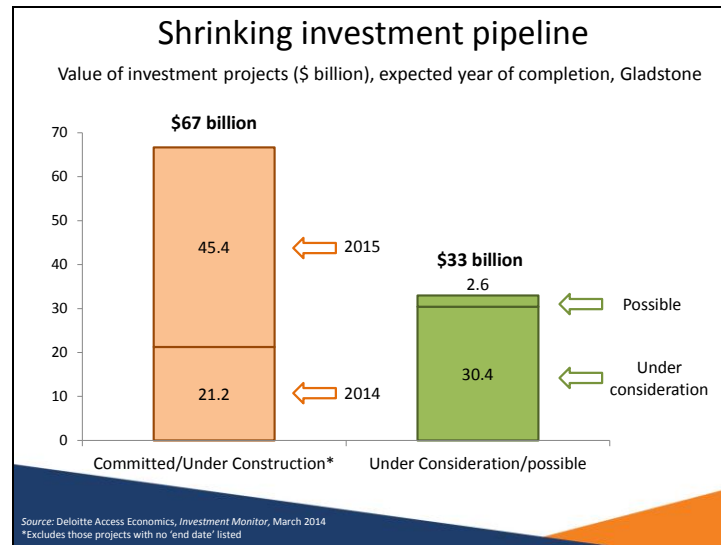
Occupations which employers most commonly expected to recruit for included Sales Assistants (General), Kitchenhands, Checkout Operators and Office Cashiers, Waiters, Motor Mechanics, Child Carers, Truck Drivers, Metal Fitters and Machinists, General Clerks, Pharmacy Sales Assistants, Earthmoving Plant Operators, and Housekeepers.



Informal recruitment popular

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013

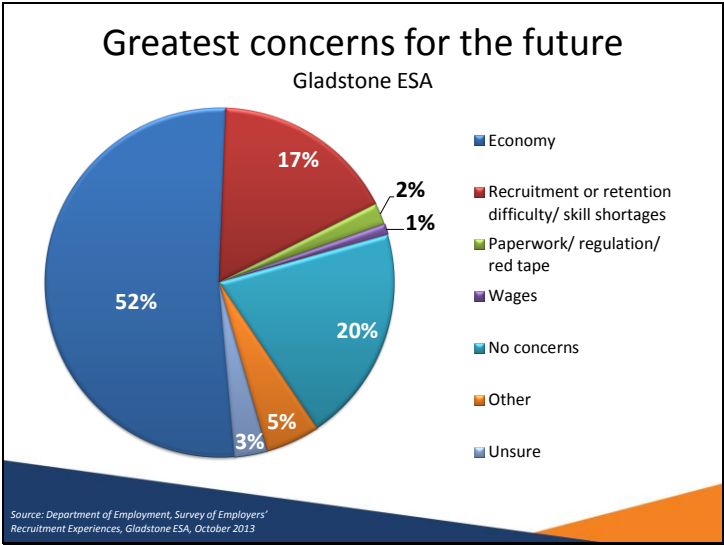
A large proportion of employers in the Gladstone ESA opted to only use informal methods of recruitment, such as word of mouth, to fill their vacancies. On average, informally advertised jobs have significantly less applicants than formally advertised jobs.



Shrinking investment pipeline – Gladstone ESA

Source: Deloitte Access Economics, *Investment Monitor*, March 2014

Data from Deloitte Access Economics' *Investment Monitor* suggests that the value of investment projects in the Gladstone ESA is likely to taper after 2015-2016, even if all projects that are 'under consideration' or 'possible' go through.



Greatest concerns for the future – Gladstone ESA

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Gladstone ESA, October 2013

Employers' greatest concerns for the 12 months following the survey included concerns about the economy (52 per cent) and recruitment or retention difficulty/skill shortages (17 per cent).

Conclusion

Labour market conditions strong but moderating

- Unemployment rate still well below average
- Regional disparity

Challenges for the region

- Some young people not sharing in prosperity (less educated, disengaged youth, those lacking required employability skills)
- Strong competition for some vacancies
- Transition from construction to production phase of large projects

Opportunities

- Large employing / growing industries
- Unfilled vacancies for Trades Workers and Community and Personal Service Workers
- Turnover / positive recruitment expectations
- Informal labour market

Job seekers require

- Education / training
- Employability skills
- Work experience / apprenticeships
- Literacy and numeracy

Collaborate with key stakeholders

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Further information

www.employment.gov.au/lmip

www.employment.gov.au/SkillShortages

www.employment.gov.au/regionalreports

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.

A report on the survey findings for the Gladstone ESA is available on the regional reports section of the Department of Employment web site.

Thank you.



If you have any questions about the presentation please contact the Recruitment Analysis and Employer Surveys sections on [1800 059 439](tel:1800059439) or email recruitmentsurveys@employment.gov.au

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