Australian Government

Department of Education, Employment and Workplace Relations

EMPLOYMENT PATHWAY FUND

Chapter 3: Reverse Marketing

EVALUATION OF JOB SERVICES AUSTRALIA 2009-2012

March 2012

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978-0-642-78552-7 – Employment Pathway Fund, Chapter 3: Reverse Marketing : Evaluation of Job Services Australia 2009-2012 (PDF)

978-0-642-78553-4– Employment Pathway Fund, Chapter 3: Reverse Marketing : Evaluation of Job Services Australia 2009-2012 (DOCX)

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Key findings

- Reverse marketing is a significant element of the cost of JSA to Government: as at the end of August 2011, reverse marketing made up 7.5 per cent of total Employment Pathway Fund (EPF) expenditure, with over $62 million committed.
- While reverse marketing expenditure has remained steady at around $2.5 million to $3 million per month between July 2009 and August 2011, the percentage that reverse marketing makes up of overall EPF expenditure per month has declined steadily from 9.9 per cent to 6.4 per cent.
- The average reverse marketing expenditure per month in this period was $2,390,879, the average number of transactions was 28,766, and the average number of job seekers who received reverse marketing was 18,338. Per job seeker who received reverse marketing, the average dollar amount was approximately $130 and the average number of transactions was approximately 1.5 per job seeker.
- Reverse marketing activity is being targeted generally to job seekers with moderate levels of labour market disadvantage, as would be expected for an intervention primarily designed to increase job referrals and job placements for job ready job seekers.
- Stream 2 job seekers receive the greatest amount of reverse marketing assistance through the EPF in terms of transaction count and total dollars. However the proportion of Stream 2 job seekers who receive reverse marketing is similar to the proportion of Streams 3 and 4 job seekers who receive reverse marketing.
- Aboriginal and Torres Strait Islander job seekers are less likely to receive reverse marketing controlling for other characteristics, as are Stream 2 and 3 job seekers with little or no recent work experience. These job seekers are arguably the job seekers who, when job ready, require reverse marketing the most.
- Compared to similar job seekers who do not receive reverse marketing, job seekers who are reverse marketed are:
    - approximately 4.7 times more likely to be referred to a job
    - approximately three times more likely to achieve a job placement

  in either the same month or the month following the reverse marketing event.
- Overall job seekers who are reverse marketed achieve higher rates of job placements (30 per cent) in either the same month or the month following the reverse marketing event compared to Fully Eligible job seekers who received other EPF assistance but not reverse marketing (17 per cent) and job seekers who did not receive EPF assistance (9 per cent) in the same period.
- However the slightly lower conversions of job referrals to job placements for job seekers who have been reverse marketed suggests that in some cases reverse marketing could be targeted more effectively. Also, a general increase in reverse marketing activity may increase this inefficiency and dilute the value of the intervention, if not properly targeted.

3.1 Introduction

Reverse marketing is funded under the Employment Pathway Fund (EPF) to encourage JSA providers to actively market job seekers to potential employers where vacancies have not been advertised, and to refer and place job seekers into those jobs. Reverse marketing provides a mechanism to stimulate demand for labour by pre-empting employers' labour needs before they create a vacancy. Effective reverse marketing can play an important role in the wider employment services framework by providing job ready job seekers with access to vacancies that may not otherwise exist.

Reverse marketing is an EPF purchase sub-category, falling under the Provider Services purchase category. As at the end of August 2011, reverse marketing made up 7.5 per cent of total EPF expenditure, with over $62 million committed against this sub-category. Reverse marketing represents the fourth largest type of EPF expenditure, behind training courses, wage subsidies and professional services in terms of the proportion of EPF credits committed. This makes reverse marketing an important aspect of overall job seeker servicing, and a significant element of the cost of JSA to Government.

The EPF was designed to give JSA providers flexibility to be innovative and creative when servicing their job seeker caseload, to improve the chances of job seekers finding sustainable employment. Consistent with this principle, the definition of reverse marketing has flexibility incorporated to allow providers to use it effectively within their local environment. However reverse marketing is a service similar to the general servicing which JSA providers are contractually obliged to deliver, with key differences that are sometimes difficult to distinguish and are open to interpretation and possible inappropriate application in practice.

3.1.1 Scope

This paper assesses the use of reverse marketing under the EPF in terms of how it is being targeted, and how effective it is in achieving increased job referrals and job placements for job seekers. Length of employment was not used as an effectiveness indicator due to the difficulty in attributing differences in employment sustainability to how job seekers were recruited, rather than other factors operating before the job seekers became employed and after placement.

3.1.2 Data sources

DEEWR's administrative data was used in this paper. There are a number of general limitations of the EPF data which impacted on this analysis (see Chapter 1, Section 1.1.2). Data availability considerations specific to analysis of reverse marketing under EPF are:

- EPF transactions can occur before or after the actual assistance is received. It is not possible to determine exactly when assistance was received for individual job seekers. For the purpose of this paper, the EPF transaction date was used as a proxy measure of when the service event occurred.
- JSA providers are not obliged to claim their EPF reimbursements for each reverse marketing event, and may accumulate reverse marketing events to reduce administrative burden. For example a JSA provider may reverse market a job seeker in three separate 30 minute blocks and enter the EPF commitment as one transaction with a duration of 90 minutes.

3.2 Reverse Marketing

3.2.1 Definition

It is expected that when engaging in reverse marketing, JSA providers will target specific employers with whom the job seeker is likely to be able to find sustainable employment. This means understanding the skills, attributes and desire of the job seeker to work in a specific industry and matching these to local employers who are most likely to need additional labour, and having a strategy to 'sell' the job seeker to these employers.

The EPF Guidelines state that "Reverse Marketing can only be claimed where an individual job seeker is actively marketed to employers where a vacancy does not exist" (DEEWR 2011). So, JSA providers can be reimbursed through the EPF for Reverse Marketing by seeking employers who have no current vacancies, and marketing individual job seekers to those employers. A fact sheet on reverse marketing published by DEEWR in December 2011 explicitly states that there is an expectation that JSA providers will not engage in 'cold-calling' employers under the guise of reverse marketing. Prior to this there was no direct reference to the inappropriateness of 'cold-calling' as reverse marketing practice. 'Cold-calling' refers to the practice of randomly calling an employer without any specific reverse marketing strategy for any particular job seeker, and is considered to be an inappropriate use of reverse marketing, contravening the principles of the EPF.

The standard rates for the reimbursement of Provider Services under the EPF are $84 per hour (GST inclusive) for Stream 1 and 2 job seekers and $93 per hour (GST inclusive) for Stream 3 and 4 job seekers. This includes reverse marketing as well as other services such as post-placement support and additional contacts.

3.2.2 Issues

Reverse marketing provides a method for JSA providers to work with local employers and job seekers to service the needs of both. The effectiveness of reverse marketing is contingent on the quality of the activity as undertaken by the provider, not on the mechanism used to fund it. Currently reverse marketing is a service which can be claimed for reimbursement through the EPF, which gives rise to a number of issues. These include the potential for inappropriate claims against the EPF for activities that are not properly considered reverse marketing under the Guidelines, and claims for ineffective reverse marketing and similar practices that may damage the reputation and working relationships of JSA providers.

The first issue concerns the inappropriate use of the EPF for activities that are claimed as reverse marketing but are not. Firstly, the EPF may have been used to pay for a service which JSA providers are already contractually bound to provide and is funded through Service Fees. The question of what is an appropriate use of Reverse Marketing under the EPF can be confusing for JSA providers, and hinges on the definition of a vacancy. Clause 78.1 of the Employment Services Deed states that JSA providers must canvass "Employers for Vacancies" as a general part of servicing. The definition of 'Vacancy' is "any one or more vacant positions for paid Employment with an Employer, that are obtained and lodged on DEEWR's IT Systems by the Provider" which adheres to certain conditions (DEEWR 2012). This means that JSA providers are required as part of their servicing obligations to actively seek out vacancies, and this activity is paid for through Service and Outcome Fees. However some JSA providers may have inappropriately claimed this activity as reverse marketing. Secondly, if a JSA provider discovers a vacancy when engaging in reverse marketing, the activity is no longer considered

reverse marketing as defined in the EPF Guidelines. In this case reimbursement through the EPF should not be sought, but again, some providers may have inappropriately done so.

In December 2011, DEEWR published a *Reverse Marketing Fact Sheet* describing, among other issues, the difference between vacancy management and reverse marketing. This fact sheet clarified and rectified ambiguities with what practices were appropriate for reverse marketing through the EPF. However prior to the publication of this fact sheet, and within the timeframe of this evaluation, some inappropriate claims may have been lodged and paid for under the EPF.

The second issue with reverse marketing concerns its effective use, in a way which meets the needs of both job seekers and employers. If reverse marketing is to be effective, it requires a strong knowledge of both the employer and the job seeker caseload so that when challenged or asked for further details on specific job seekers, the reverse marketer can respond appropriately. However some JSA providers may engage in 'cold-calling' activities without a strong understanding of the employer and specific job seekers which may be of interest, which may result in long-term damage to their reputations and working relationships. This includes reverse marketing that is poorly directed, such as attempting to market the wrong job seekers to the wrong employers, or that is too repetitive. Poorly directed reverse marketing may also have negative effects for job seekers who may receive multiple job referrals from reverse marketing activities, yet achieve no job placement. This can impact on the job seeker's confidence and self-esteem, especially if it continues over a prolonged period of time.

There is a risk that JSA providers may engage in 'cold-calling' or other inappropriate reverse marketing activities in order to draw on the EPF to subsidise their business. This is explicitly defined in the EPF Guidelines as inappropriate, and EPF claimed in this way would be recoverable by DEEWR. In addition, these providers are likely to sustain long-term damage to their reputation and working relationships with employers. It is in the best interests of JSA providers and job seekers that providers target their reverse marketing activities according to the needs of their local labour market and the skills and aspirations of the individual job seekers on their caseload.

3.2.3 Characteristics of effective reverse marketing

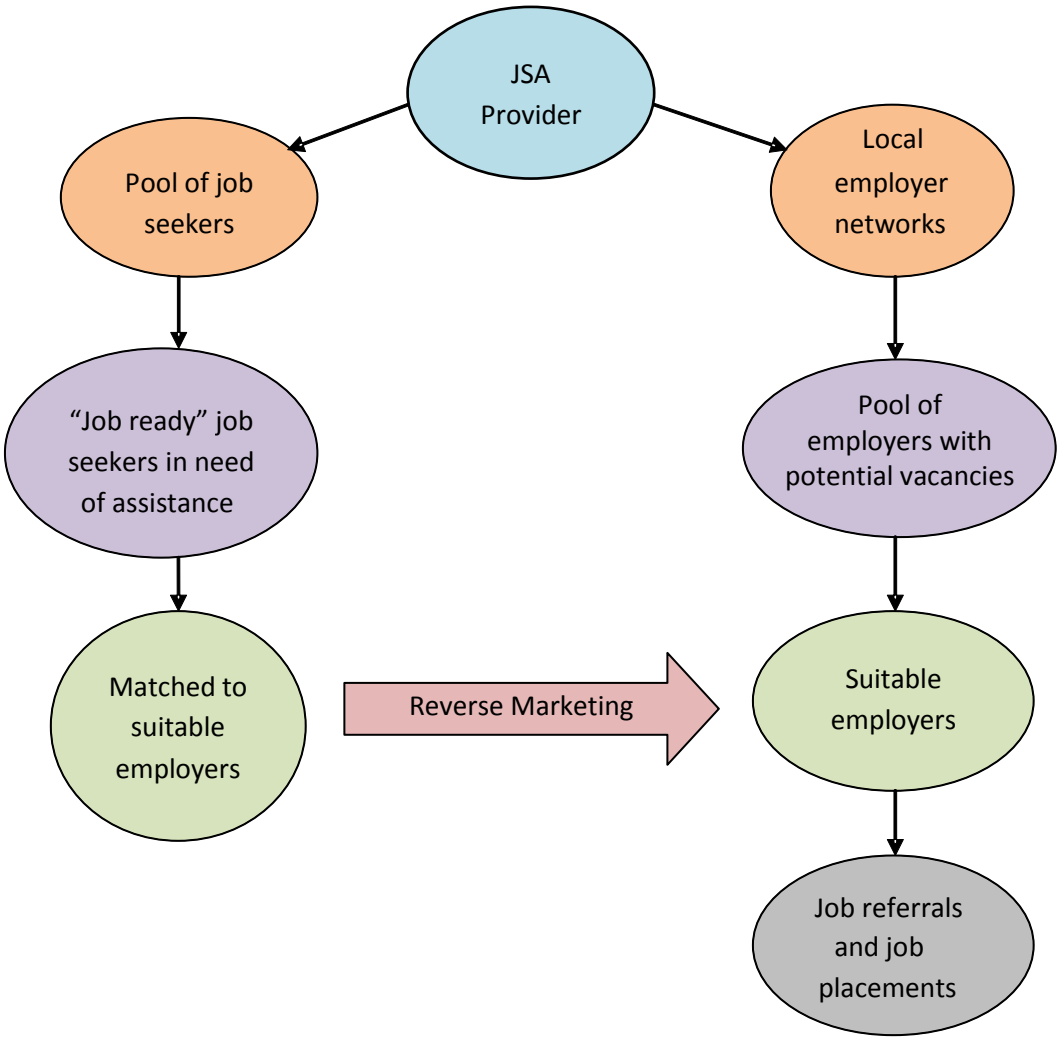
JSA providers are required to have a strong knowledge of the local community, local employers and the skills needs of the area they service, and their caseload of job seekers. This knowledge should inform suitable reverse marketing strategies. The effectiveness of reverse marketing is highly contingent on the employability of the job seeker who is being reverse marketed. Job readiness is essential for successful reverse marketing, and it would be expected that job seekers who receive reverse marketing are relatively job ready. This may include job seekers who have been in services for a period of time and have had improvement in their circumstances, but still need additional assistance to obtain employment. This should happen in the context of overall servicing arrangements where job-ready job seekers are referred to jobs, the difference with reverse marketing being that the vacancy does not exist prior to the activity taking place.

