



## Recruitment methods used by employers

Employers use a wide range of recruitment methods to fill vacancies. Accordingly, it is important that job seekers adopt a variety of job search strategies to avoid missing out on potential employment opportunities. To assist job seekers in this regard, the most common recruitment methods used by employers across Australia are outlined below.<sup>1</sup>



### More than half of all vacancies are advertised on the internet or in a newspaper

More than 150,000 vacancies are advertised on internet sites or in newspapers across the country each month. These vacancies are readily accessible and reach a broad audience, however, they often attract high numbers of applicants.

Roughly half of all vacancies are advertised on the internet. In addition to recruitment sites, many vacancies are advertised on employers' websites (this is particularly common for large organisations, including food and retail chains). Some 18 per cent of vacancies are advertised in newspapers, although this figure has declined in recent years and around half of these positions are also advertised on the internet.

#### Social media

The use of social media to advertise vacancies has been increasing over recent years, although it still remains low. The use of social media is more common in capital cities where around 5 per cent of vacancies are advertised on websites such as Facebook.



### Employment agencies are used for about 15 per cent of vacancies

About 15 per cent of vacancies are filled through an employment agency, such as a private recruitment agency, labour hire firm, or Australian Government funded employment services provider<sup>2</sup>. Employment services providers also offer job search advice and training to help job seekers find work.



### About one third of vacancies are not formally advertised

Many employers use informal methods to fill their vacancies, including word of mouth, being approached directly by job seekers, or placing a sign in their shop window. Informal methods of recruitment are most commonly used by employers in regional areas, where up to half of vacancies are not formally advertised, or when filling lower skilled vacancies.

#### Word of mouth

Employers use word of mouth to recruit for 17 per cent<sup>3</sup> of vacancies. Some employers approach potential applicants directly about job opportunities, while others ask existing employees, friends, or family members if they know anyone who may be interested in the position. To avoid missing out on these opportunities it is important that job seekers broaden their social networks and let people know that they are looking for work.

#### Approached directly by job seekers

Employers consider job seekers who approached them about potential vacancies in their business when filling about 13 per cent<sup>4</sup> of vacancies. Approaching an employer to ask if they have any jobs available or to drop off a résumé can also provide the opportunity for a job seeker to demonstrate their communication skills, initiative and motivation.

<sup>1</sup> In the 2014-15 financial year, more than 10,000 employers were interviewed as part of the Department of Employment's *Survey of Employers' Recruitment Experiences*. The insights presented in this paper are based on the results from this survey.

<sup>2</sup> Includes both Job Services Australia providers and Disability Employment Services providers. A new employment services system (jobactive) was introduced on 1 July 2015. Further information on jobactive services is available on [the jobactive website](#).

<sup>3</sup> Figure excludes vacancies that were also advertised on the internet, newspaper or through an employment agency.

<sup>4</sup> Ibid.