

Slide 1



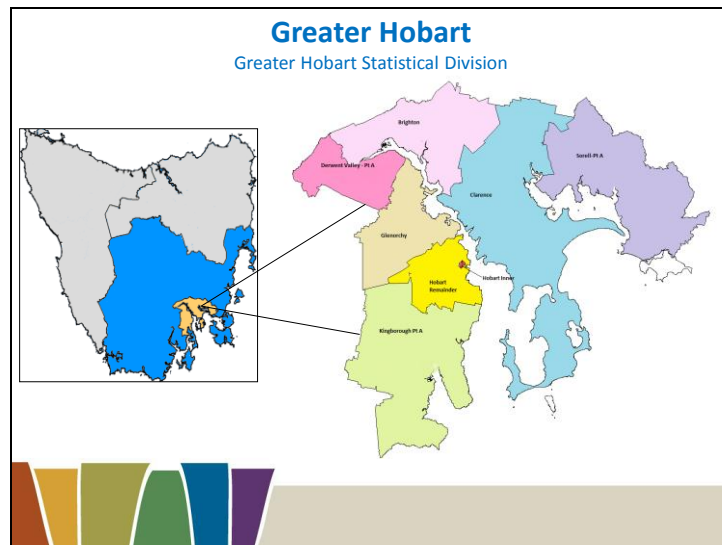
The slide features the Australian Government logo at the top center, with the text "Australian Government" and "Department of Education, Employment and Workplace Relations" below it. The main title "Labour market conditions in Greater Hobart" is centered, with "Greater Hobart" in a larger, bold font. The date "6 September 2013" is positioned below the title. A decorative horizontal bar with six colored segments (orange, yellow, green, blue, purple) is located below the title. At the bottom, a dark blue gradient box contains the presenter's name and title: "Presenter: Ivan Neville" and "Branch Manager, Labour Market Research and Analysis".

Australian Government
Department of Education, Employment and Workplace Relations

Labour market conditions in
Greater Hobart
6 September 2013

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

Survey of Employers' Recruitment Experiences in the Greater Hobart region. This area was surveyed, as part of a Tasmania-wide survey, in March 2013.



Map of Greater Hobart Statistical Division (SD)

The Greater Hobart SD is comprised of the following Statistical Local Areas (SLAs):

- Brighton
- Clarence
- Derwent Valley – Part A
- Glenorchy
- Hobart – Inner
- Hobart – Remainder
- Kingborough – Part A
- Sorell – Part A

The neighbouring Southern SD is comprised of the following SLAs:

- Central Highlands, Derwent Valley – Part B, Glamorgan/Spring Bay, Huon Valley, Kingborough – Part B, Sorell – Part B, Southern Midlands and Tasman.

For the sake of convenience:

- Hobart – Inner and Hobart – Remainder will hereafter be combined as 'Inner Hobart'.
- The 'Part A' will be omitted from SLA names.

Profile of Greater Hobart

Region	Adult Population (15+) (2011)	Growth 2006 to 2011	Median Age (Census)
Brighton	11,700	13%	33
Clarence	43,100	5%	41
Derwent Valley	5300	1%	41
Glenorchy	37,100	4%	39
Inner Hobart	43,000	2%	38
Kingborough	25,200	11%	39
Sorell	9900	13%	40
Greater Hobart	175,400	5%	39
Southern	31,400	9%	44
Tasmania	415,700	6%	40
Australia	18,111,500	9%	37

Source: ABS, Population Estimates by Age and Sex, Regions of Australia, 2011; ABS, Census of Population and Housing, 2011