It would be expected that in terms of job readiness and relevant disadvantage, that reverse marketing would be focused around the centre of the distribution of job seeker disadvantage. Job seekers with a high level of disadvantage are unlikely to be job ready, and would therefore be unlikely to benefit from being reverse marketed until their barriers are addressed and their level of disadvantage reduced. Job seekers with a relatively low level of disadvantage are unlikely to require reverse marketing as they are more likely to be able to find employment through advertised vacancies.

Reverse marketing is designed to produce greater job referral and job placement activity for the targeted job seekers. It is also expected that job seekers in higher Streams would have received other forms of EPF expenditure prior to receiving reverse marketing. This is because the higher Stream represents a higher level of disadvantage when the job seeker entered services and that the job seekers are likely to require some form of intervention to overcome their barriers to employment before they are able to become job ready.

Figure 3.1 below outlines a conceptual model of how Reverse Marketing is expected to work, with JSA providers matching both job seekers and employers based on their compatibility and subsequently using reverse marketing to generate job referral and job placement activity.

Figure 3.1: A conceptual model of reverse marketing



3.2.4 Good practice in reverse marketing

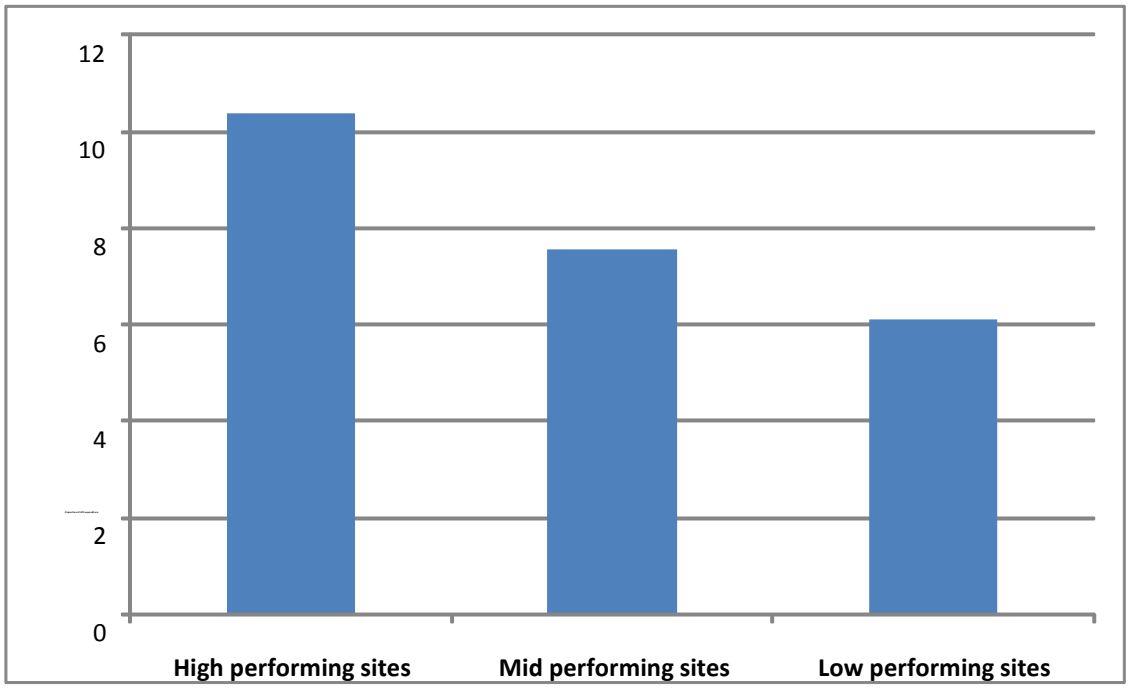
Internal departmental analysis of practices used by high performing sites, as identified by quantifiable provider site characteristics as measured by JSA Star Ratings and Quality Framework measures, found high performing sites are more likely to use reverse marketing. They are also more likely to use it as part of a broader strategy to develop and maintain relationships with employers. Most sites in the 2010 Employment Service Providers survey reported often or always using reverse marketing, however high performing sites are more likely to report that they use reverse marketing than mid and low performing sites (Table 3.1). High performing sites also spend a greater proportion of the EPF on reverse marketing (Figure 3.2).

Table 3.1: Attitude of employment service providers to reverse marketing (per cent)

	Low Performance level	Medium Performance level	High Performance level
Proportion of service providers often or always reverse marketing clients (n=674)	67	82	88

Source: DEEWR Survey of Employment Service Providers 2010.

Figure 3.2: Proportion of EPF expenditure spent on reverse marketing of job seekers (per cent)



Source: DEEWR Corporate Data Set.

Refer to Appendix Table A3.1 to view the text version of Figure 3.2: Proportion of EPF expenditure spent on reverse marketing of job seekers (per cent)

Although reverse marketing is used by most service providers, sites tend to differ in how they use it.

Discussions with staff at high performing sites under taken by DEEWR in 2012 reveal:

- Many use reverse marketing as part of their overall relationship-building with employers, and can therefore make effective use of their knowledge of the employer, industry, local labour market and other external factors in their reverse marketing.
- Many report that they focus on the job seeker and on finding employment that is suitable to them, rather than 'over selling' the job seeker into positions that do not suit them.
- Some sites dedicate a set time each week for employment consultants to reverse market, while others have specialist staff dedicated to building relationships with employers, who engage in reverse marketing as part of a broader employer engagement strategy.

3.3 Method

The general reverse marketing analysis covers the period beginning July 2009 to the end of August 2011 and is provided as an overview of Reverse Marketing EPF expenditure. The Reverse Marketing event was said to have occurred at the date of the EPF transaction instead of other dates such as claim or commitment dates (refer to Section 3.1.2 for discussion of data issues).

The detailed analysis of reverse marketing is based on EPF reverse marketing data from March 2010 and only job seeker records with a confirmed status of 'Commenced' during March 2010 were included. The most recent Job Seeker Classification Instrument (JSCI) score was used within March 2010 as this is the most accurate reflection of the job seeker's relative level of disadvantage at the time of analysis. Job referral and job placement data for the March and April 2010 period was used to determine the effectiveness of reverse marketing and other EPF assistance. If reverse marketing is an effective EPF intervention it will generate job referral and job placement activity in job seekers. As the effect of an individual instance of reverse marketing should occur within a short period of time, job referrals and job placements resulting from reverse marketing would be recorded in this period.

It is important to note that no individual instance of EPF expenditure can be directly linked to a job referral or job placement (with the possible exception of a wage subsidy). Therefore, while job referral and job placement data is used to determine effectiveness, there is no direct causal link that can be established between a specific instance of reverse marketing and a particular job referral or job placement.

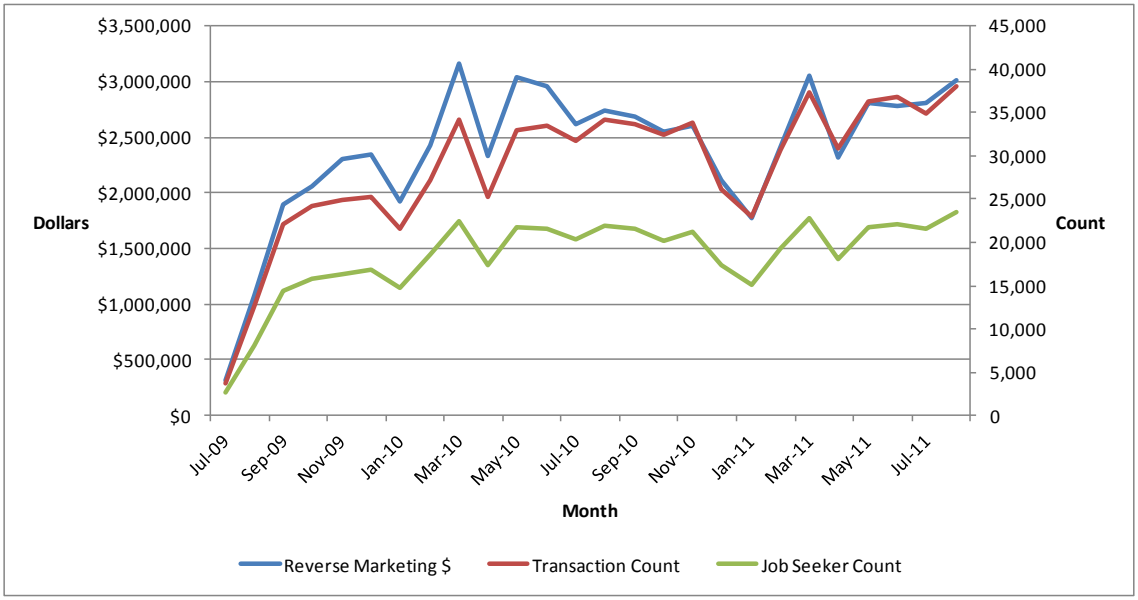
EPF data for the analyses was extracted as at 31 August 2011.

3.4 Distribution and expenditure of reverse marketing

3.4.1 Overview

Reverse marketing under the EPF was analysed, covering the period beginning July 2009 to the end of August 2011. In this period, a general upwards trend can be seen in reverse marketing expenditure in the first nine months of ESD4. This level of reverse marketing expenditure is maintained until December 2010 and January 2011 where seasonal effects of the Christmas and New Year season can be seen, followed by similar levels of expenditure as seen before the Christmas and New Year period (Figure 3.3). Similar patterns can be seen with the number of reverse marketing transactions and job seekers who receive reverse marketing per month.

Figure 3.3: Reverse Marketing expenditure, transaction count and job seeker count



Source: DEEWR administrative systems

Refer to Appendix Table A3.2 to view the text version of Figure 3.3: Reverse Marketing expenditure, transaction count and job seeker count.

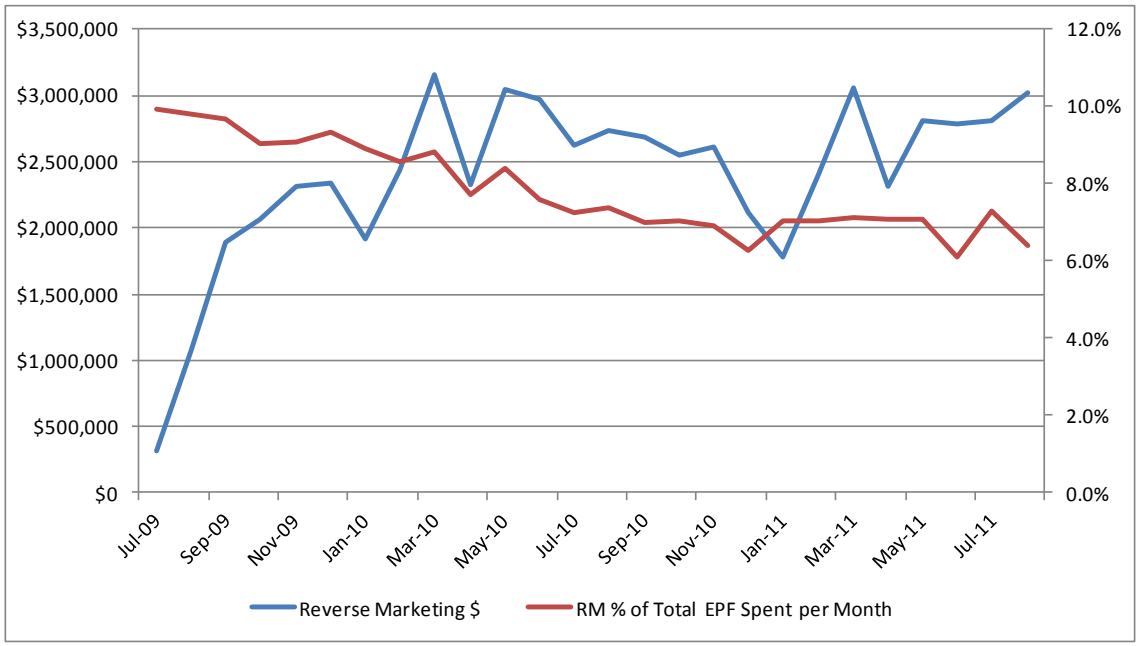
The average reverse marketing expenditure per month in this period was $2,390,879, the average number of transactions was 28,766, and the average number of job seekers who received reverse marketing was 18,338. Per job seeker, the average amount of reverse marketing is approximately $130 and the average number of transactions is approximately 1.5 per job seeker.

As expected, there is a strong relationship between the amount of reverse marketing spent, the number of reverse marketing transactions and the number of job seekers who had reverse

marketing expenditure per month[1]. This shows that generally reverse marketing transactions are being reimbursed from the EPF at a consistent amount per transaction and per job seeker.

While reverse marketing expenditure has most recently remained between $2.5 million and $3 million per month in this time period, the percentage that reverse marketing makes up of overall EPF expenditure per month has declined steadily from 9.9 per cent to 6.4 per cent. This shows that general EPF expenditure has increased at a greater rate than reverse marketing expenditure (Figure 3.4). Note that the previously mentioned seasonal effect of the Christmas and New Year period did not significantly affect the overall percentage of reverse marketing, indicating that total EPF spending was down in that period.

Figure 3.4: Reverse Marketing expenditure and percentage of total EPF expenditure per month



Source: DEEWR administrative systems

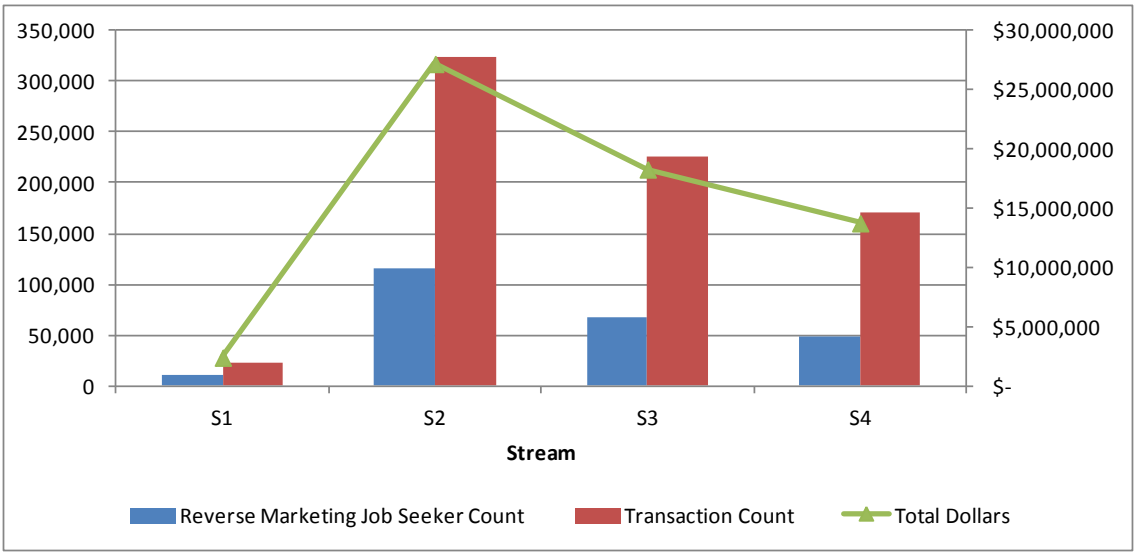
Refer to Appendix Table A3.3 to view the text version of Figure 3.4: Reverse Marketing expenditure and percentage of total EPF expenditure per month.

3.4.2 Stream Services analysis

From the July 2009 to August 2011, Stream 2 job seekers received the most reverse marketing expenditure, had the most number of transactions, and also had the highest number of individual job seekers who had received reverse marketing of all Streams (Figure 3.5). This pattern differs slightly from overall EPF expenditure where Streams 2 and 3 receive similar amounts of EPF expenditure.

1 Due to the differing standard rates, number of job seekers per transaction and duration of each transaction, a perfect relationship is not possible.

Figure 3.5: Total Reverse Marketing job seeker count, transaction count and dollars committed against each Stream Service July 2009 to August 2011



Source: DEEWR administrative systems

Refer to Appendix Table A3.4 to view the text version of Figure 3.5: Total Reverse Marketing job seeker count, transaction count and dollars committed against each Stream Service July 2009 to August 2011.

This overall pattern is not unexpected as Stream 2 job seekers would be considered to be in the centre of the disadvantage distribution, being relatively job-ready but still more likely to require the additional assistance of reverse marketing to help them find employment than Stream 1 job seekers. However when the reverse marketing job seeker count is expressed as a percentage of the caseload per stream, there is little difference between Streams 2, 3 and 4 (Table 3.2). This shows that reverse marketing expenditure across Streams 2, 3 and 4 is consistent with the number of available job seekers in each respective Stream. While this appears to be incongruent with predictions made earlier of reverse marketing targeting job ready job seekers, it may be that the job seekers in higher Streams have become more job ready during their time in assistance.

Table 3.2: Proportion of eligible job seekers who received Reverse Marketing per Stream between July 2009 and August 2011 (per cent)

	Stream 1	Stream 2	Stream 3	Stream 4
Reverse marketed job seekers	1	19	18	20

Source: DEEWR administrative systems

Stream 1 job seekers have lower levels of relative disadvantage and are more likely to be job ready and not require the use of reverse marketing to obtain employment. JSA providers may not use reverse marketing on Stream 1 job seekers for this reason, but also because Stream 1 job seekers attract little in terms of outcome fees and EPF credits. As such there is little incentive for JSA providers to reverse market Stream 1 job seekers.

3.4.3 March 2010 analysis

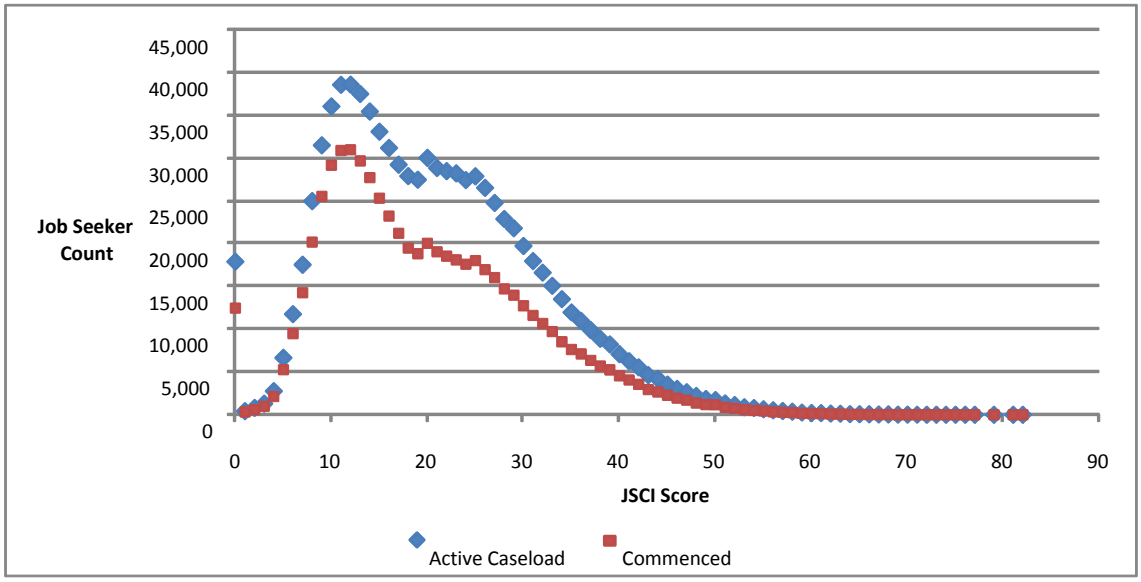
The month of March 2010 was selected as a month from which a more in-depth analysis of reverse marketing could be conducted. The March/April period had the job placement figure closest to the placements trend line between July 2009 and August 2011, and comes at a time in the contract period where EPF expenditure had settled into a pattern from which job referrals and placements could be determined.

A series of analyses were conducted using the JSCI score for the job seekers who received reverse marketing during March 2010. The JSCI band widths for streaming when a job seeker enters JSA are:

- Stream 1: less than or equal to 19
- Stream 2: 20-28
- Stream 3: greater than or equal to 29
- Stream 4: requires an Employment Services Assessment.

Figure 3.6 below shows the Total Active Caseload at the end of March 2010 based on JSCI score and the job seekers who had a status of 'Commenced' in that period. There is a spike of job seekers between a JSCI score of 10 and 18 and a strong relationship between Active Caseload and Commenced, as would be expected.

Figure 3.6: Total and Commenced caseload per JSCI score March 2010



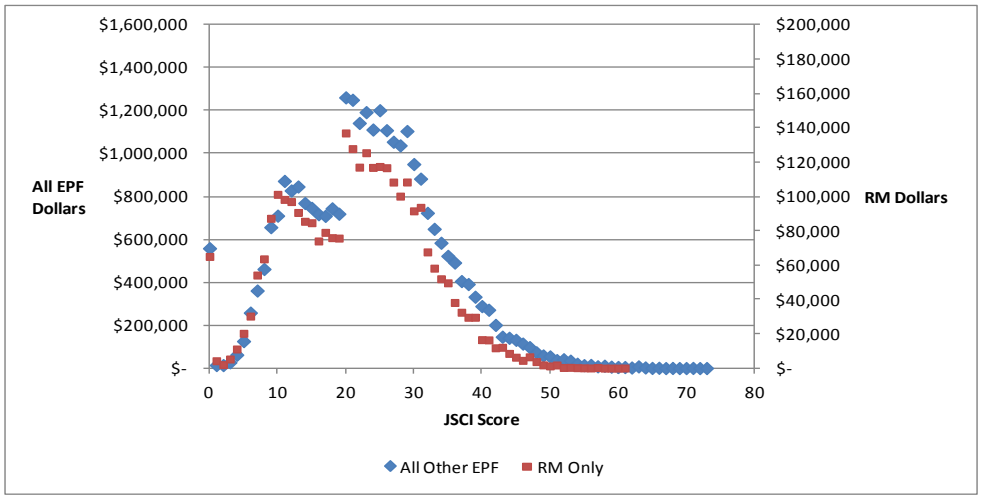
Source: DEEWR administrative systems

Refer to Appendix Table A3.5 to view the text version of Figure 3.6: Total and commenced caseload per JSCI score March 2010.

Figure 3.7 below shows the distribution of all EPF expenditure (excluding reverse marketing) and reverse marketing expenditure in March 2010. Despite a spike of job seekers between the JSCI score range of 10 and 18, general EPF expenditure and reverse marketing expenditure spikes between JSCI scores of 20 and 29 and then taper off. For both distributions, there is a large jump in expenditure between JSCI scores of 19 and 20, an increase of over 42 per cent for both distributions. Similar spikes are seen for all EPF use and reverse marketing use in terms of job seeker counts and transaction counts (Figures 3.8 and 3.9). It should be noted that in

Figure 3.7, the job seekers who are counted as receiving reverse marketing may have also received other EPF assistance, but are not counted in the 'All EPF' cohort.