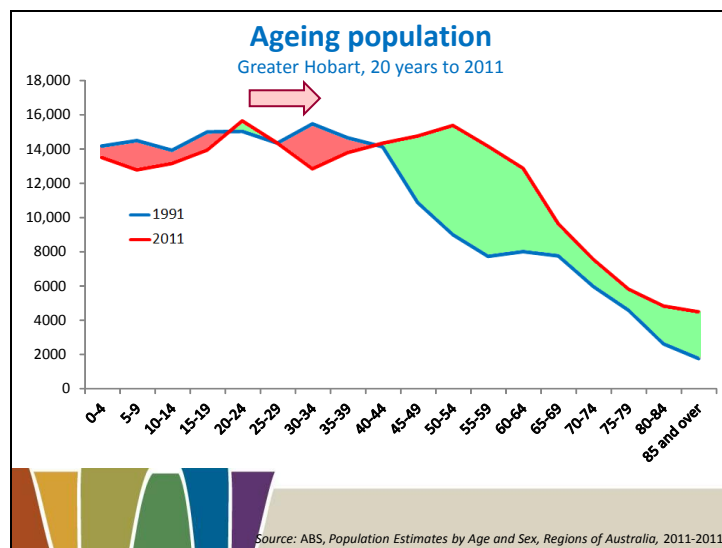
Profile of Greater Hobart

Source: ABS, Population Estimates by Age and Sex, Regions of Australia, 2011; ABS, Census of Population and Housing, 2011

Greater Hobart has an older median age than the national average, although it is slightly younger than Tasmania overall.

Some regions have experienced strong population growth in recent years, particularly in Brighton, Kingborough and Sorell.

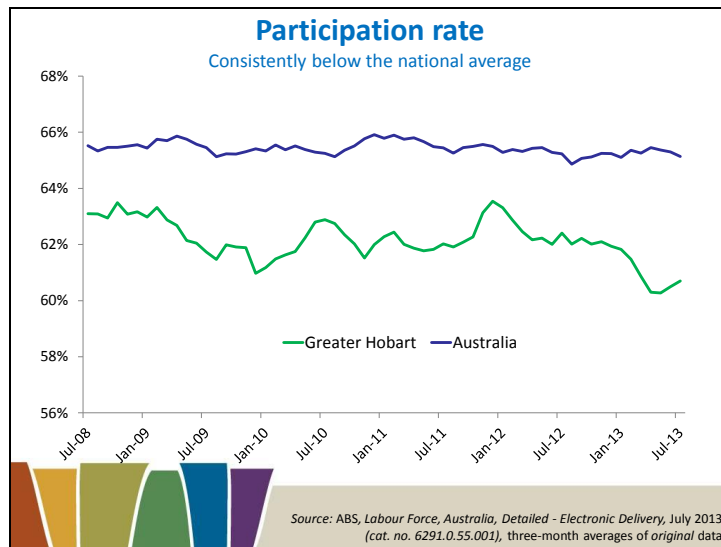
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Ageing population

Source: ABS, Population Estimates by Age and Sex, Regions of Australia, 1991-2011

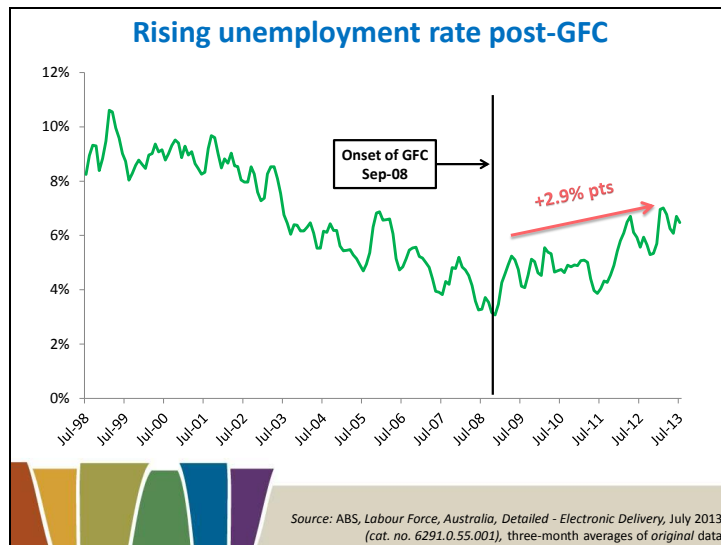
Greater Hobart is facing an ageing population. This is demonstrated by the rightward shift in the age profile over time, as a larger proportion of the population becomes concentrated in older age groups.



Participation rate

Source: ABS, Labour Force, Australia, Detailed - Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), three-month averages of original data

Labour force participation in Greater Hobart has been consistently below the national average. The participation rate has fallen by 2.3 percentage points since September 2008 (the start of the GFC), making the rising unemployment rate (to be discussed in later slides) over that time even more concerning.



Unemployment rate

Source: ABS, Labour Force, Australia, Detailed – Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), three-month averages of original data

The unemployment rate in Greater Hobart has trended upwards since the onset of the Global Financial Crisis in September 2008. Despite this, it remains well below its 15-year-high of 10.6 per cent, recorded in February 1999.