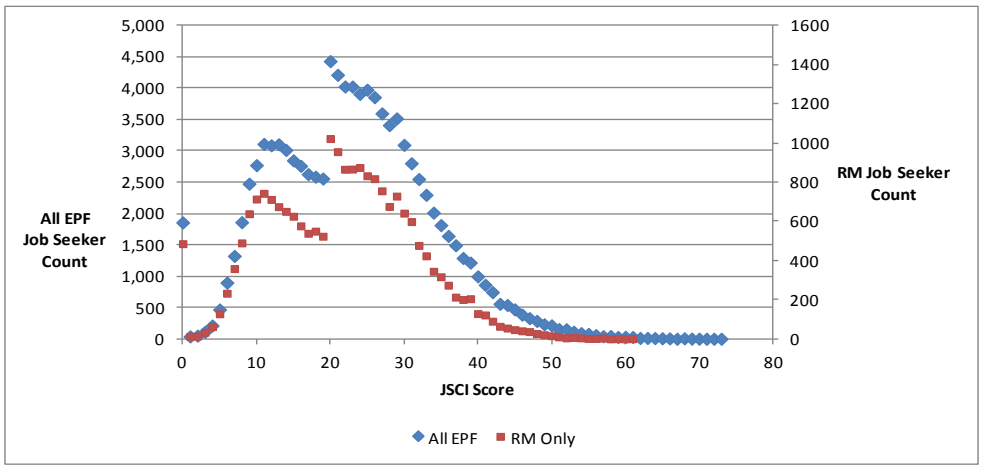
Figure 3.7: Reverse marketing expenditure and all other EPF expenditure by JSCI score, March 2010



Source: DEEWR administrative systems

Refer to Appendix Table A3.6 to view the text version of Figure 3.7: Reverse marketing expenditure and all other EPF expenditure by JSCI score, March 2010.

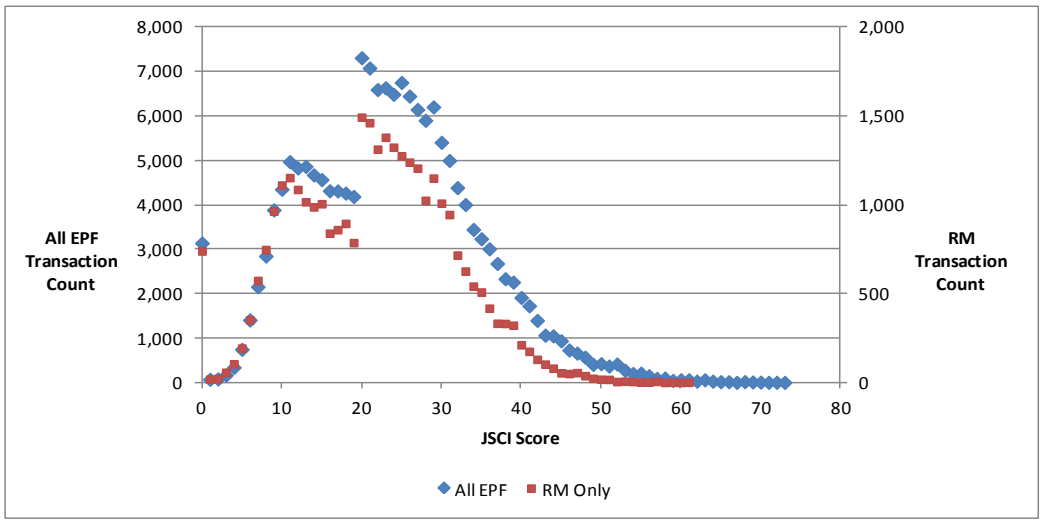
Figure 3.8: Job seeker count for reverse marketing and all other EPF use by JSCI score, March 2010



Source: DEEWR administrative systems

Refer to Appendix Table A3.7 to view the text version of Figure 3.8: Job seeker count for reverse marketing and all other EPF use by JSCI score, March 2010.

Figure 3.9: Transaction count for reverse marketing and all other EPF use by JSCI score, March 2010

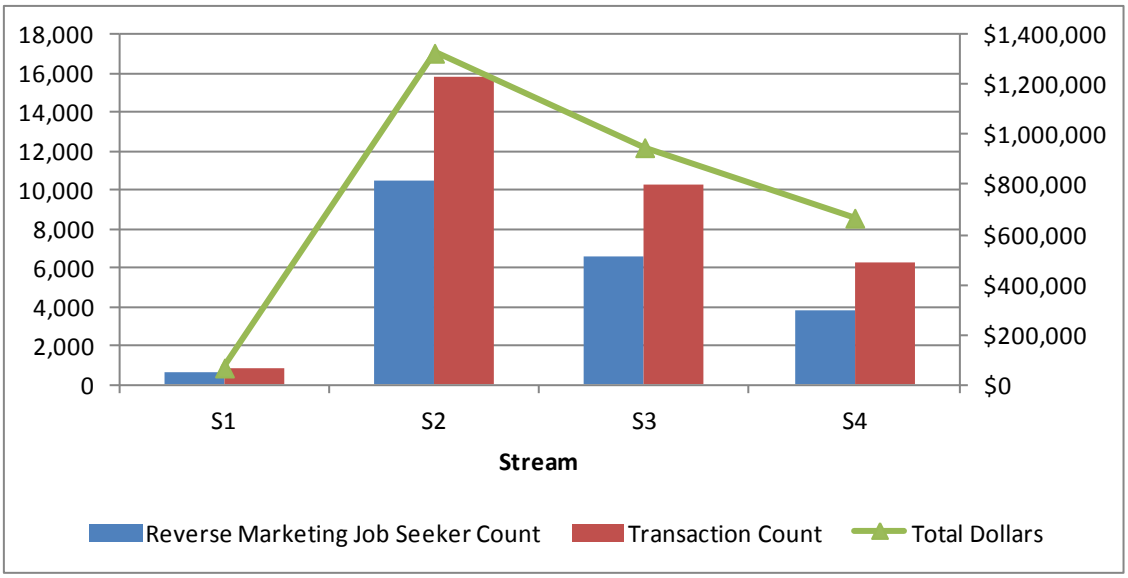


Source: DEEWR administrative systems

Refer to Appendix Table A3.8 to view the text version of Figure 3.9: Transaction count for reverse marketing and all other EPF use by JSCI score, March 2010

When broken down into Streams (Figure 3.10), consistent with the overview presented earlier, Stream 2 job seekers receive the highest amount of reverse marketing expenditure than any other Stream Service, representing 44 per cent of reverse marketing expenditure for March 2010. This prominence, which when compared to the three previous graphs, reveals more about the group of job seekers who receive reverse marketing as there is a discrepancy where reverse marketing is being conducted between the Streams and JSCI scores. This discrepancy is seen by the low level of Stream 1 reverse marketing expenditure, yet a considerable amount of reverse marketing expenditure occurs within the 0-19 JSCI score band width, which is the band width for Stream 1 job seekers upon commencement.

Figure 3.10: Reverse Marketing expenditure, job seeker count and transaction count per Stream Service March 2010



Source: DEEWR administrative systems

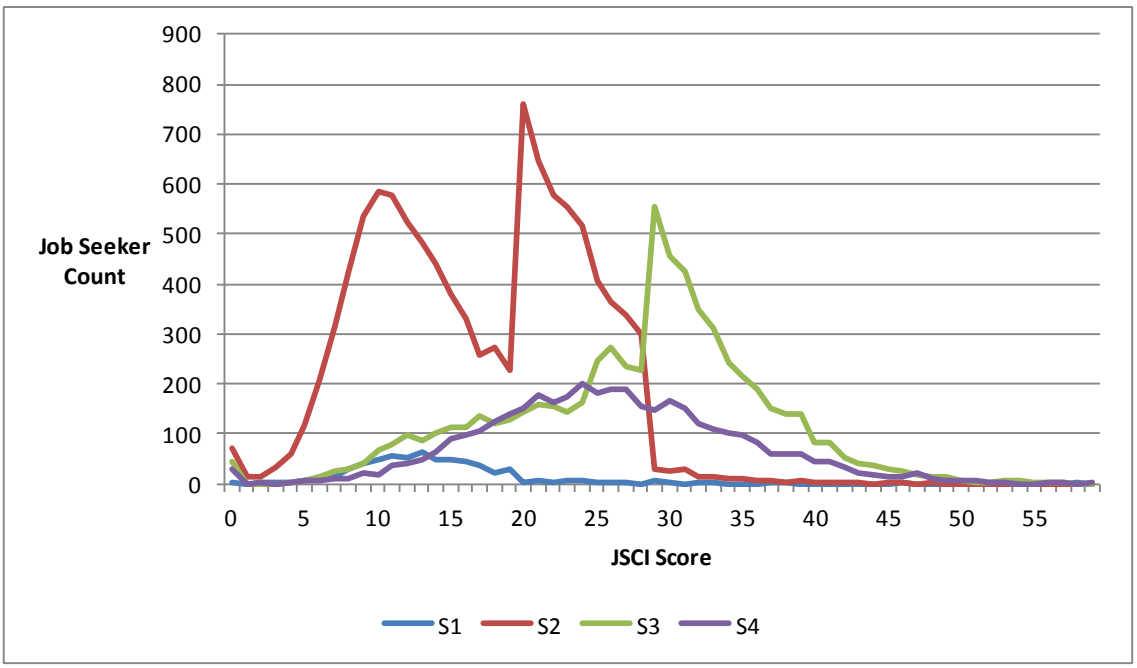
Refer to Appendix Table A3.9 to view the text version of Figure 3.10: Reverse Marketing expenditure, job seeker count and transaction count per Stream Service March 2010.

As a proportion of the eligible caseload, the proportion of job seekers who received reverse marketing is similar across Streams 2, 3 and 4, each around 5 per cent. This shows that whilst Stream 2 job seekers receive the most reverse marketing activity in terms of overall dollars, transactions and job seekers assisted, reverse marketing occurs at a similar rate in Streams 2, 3 and 4. Stream 1 job seekers were least likely to have received reverse marketing, with less than 1 per cent receiving reverse marketing in March 2010.

Figure 3.11 below shows the distribution of job seekers who received reverse marketing in March 2010 according to JSCI score up to the end of March 2010 and the Stream which reverse marketing was recorded against. The graph shows the small number of Stream 1 job seekers and reveals two large peaks for Stream 2 job seekers around the JSCI scores of 10 and 20 as well as a spike of Stream 3 job seekers around the JSCI score of 29. Interestingly, Stream 4 has a steady curve across the JSCI scores. The graph shows that Stream 2 job seekers make up most of the reverse marketing expenditure in the JSCI score band width of 0-19. This may reflect retrenched workers job seekers who were given early access to Stream 2 assistance as part of the response to the Global Financial Crisis and structural adjustment packages, but may also include job seekers whose circumstances have improved over time.

The distribution of Stream 2 job seekers and the low level of Stream 1 job seekers may suggest that JSA providers choose to base their reverse marketing strategy on Stream rather than level of disadvantage measured by JSCI scores. This behaviour is likely driven by the EPF crediting rates across the Streams with Stream 1 job seekers attracting EPF credits of $11, Stream 2 $550, and Stream 3 and 4 $1,100 (remote job seekers attract credits at 1.7 times these rates), and Outcome fees which provide additional incentive to place job seekers in higher Streams into employment

Figure 3.11: Distribution of job seekers who received reverse marketing by JSCI score and Stream, March 2010

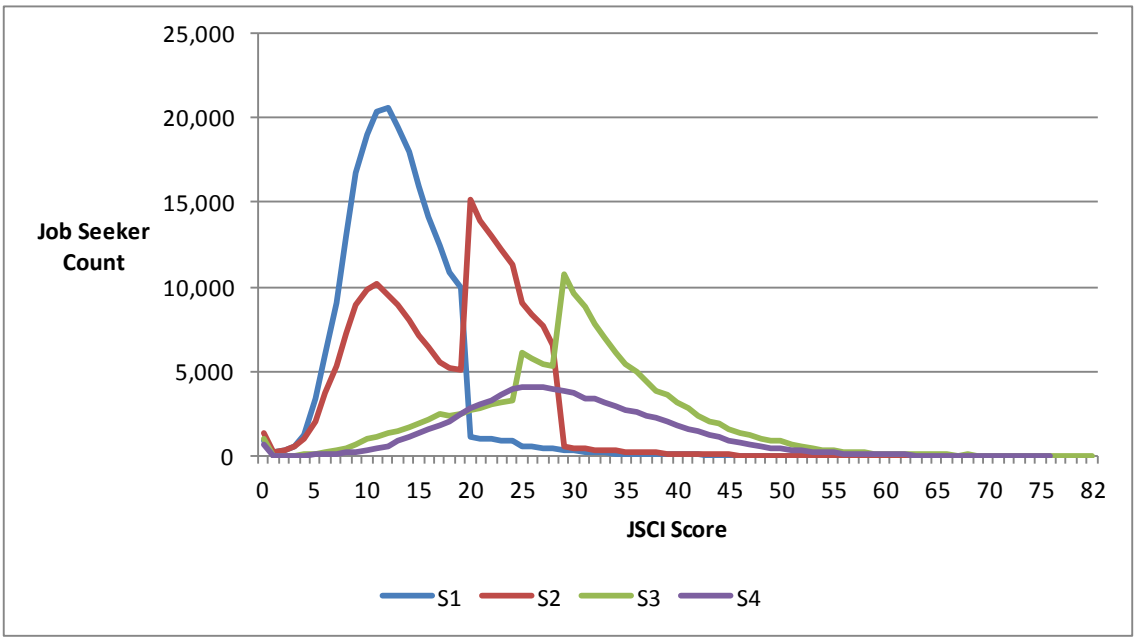


Source: DEEWR administrative systems

Refer to Appendix Table A3.10 to view the text version of Figure 3.11: Distribution of job seekers who received reverse marketing by JSCI score and Stream, March 2010.

The distribution job seekers who are commenced on the caseload is similar to the distribution of job seekers who received reverse marketing, except for greater number of Stream 1 job seekers (Figure 3.12).

Figure 3.12: Distribution of job seekers with a status of 'Commenced' in Stream Services March 2010



Source: DEEWR administrative systems

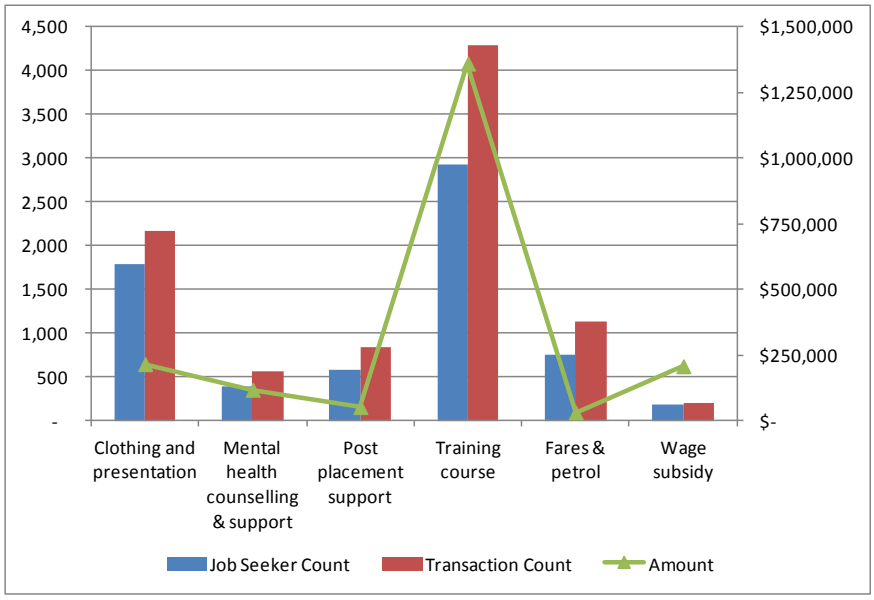
Refer to Appendix Table A3.11 to view the text version of Figure 3.12: Distribution of job seekers with a status of 'Commenced' in Stream Services March 2010.

3.4.4 Other EPF assistance

Over 42 per cent of Job seekers who received reverse marketing during March 2010 also received other EPF assistance in the same month. This assistance was not of the same scale though, as reverse marketing accounted for over 55 per cent of EPF dollars and 72 per cent of EPF transactions for this cohort of job seekers (Figure 3.13). Training Courses was the most common other EPF category for reverse marketed job seekers, followed by Clothing and Presentation (which is often associated with job interviews).

This suggests that job seekers who receive reverse marketing get it as part of a package of assistance. However, in the month that reverse marketing occurred, other EPF expenditure categories made up a lower proportion of total EPF for these job seekers compared to than job seekers who received other EPF assistance but no reverse marketing (Figure 3.14). This suggests that when a job seeker is being reverse marketed, that reverse marketing is the primary EPF focus for these job seekers, possibly after other assistance has been provided.

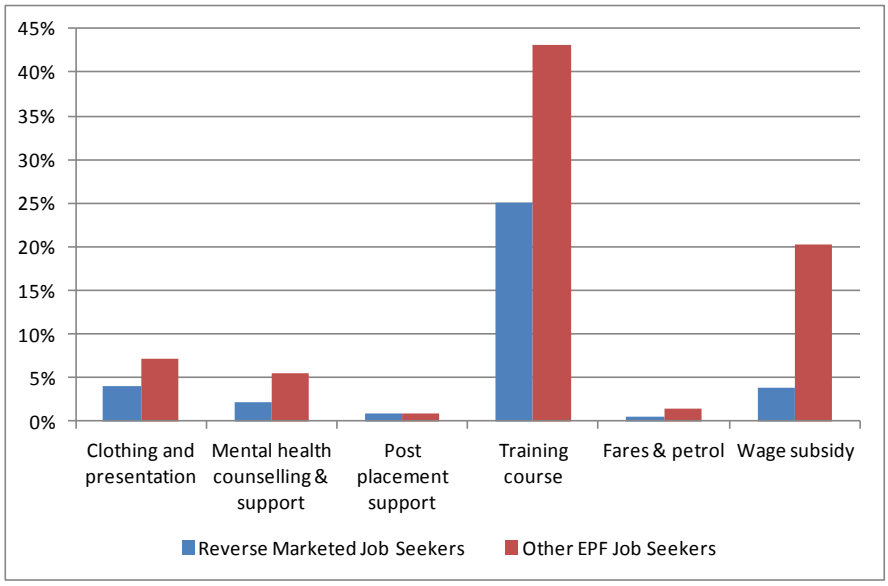
Figure 3.13: Other forms of EPF assistance in addition to Reverse Marketing in March 2010



Source: DEEWR administrative systems

Refer to Appendix Table A3.12 to view the text version of Figure 3.13: Other forms of EPF assistance in addition to Reverse Marketing in March 2010.

Figure 3.14: Proportion of EPF expenditure in March 2010 for job seekers who received Reverse Marketing and job seekers who received other EPF assistance in March 2010



Source: DEEWR administrative systems

Refer to Appendix Table A3.13 to view the text version of Figure 3.14: Proportion of EPF expenditure in March 2010 for job seekers who received Reverse Marketing and job seekers who received other EPF assistance in March 2010.

A similar pattern of EPF expenditure can be seen in February 2010 for job seekers who were reverse marketed in March 2010, however two main differences emerge. Reverse marketing expenditure in February 2010 accounted for 31 per cent of EPF expenditure for these job seekers instead of 55 per cent, and Training Courses accounted for 43 per cent of EPF expenditure instead of 25 per cent. This may indicate a general EPF expenditure pattern that

job seekers who receive training are then reverse marketed to capitalise on their new qualifications.

3.4.5 Likelihood of receiving reverse marketing

A regression methodology was used to examine which characteristics were associated with job seekers receiving reverse marketing. The regression method allows for the influence of each characteristic on the odds of receiving reverse marketing to be examined while holding everything else constant. Reverse marketed job seekers in March 2010 were compared with job seekers who received other EPF assistance but no reverse marketing in the same period. The pattern of association of job seeker characteristics with reverse marketing varies to some degree by Stream, although a combination of labour market and personal characteristics is significant for all Streams. A summary of the associations is shown in Tables 3.3 and 3.4 below.

The components of the JSCI were used as the basis for the regression, with some levels of factors being combined if the numbers of job seekers at those levels were small. For Stream 1 job seekers the sample size was much smaller as reverse marketing is rarer in this Stream. This made it more difficult to identify significant factors for Stream 1 job seekers.

For Stream 1 job seekers, being in a disadvantaged labour market and being in an area without close proximity to a labour market were both independently associated with substantially lower odds of being reverse marketed. Each of these factors reduced the odds of being reverse marketed by 25 per cent to 50 per cent, depending on the severity of disadvantage. Stream 1 job seekers had higher odds of being reverse marketed if they had a low to medium level of personal characteristic disadvantage and had no recent work experience.

For Streams 2 to 4, being distant from a labour market lowered the odds of being reverse marketed in all Streams. Being in a weak labour market lowered the odds of receiving reverse marketing in all Streams except Stream 4, where a high level of labour market disadvantage was associated with about a 50 per cent increase in the odds of a job seeker receiving reverse marketing.

The largest single effects were for:

- Stream 4 job seekers who reside in an area where the Community Development Employment Project (CDEP) operates were 80 per cent less likely to be reverse marketed.
- Stream 4 job seekers with language disadvantage were two and half times more likely to be reverse marketed, possibly because of they need additional assistance to market their other skills to employers.

Table 3.3: Factors associated with *reduced* likelihood of receiving reverse marketing

Odds	Stream 1	Stream 2	Stream 3	Stream 4
Slightly lower odds	None	• with less than year 10 education* • who are not contactable by phone* • aged over 29 years old* • with disadvantaged living circumstances (e.g. lone parent)** • with little to no recent work experience**	• in high level disadvantage labour market* • with disability high disadvantage* • with low to no recent work experience** • aged over 29 years old**	• who identify as Indigenous* • who are not contactable by phone* • with no vocational qualifications/vocational qualifications not useful* • with access to public transport** • on income support for more than 24 months**
Lower odds	• in areas of labour market proximity disadvantage**	• in areas of labour market proximity disadvantage** • in disadvantaged Employment Services Area dropping to about half at high levels of disadvantage** • with no transport** • with low English proficiency** • who identify as Indigenous**	• in areas of labour market proximity disadvantage** • in disadvantaged Employment Services Areas** • with low CDEP participation area and very low odds for high CDEP** • with high level disadvantage of English proficiency** • with an indigenous first language** • with poor phone contactability**	• in labour markets proximity disadvantage areas** • in disadvantaged Employment Services Area low level and for highest level disadvantage** • with higher level disability disadvantage** • with high level disadvantage of English proficiency**
Very low odds	• in disadvantaged labour markets*	None	None	• high CDEP participation area*

Notes:

1. Slightly lower odds = 1 - .75, lower odds = .74 - .5, very low odds = <.5
2. Disadvantaged Employment Services Areas are also known as 'Geographic Disadvantage' in JSCI documentation.
3. Gender and age were entered separately into the analysis, rather than being combined as they are in the JSCI. This was to aid interpretation of the results.
4. Because of the small number of stream 1 job seekers receiving RM, the results for this stream are less reliable.
5. * = significant at the .05 level, ** = significant at the .01 level.

Table 3.4: Factors associated with the *increased* likelihood of receiving reverse marketing

Odds	Stream 1	Stream 2	Stream 3	Stream 4
Slightly higher odds:	None	• country of birth disadvantage**	• with higher levels of disadvantage country of birth* • male job seekers*	• in disadvantaged labour markets (highest level)**
Higher odds:	• with low and medium levels of personal characteristic disadvantage* • With high recent work experience disadvantage (recent unemployment), but there was a large variability in this group**			• with severe language disadvantage (determined by the first language spoken as a child) **

Note:

1. Slightly higher odds = 1 – 1.5, higher odds = >1.51
2. Disadvantaged Employment Services Areas are also known as 'Geographic Disadvantage' in JSCI documentation.
3. Gender and age were entered separately into the analysis, rather than being combined as they are in the JSCI. This was to aid interpretation of the results.
4. * = significant at the .05 level, ** = significant at the .01 level.

3.5 Effectiveness of reverse marketing

The effectiveness of reverse marketing was analysed for the March 2010 cohort of job seekers who received reverse marketing. Effectiveness was measured in two ways: job referrals and job placements in the months of March or April 2010, soon after the reverse marketing event had occurred[2].

In total, over 21,000 job seekers received reverse marketing in March 2010, half of which were in Stream 2, approximately 6,500 in Stream 3, just under 4,000 in Stream 4, and approximately 600 in Stream 1. Over 33,000 reverse marketing transactions were attributed to these job seekers, debiting over $3 million from the EPF.

3.5.1 Conversion of job referrals to job placements

Stream 2 job seekers who were reverse marketed had the highest number of job referrals and job placements in the months of March and April 2010, followed by Streams 3, 4 and 1 (Table 3.5). This is expected due to the distribution of the caseload of job seekers who received reverse marketing in this period. In terms of the proportion of job seekers who had job referrals and job placements in this period, Stream 2 job seekers who received reverse marketing were only slightly more likely to have a job referral or job placement than job seekers in Streams 1, 3 and 4 (Figure 3.15).

Table 3.5: Number of job referrals and job placements achieved in March and April 2010 by Stream, for job seekers who were reverse marketed in March 2010

	Stream 1	Stream 2	Stream 3	Stream 4	Total
Number of job Seekers Reverse Marketed	607	10505	6531	3826	21467
Number of Job Referrals	261	6,303	3,592	2,180	12,336
Number of Job Placements	118	3,510	1,658	1,095	6,381
Ratio of job referrals to job placements	2.2	1.8	2.2	2	1.9

Source: DEEWR administrative systems

Note: Job seekers can have more than one job referral and job placement recorded against them.

Of job seekers who were reverse marketed in March 2010, the job seekers who were most likely to have a job referral and/or job placement in March and April 2010 were those eligible for the Automotive (AUTO) or Textile, Clothing and Footwear (TCF) Labour Adjustment Package (LAP). LAP job seekers are a specific cohort of job seekers who have been made redundant in

2 If reverse marketing is an effective intervention, the effect should occur shortly after the event has taken place, such as within a month's time.

certain industries experiencing structural change and identified by the Government as eligible for additional assistance through JSA. AUTO and TCF job seekers are part of this assistance and attract EPF credits that are for use specifically for LAP job seekers. Once LAP credits have been exhausted, these job seekers are eligible to receive assistance from the general pool of EPF funds held by their JSA provider at their outlet of service. LAP job seekers' higher rates of job referrals and placements may be due to their higher skill levels and recent work experience compared to other job seekers. However the cohort of LAP job seekers who received reverse marketing is small and as such, LAP job seekers have been excluded from subsequent analyses.

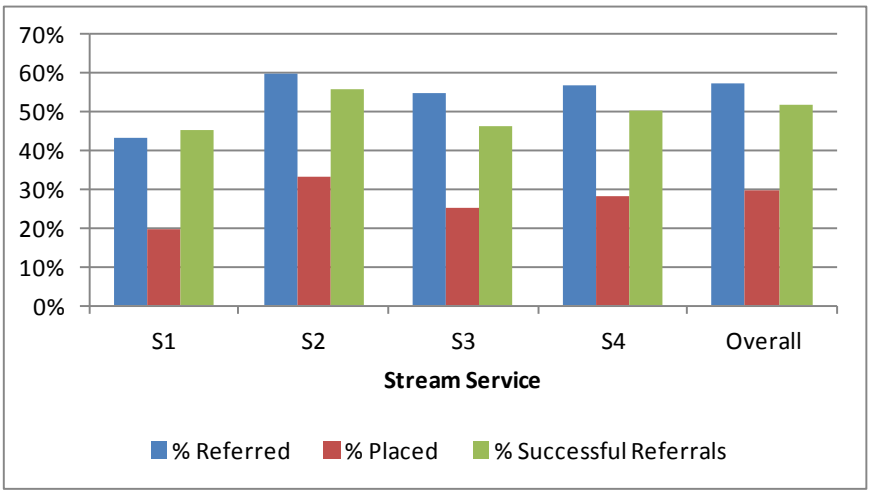
Figures 3.15, 3.16 and 3.17 show the proportion of job seekers who received a job referral or job placement in March or April 2010, for those who received reverse marketing, received other EPF expenditure (but not reverse marketing) and all eligible job seekers (who did not receive reverse marketing) in March 2010. These figures also show the efficiency of each group in terms of converting job referrals into job placements in terms (per cent successful referrals).

In total for the reverse marketed cohort of job seekers (Figure 3.15), 57 per cent had a job referral in March or April 2010, with 30 per cent of the overall job seeker cohort having a job placement confirmed in March or April 2010. This translates into a 52 per cent successful referral rate. As mentioned earlier, LAP job seekers were the most successful job seekers in achieving job referrals and job placements, followed by Stream 2 job seekers.

Overall for job seekers who received other EPF assistance (but not reverse marketing), 29 per cent had a job referral and 17 per cent had a job placement in March or April 2010 (Figure 3.15). This translates into a successful referral rate of 59 per cent, slightly higher than for the reverse marketed cohort of job seekers. However, the overall job referral and job placement rates are 28 and 13 percentage points lower than the reverse marketed cohort respectively.

For job seekers who were eligible for assistance but did not receive reverse marketing in March 2010, 17 per cent had a job referral and 9 per cent had a job placement in March or April 2010 (Figure 3.16). This translates into a successful referral rate of 54 per cent, also slightly higher than the reverse marketed cohort of job seekers. However, overall the proportion of job referrals and job placements is lower than that of the reverse marketed cohort.

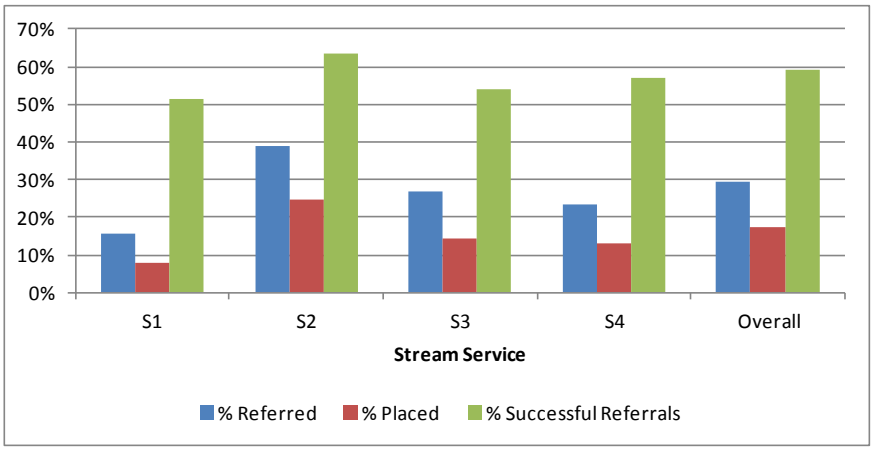
Figure 3.15: Proportion of Reverse Marketing recipients who had a job referral or job placement in March or April 2010 by Stream



Source: DEEWR administrative systems

Refer to Appendix Table A3.14 to view the text version of Figure 3.15: Proportion of Reverse Marketing recipients who had a job referral or job placement in March or April 2010 by Stream.

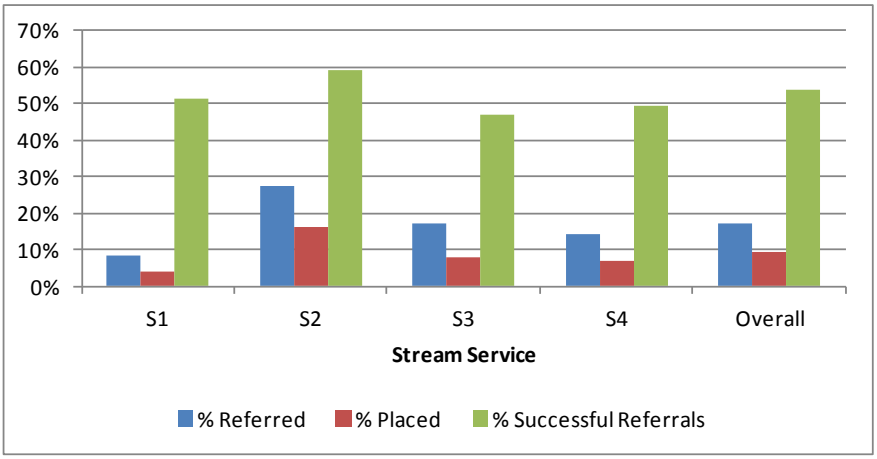
Figure 3.16: Proportion of EPF recipients (excluding reverse marketed job seekers) who had a job referral or job placement in March and April 2010 by Stream



Source: DEEWR administrative systems

Refer to Appendix Table A3.15 to view the text version of Figure 3.16: Proportion of EPF recipients (excluding reverse marketed job seekers) who had a job referral or job placement in March and April 2010 by Stream.

Figure 3.17: Proportion of all job seekers with a status of 'Commenced' (excluding reverse marketed job seekers) who had a job referral or job placement in March and April 2010 by Stream

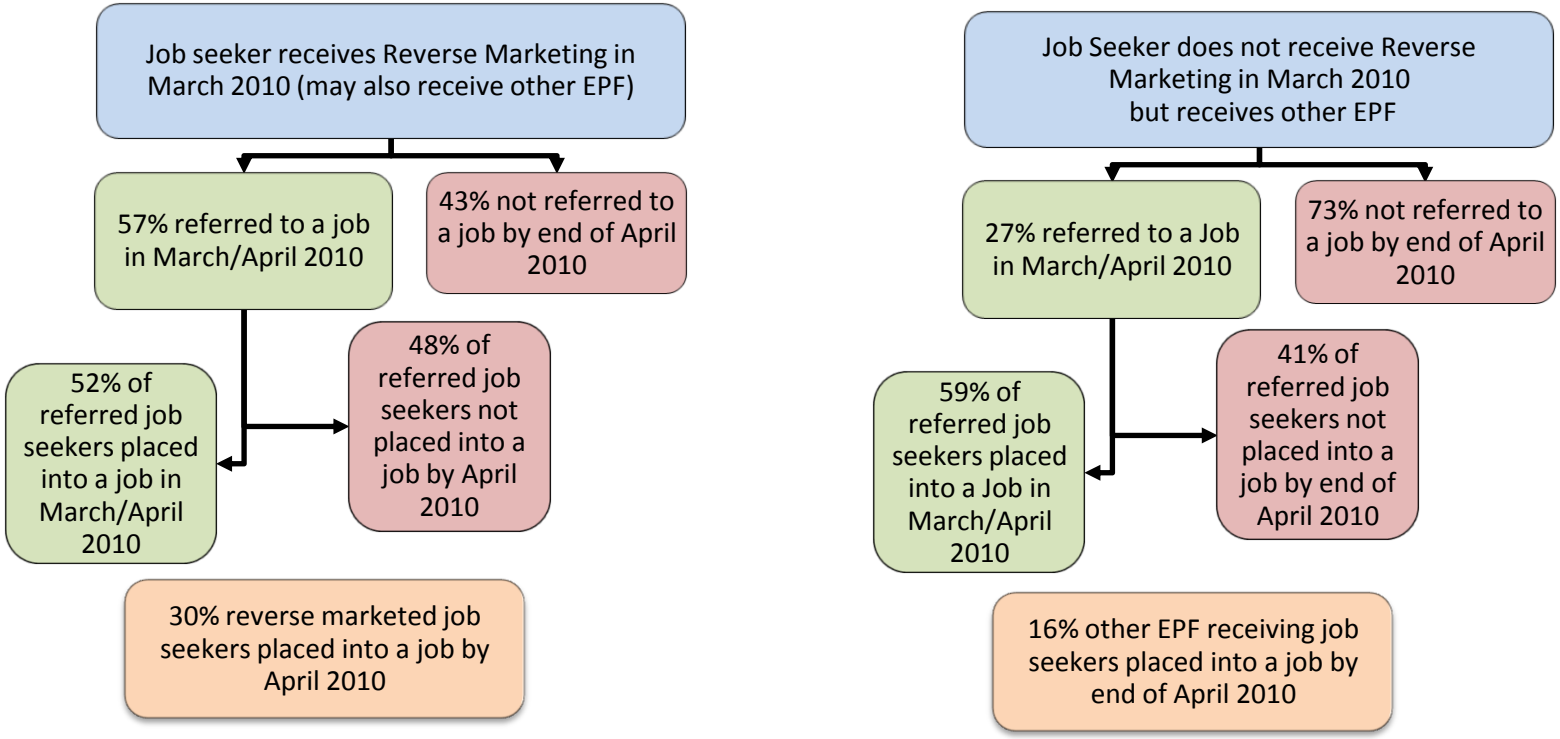


Source: DEEWR administrative systems

Refer to Appendix Table A3.16 to view the text version of Figure 3.17 Proportion of all job seekers with a status of 'Commenced' (excluding reverse marketed job seekers) who had a job referral or job placement in March and April 2010 by Stream.

Figure 3.18 below shows the flow of both reverse marketed job seekers and job seekers who receive other EPF assistance. EPF recipients, reverse marketing is associated with proportionally more job referral activity than other EPF expenditure in March and April 2010. Essentially this affords job seekers who are reverse marketed a greater opportunity to achieve a job placement, meaning that overall, reverse marketing is effective in generating job

Figure 3.18: March 2010 Reverse Marketing and all other EPF expenditure job referral to job placement March and April 2010 conversion flowchart



Source: DEEWR administrative systems

referrals, but these referrals were not converted to job placements as efficiently compared to the Other EPF group.

While the other EPF cohort had a slightly better rate of referred job seekers achieving a job placement, overall a greater proportion of reverse marketed job seekers achieve a job placement.

3.5.2 Regression analysis

A regression analysis was performed to determine whether reverse marketing increases the chances of a job seeker having a job referral and/or job placement. Data issues mentioned earlier, particularly that it is not possible to directly link a Reverse Marketing EPF transaction to a specific job referral or job placement, must be considered when interpreting the results below. All results presented are significant at the 95 per cent confidence limit.

The two groups of job seekers were those who received reverse marketing in March 2010 and all other job seekers who had a status of 'Commenced' in the same month. Regression analysis allows for the control of variables to determine effects of other variables. By matching on some variables, the variance is reduced, thereby producing a more reliable result. The following factors were controlled for in the model through the matching process:

- Age;
- Gender;
- JSCI score;
- Stream;
- Time in employment services; and
- Vocational qualifications.

In addition, the following factors were controlled for through inclusion in the regression model:

- Being in a disadvantaged labour market area;
- Having access to transport;
- Being contactable by phone;
- Proximity to a labour market;
- Level of educational attainment;
- Time on income support;
- Geographic area;
- Indigenous status; and
- Workplace support needs.

The effect of reverse marketing on job referrals

Job seekers who were reverse marketed were approximately 4.7 times more likely to be referred to a job than those with similar characteristics who did not receive reverse marketing. The analysis also indicated that some characteristics made job seekers more or less likely to be referred to a job, regardless of whether they were reverse marketed or not:

- Being in a highly disadvantaged labour market area was associated with being more likely to have a job referral.
- A job seeker not having their own form of transport was associated with being less likely to have a job referral.

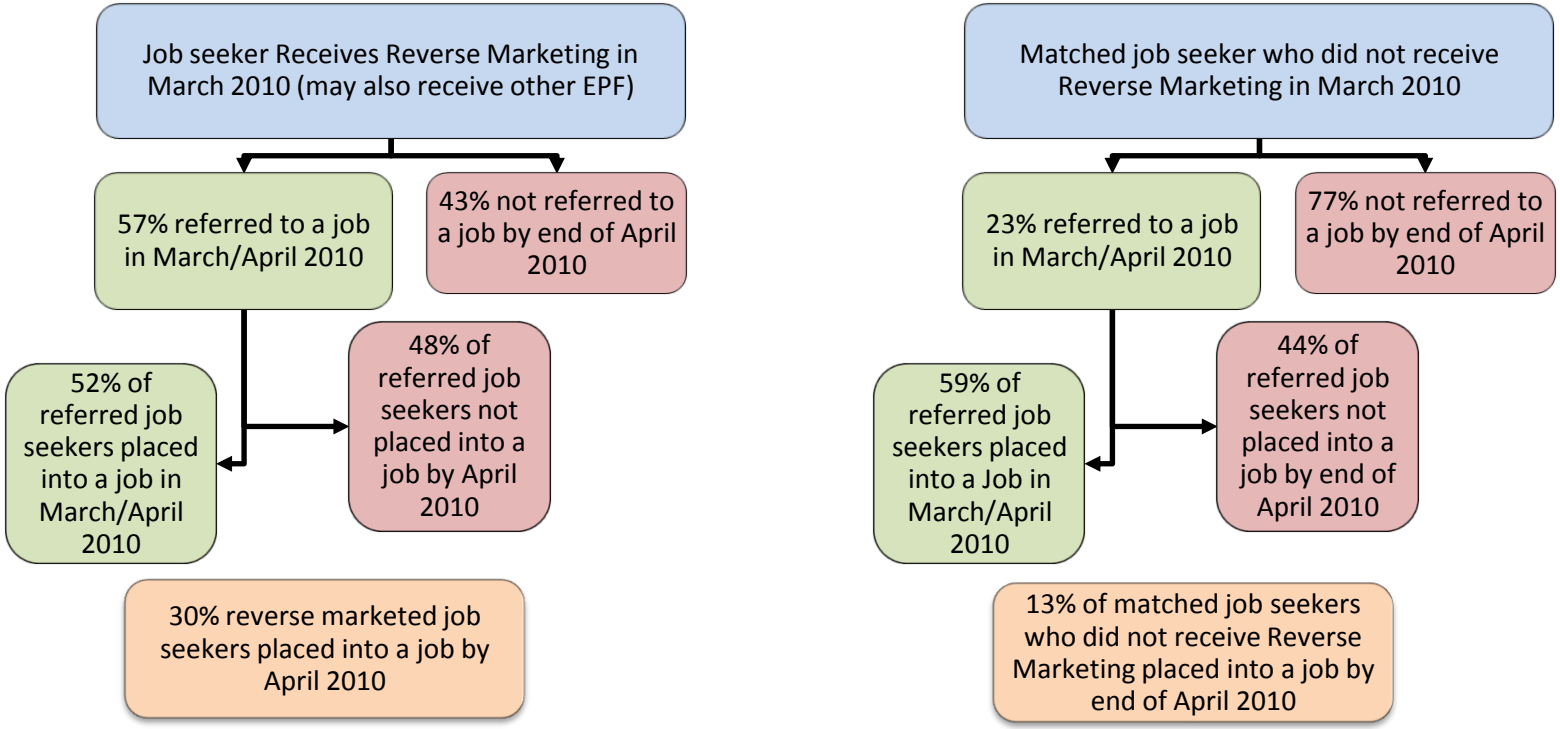
The effect of reverse marketing on job placements

Job seekers who were reverse marketed were approximately three times more likely to be placed in a job than job seekers with similar characteristics who did not receive reverse marketing. Again, job seekers not having access to their own transport was associated with being less likely to achieve a job placement, whether or not the job seeker was reverse marketed.

Figure 3.19 shows the relationships between job referrals and job placements for the job seeker populations used in this regression analysis: those who received reverse marketing and those with similar characteristics who did not.

The net benefit of receiving reverse marketing equals approximately a 17 percentage point increase in job placements. However, similar to the results presented earlier, job seekers who are reverse marketed tend to have a slightly lower efficiency in terms of converting job referrals to job placements.

Figure 3.19: March 2010 Reverse Marketing conversion flowchart for matched groups



Source: DEEWR administrative systems.

3.6 Discussion

Reverse marketing is intended to be used for job seekers who are close to job readiness or are job ready, but who have experienced barriers to employment that may reduce their chances of finding jobs for themselves from advertised vacancies. The skew towards job seekers with lower and mid range JSCI scores identified in this report indicates that the job seekers who are being reverse marketed are those who are job ready or approaching job readiness after experiencing disadvantage. This fits within the JSA model and purpose of reverse marketing. On the other hand, there is little incentive for providers to reverse market Stream 1, as these do not attract an Outcome Fee for their JSA provider in the first 12 months after they commence in Stream 1 services. Correspondingly, smaller numbers of Stream 1 job seeker receive reverse marketing.

Job seekers with certain characteristics and circumstances are more likely to receive reverse marketing than other job seekers. Job seekers who are less likely to receive reverse marketing include job seekers who do not have access to a strong labour market. This is a logical result given the shortage of employers to target with reverse marketing. Of more concern are the findings that Aboriginal and Torres Strait Islander job seekers are less likely to receive reverse marketing controlling for other characteristics, as are Stream 2 and 3 job seekers with little or no recent work experience. These job seekers are arguably the job seekers who, when job ready, require reverse marketing the most.

Generally, reverse marketing results in higher job referral and job placement activity for job seekers. However the slightly lower conversions of job referrals to job placements for job seekers who have been reverse marketed suggests that in some cases reverse marketing could be more effectively targeted. This also suggests that a general increase in reverse marketing activity, if not properly targeted, may increase this inefficiency and dilute the value of the intervention.

The effectiveness of reverse marketing is contingent on the quality of the activity as undertaken by the provider, not on the mechanism used to fund it. Currently reverse marketing is a service which can be claimed for reimbursement through the EPF, and there is a risk that JSA providers may engage in ‘cold-calling’ or other inappropriate reverse marketing activities in order to draw on the EPF to subsidise their business. This is explicitly defined in the EPF Guidelines as inappropriate, and EPF claimed in this way would be recoverable by DEEWR.

There are several limitations with the administrative data upon which the analysis for this report is based. Some of the claims for EPF expenditure against reverse marketing may have been inappropriate, possibly because of a misapplication or misinterpretation of the reference material for reverse marketing. These include claims for what was actually sourcing of vacancies or ‘vacancy management’, and claims for ‘cold calling’. It was not possible to determine the extent of this, which should be considered when taking into account the results presented.

References

Department of Education, Employment and Workplace Relations (DEEWR) 2011. Employment Pathway Fund Guidelines Version 1.6.

Department of Education, Employment and Workplace Relations (DEEWR) 2012. Employment Services Deed 2009-2012 – Stream Services. General Deed Variation No. 4.

Appendix A3 Data tables for figures

Table A3.1: Proportion of EPF expenditure spent on reverse marketing of job seekers (per cent)

	High performing sites	Mid performing sites	Low performing sites	total
Proportion of EPF expenditure (%)	10.39	7.55	6.11	7.65

View Figure 3.2

Table A3.2: Reverse Marketing expenditure, transaction count and job seeker count

Month Name Abbreviation	Amount (Sum)	Transaction Count	Unique JSKR Count
Jul-09	$317,556.40	3,722	2,746
Aug-09	$1,078,575.59	12,678	8,166
Sep-09	$1,893,579.45	22,068	14,452
Oct-09	$2,062,854.73	24,152	15,836
Nov-09	$2,310,754.29	24,988	16,407
Dec-09	$2,341,598.22	25,328	16,925
Jan-10	$1,919,878.21	21,602	14,679
Feb-10	$2,433,195.61	27,178	18,544
Mar-10	$3,157,771.13	34,274	22,453
Apr-10	$2,329,522.07	25,262	17,298
May-10	$3,043,493.30	32,947	21,816
Jun-10	$2,964,789.12	33,554	21,533
Jul-10	$2,624,073.37	31,795	20,328
Aug-10	$2,736,384.13	34,192	21,916
Sep-10	$2,689,818.00	33,688	21,616
Oct-10	$2,550,772.11	32,358	20,176
Nov-10	$2,608,500.83	33,844	21,196
Dec-10	$2,115,307.18	26,212	17,328
Jan-11	$1,778,738.91	23,007	15,011
Feb-11	$2,416,499.02	30,643	19,372
Mar-11	$3,055,090.34	37,425	22,892
Apr-11	$2,314,994.34	30,820	17,997
May-11	$2,812,709.98	36,282	21,739
Jun-11	$2,782,315.95	36,862	22,052
Jul-11	$2,807,721.06	34,904	21,543

Month Name Abbreviation	Amount (Sum)	Transaction Count	Unique JSKR Count
Aug-11	$3,016,374.40	38,119	23,542

View Figure 3.3

Table A3.3: Reverse Marketing expenditure and percentage of total EPF expenditure per month

Month	Reverse Marketing $	RM% of Total EPF Spent per Month
Jul-09	317556	9.9%
Aug-09	1078575.59	9.8%
Sep-09	1893579.45	9.7%
Oct-09	2062854.73	9.1%
Nov-09	2310754.29	9.1%
Dec-09	2341598.22	9.3%
Jan-10	1919878.21	8.9%
Feb-10	2433195.61	8.6%
Mar-10	3157771.13	8.8%
Apr-10	2329522.07	7.7%
May-10	3043493.3	8.4%
Jun-10	2964789.12	7.6%
Jul-10	2624073.37	7.2%
Aug-10	2736384.13	7.4%
Sep-10	2689818	7.0%
Oct-10	2550772.11	7.0%
Nov-10	2608500.83	6.9%
Dec-10	2115307.18	6.3%
Jan-11	1778738.91	7.0%
Feb-11	2416499.02	7.0%
Mar-11	3055090.34	7.1%
Apr-11	2314994.34	7.1%
May-11	2812709.98	7.1%
Jun-11	2782315.95	6.1%
Jul-11	2807721.06	7.3%
Aug-11	3016374.4	6.4%

View Figure 3.4

Table A3.4: Total Reverse Marketing job seeker count, transaction count and dollars committed against each Stream Service July 2009 to August 2011

Stream	Sum of RM Amount	Count of JSID	Count of Trans Id
S1	2404172	10672	23367
S2	27195927	115709	324159
S3	18291396	66800	224992
S4	13748833	48432	171562

View Figure 3.5

Table A3.5: Total and commenced caseload per JSCI score March 2010

JSCI	Commenced Job Seeker Count	Active Caseload Job Seeker Count	JSCI	Commenced Job Seeker Count	Active Caseload Job Seeker Count
0	12498	17947	41	4072	6273
1	333	430	42	3572	5555
2	608	807	43	2963	4645
3	1010	1304	44	2683	4209
4	2145	2774	45	2286	3539
5	5292	6669	46	1948	3035
6	9502	11795	47	1718	2646
7	14302	17584	48	1380	2209
8	20236	25038	49	1191	1850
9	25610	31574	50	1164	1724
10	29249	36139	51	876	1334
11	30970	38669	52	768	1153
12	31055	38689	53	603	888
13	29752	37596	54	515	798
14	27785	35534	55	446	652
15	25375	33169	56	349	531
16	23284	31267	57	295	446
17	21269	29306	58	255	368
18	19537	27967	59	178	268
19	18872	27545	60	131	214
20	20106	30098	61	133	203
21	19097	28923	62	96	150
22	18591	28548	63	81	134
23	18147	28284	64	54	80
24	17643	27502	65	46	76
25	18059	27948	66	39	63

JSCI	Commenced Job Seeker Count	Active Caseload Job Seeker Count	JSCI	Commenced Job Seeker Count	Active Caseload Job Seeker Count
26	17011	26591	67	28	42
27	16078	24826	68	31	49
28	14749	22946	69	15	29
29	14027	21860	70	13	25
30	12776	19783	71	7	16
31	11646	18003	72	5	13
32	10700	16656	73	6	11
33	9750	15112	74	3	6
34	8554	13553	75	2	3
35	7654	12000	76	2	5
36	7132	11007	77	1	1
37	6381	9941	79	1	1
38	5708	8902	81	1	1
39	5267	8243	82	1	1
40	4570	7109	Grand Total	640288	902884

View Figure 3.6

Table A3.6: Reverse marketing expenditure and all other EPF expenditure by JSCI score, March 2010

JSCI	All Other EPF	RM Only	JSCI	All Other EPF	RM Only
0	558659.81	65054.27	37	405506.86	32545.05
1	14246.11	4285.48	38	391680.11	29603.01
2	14033.12	2029.74	39	332460.73	29610.52
3	27004.7	5291.36	40	288902.92	16580.29
4	62239.69	11118.98	41	271781.23	16428.46
5	125753.85	20261.98	42	201203.19	11830.29
6	258469.28	30299.69	43	146300.44	12122.88
7	361385.71	54204.69	44	141162.42	8558.11
8	461843.63	63632.71	45	131700.94	6341.1
9	656851.57	87250.77	46	114158.02	4507.83
10	710349.13	101215.74	47	97780.21	6572.22
11	872222.2	98270.5	48	73284.15	3787.32
12	827869.86	97006.04	49	58915.02	1881.59
13	846168.08	90659.93	50	54373.5	1280.46
14	769405.55	85519.62	51	37204.7	1817.3
15	746634.86	84692.07	52	41186.49	370.45

JSCI	All Other EPF	RM Only	JSCI	All Other EPF	RM Only
16	717059.32	74056.89	53	34528.29	426.28
17	709292.24	79070.06	54	20289.77	255.01
18	744342.55	75988.65	55	13811	162.75
19	719310.29	75731.23	56	14698.65	85.5
20	1261596.09	136980.02	57	8283.91	325.25
21	1250387.64	127842.96	58	11120.64	0
22	1142392.6	117062.3	59	6622.86	21
23	1192812.91	125460.4	60	5148.12	0
24	1111689.3	116902.63	61	4903.96	46.5
25	1201726.53	117456.3	62	2624.4	
26	1108575.76	116738.49	63	7891.82	
27	1054806.24	108366.66	64	2931.83	
28	1037871.79	100186.3	65	712.44	
29	1104776.92	108404.12	66	1325.74	
30	950858.08	91600.07	67	90.37	
31	882798.34	93640.38	68	611.96	
32	723427.78	67686.39	69	123.44	
33	648831.29	58213.35	70	172.21	
34	584032.23	52045.07	71	695.15	
35	522939.61	49679.74	72	25.99	
36	491816.7	38224.71	73	179.3	

View Figure 3.7

Table A3.7: Job seeker count for reverse marketing and all other EPF use by JSCI score, March 2010

JSCI	JSKR Count All Other EPF	JSKR Count RM Only	JSCI	JSKR Count All Other EPF	JSKR Count RM Only
0	1858	486	37	1493	213
1	39	13	38	1290	201
2	51	14	39	1217	205
3	111	34	40	997	129
4	212	63	41	862	122
5	468	128	42	745	90
6	897	233	43	559	64
7	1323	359	44	540	55
8	1862	490	45	470	47
9	2476	639	46	386	41
10	2772	714	47	330	37

JSCI	JSKR Count All Other EPF	JSKR Count RM Only	JSCI	JSKR Count All Other EPF	JSKR Count RM Only
11	3111	743	48	286	27
12	3089	712	49	232	21
13	3105	675	50	215	16
14	3014	651	51	155	10
15	2848	626	52	153	5
16	2760	577	53	113	7
17	2628	539	54	91	5
18	2588	550	55	79	2
19	2558	524	56	59	2
20	4432	1023	57	42	4
21	4213	956	58	44	0
22	4027	866	59	29	1
23	4026	867	60	32	0
24	3909	875	61	29	1
25	3976	833	62	14	
26	3857	818	63	14	
27	3598	756	64	12	
28	3411	676	65	9	
29	3518	729	66	7	
30	3095	642	67	1	
31	2802	599	68	8	
32	2550	477	69	3	
33	2298	424	70	2	
34	2014	345	71	1	
35	1815	317	72	1	
36	1642	274	73	1	

View Figure 3.8

Table A3.8: Transaction count for reverse marketing and all other EPF use by JSCI score, March 2010

JSCI	Transaction Count All Other EPF	Transaction Count RM	JSCI	Transaction Count All Other EPF	Transaction Count RM
0	3138	740	37	2678	333
1	70	18	38	2335	332
2	79	22	39	2259	322
3	165	57	40	1913	212

JSCI	Transaction Count All Other EPF	Transaction Count RM	JSCI	Transaction Count All Other EPF	Transaction Count RM
4	340	104	41	1726	175
5	745	193	42	1397	130
6	1407	352	43	1064	103
7	2156	574	44	1048	80
8	2846	748	45	937	54
9	3884	965	46	730	50
10	4350	1111	47	660	55
11	4971	1153	48	568	38
12	4829	1086	49	406	23
13	4865	1017	50	422	18
14	4673	988	51	368	17
15	4567	1006	52	414	5
16	4316	840	53	273	7
17	4312	860	54	200	5
18	4263	895	55	209	2
19	4187	787	56	150	2
20	7310	1493	57	91	6
21	7080	1462	58	98	0
22	6594	1313	59	46	1
23	6634	1380	60	61	0
24	6487	1324	61	61	1
25	6754	1275	62	29	
26	6447	1240	63	60	
27	6146	1206	64	28	
28	5902	1025	65	17	
29	6203	1150	66	16	
30	5406	1009	67	1	
31	4998	945	68	18	
32	4386	717	69	10	
33	4005	627	70	7	
34	3445	542	71	2	
35	3235	509	72	3	
36	3009	418	73	1	

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Table A3.9: Reverse Marketing expenditure, job seeker count and transaction count per Stream Service March 2010

	JSKR Count	RM Expenditure	Transaction Count
S1	603	68326.69	815
S2	10505	1326832.85	15777
S3	6551	949275.51	10233
S4	3848	667359	6232

View Figure 3.10

Table A3.10: Distribution of job seekers who received reverse marketing by JSCI score and Stream, March 2010

JSCI Score	S1	S2	S3	S4	JSCI Score	S1	S2	S3	S4
0	3	73	43	30	30	2	27	457	168
1	0	13	0	0	31	0	29	426	153
2	1	13	0	1	32	2	15	351	119
3	2	32	0	0	33	2	13	310	108
4	1	60	3	2	34	0	11	244	102
5	5	116	6	5	35	0	10	217	97
6	11	210	15	6	36	0	6	191	84
7	16	313	24	9	37	1	6	152	60
8	28	422	28	11	38	1	4	140	60
9	41	534	39	23	39	0	6	138	61
10	47	587	67	19	40	0	2	82	45
11	55	579	79	37	41	0	1	82	46
12	54	523	98	41	42	0	4	52	32
13	62	481	85	48	43	0	1	40	23
14	48	441	102	64	44	0	0	38	18
15	50	381	113	91	45	0	1	31	15
16	44	332	114	98	46	1	1	26	13
17	38	258	135	107	47	0	0	17	21
18	21	273	119	123	48	0	2	14	11
19	30	228	129	138	49	0	0	14	7
20	4	762	142	151	50	0	0	8	8
21	5	646	157	176	51	0	0	2	8
22	3	576	156	164	52	0	0	4	1
23	5	553	144	175	53	0	0	5	2
24	5	518	162	199	54	0	0	5	0
25	3	408	247	183	55	0	0	2	0

JSCI Score	S1	S2	S3	S4	JSCI Score	S1	S2	S3	S4
26	3	366	273	188	56	0	0	1	1
27	3	337	236	189	57	0	0	2	2
28	0	301	228	155	59	1	0	0	0
29	5	30	556	149	61	0	0	0	1

View Figure 3.11

Table A3.11: Distribution of job seekers with a status of 'Commenced' in Stream Services March 2010

JSCI Score	S1	S2	S3	S4	JSCI Score	S1	S2	S3	S4
0	874	1352	1022	636	41	28	76	2759	1591
1	192	155	1	1	42	30	67	2401	1404
2	341	311	3	2	43	23	45	2026	1159
3	534	511	15	5	44	20	37	1858	1059
4	1248	950	34	18	45	8	35	1581	908
5	3327	2065	77	31	46	7	24	1280	800
6	5937	3727	169	81	47	5	13	1167	689
7	9019	5318	257	110	48	0	13	959	527
8	12986	7280	437	177	49	0	12	843	460
9	16732	8895	645	227	50	3	7	823	436
10	19056	9892	956	332	51	0	10	627	323
11	20330	10174	1065	450	52	2	5	546	288
12	20626	9521	1294	567	53	0	2	434	221
13	19515	8937	1497	837	54		2	363	207
14	18009	8026	1661	1107	55		1	318	169
15	15933	7121	1917	1310	56		1	246	130
16	14113	6378	2163	1584	57		0	197	127
17	12408	5561	2412	1833	58		0	182	93
18	10874	5203	2401	2055	59		0	128	67
19	9974	5015	2433	2517	60		1	101	44
20	1116	15186	2641	2780	61		0	79	65
21	970	13872	2791	3072	62		1	72	35
22	978	13002	3004	3294	63		0	68	24

JSCI Score	S1	S2	S3	S4	JSCI Score	S1	S2	S3	S4
23	923	12166	3133	3595	64		1	38	20
24	854	11343	3228	3915	65			38	12
25	523	9063	6145	4007	66			37	7
26	500	8348	5734	4010	67			23	5
27	430	7638	5410	4006	68			30	8
28	366	6530	5311	3895	69			12	4
29	339	496	10760	3837	70			9	5
30	260	467	9645	3690	71			7	1
31	236	388	8811	3393	72			6	1
32	209	359	7781	3413	73			4	3
33	150	324	7024	3184	74			2	1
34	137	287	6089	2920	75			2	0
35	122	247	5395	2692	76			1	1
36	96	205	4985	2548	77			1	
37	78	166	4386	2364	79			1	
38	60	169	3821	2215	81			1	
39	59	115	3639	1968	82			1	
40	48	112	3159	1727					

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Table A3.12: Other forms of EPF assistance in addition to Reverse Marketing in March 2010

Type of EPF Assistance	Amount ($)	Transaction Count	Job Seeker Count
Clothing and presentation	216124.89	2174	1782
Mental health counselling & support	118430.74	566	389
Post placement support	52628.98	839	573
Training course	1360816.09	4291	2919
Fares & petrol	32053.5	1132	761
Wage subsidy	207998.01	196	183

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Table A3.13: Proportion of EPF expenditure in March 2010 for job seekers who received Reverse Marketing and job seekers who received other EPF assistance in March 2010

Type of EPF Assistance	EPF Expenditure on Other Assistance For RM JSKR (%)	EPF Expenditure on Other Assistance For Other JSKR (%)
Clothing and presentation	4.0	7.1
Mental health counselling & support	2.2	5.6
Post placement support	1.0	0.9
Training course	25.0	43.1
Fares & petrol	0.6	1.5
Wage subsidy	3.8	20.2

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Table A3.14: Proportion of Reverse Marketing recipients who had a job referral or job placement in March or April 2010 by Stream

Stream	Referred (%)	Placed (%)	Successful Referral (%)
S1	43.3	19.6	45.2
S2	60.0	33.4	55.7
S3	54.8	25.3	46.2
S4	56.7	28.5	50.2
Overall	57.4	29.7	51.8

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Table A3.15: Proportion of EPF recipients (excluding reverse marketed job seekers) who had a job referral or job placement in March and April 2010 by Stream

Stream	Referred (%)	Placed (%)	Success Referral (%)
S1	15.4	8.0	51.6
S2	38.8	24.6	63.4
S3	26.9	14.5	54.0
S4	23.2	13.2	56.9
Overall	29.4	17.3	59.0

View Figure 3.16

Table A3.16: Proportion of all job seekers with a status of 'Commenced' (excluding reverse marketed job seekers) who had a job referral or job placement in March and April 2010 by Stream

Stream	Referred (%)	Placed (%)	Successful Referral (%)
S1	8.2	4.2	51.4
S2	27.6	16.3	59.2
S3	17.3	8.1	46.9
S4	14.3	7.1	49.5
Overall	17.0	9.2	54.0

View Figure 3.17