Considerable variation across the city

Region	Unemployment Rate	Annual Change (% pts)
Brighton	9.8%	1.1% pts
Derwent Valley	10.7%	0.8% pts
Inner Hobart	4.2%	0.4% pts
Greater Hobart	6.2%	0.7% pts
Southern	9.3%	3.0% pts
Tasmania*	8.2%	1.7% pts
Australia*	5.7%	0.5% pts

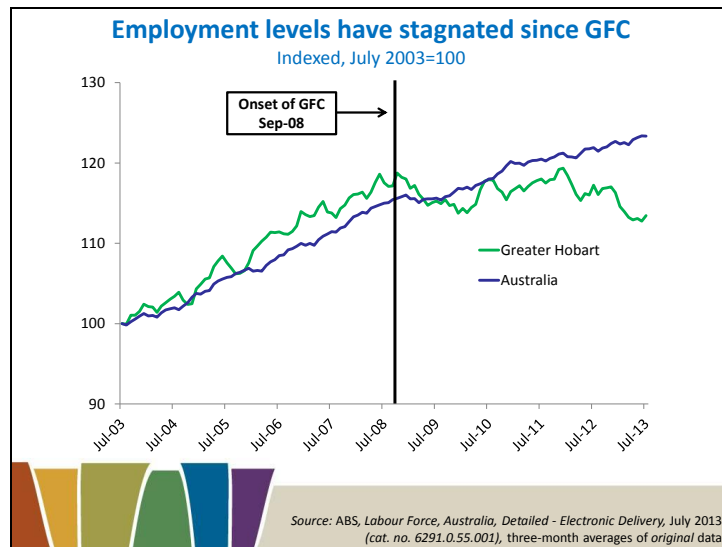
Source: DEEWR, *Small Area Labour Markets*, June quarter 2013; *ABS, *Labour Force, Australia*, July 2013 (cat. no. 6202.0), *seasonally adjusted estimates*

Regional variation in the unemployment rate

Source: DEEWR, *Small Labour Markets*, June quarter 2013; *ABS, *Labour Force, Australia*, July 2013 (cat. no. 6202.0), *seasonally adjusted estimates*

This table shows that there is considerable regional variation in the unemployment rate in Greater Hobart. While Inner Hobart recorded a low unemployment rate, Brighton and Derwent Valley fared much worse, with unemployment rates of 9.8 per cent and 10.7 per cent respectively in the June quarter 2013.

The neighbouring Southern SD recorded a high unemployment rate of 9.3 per cent in June 2013.

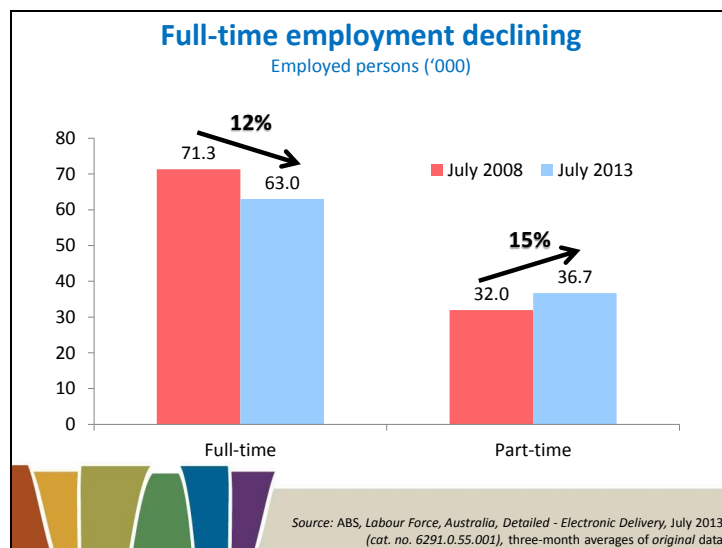


Employment growth flat since GFC

Source: ABS, *Labour Force, Australia, Detailed – Electronic Delivery*, July 2013 (cat. no. 6291.0.55.001), three-month averages of original data

The chart shows that employment growth was reasonably strong in Greater Hobart in the years leading up to the GFC. Over the five years to September 2008, for example, employment in Greater Hobart increased by 15.9 per cent.

Since then, employment growth has stagnated. Over the last 12 months, employment was down by 3300 (or 3.2 per cent). Employment was flat or down in most occupation groups, part-time and full-time employment.

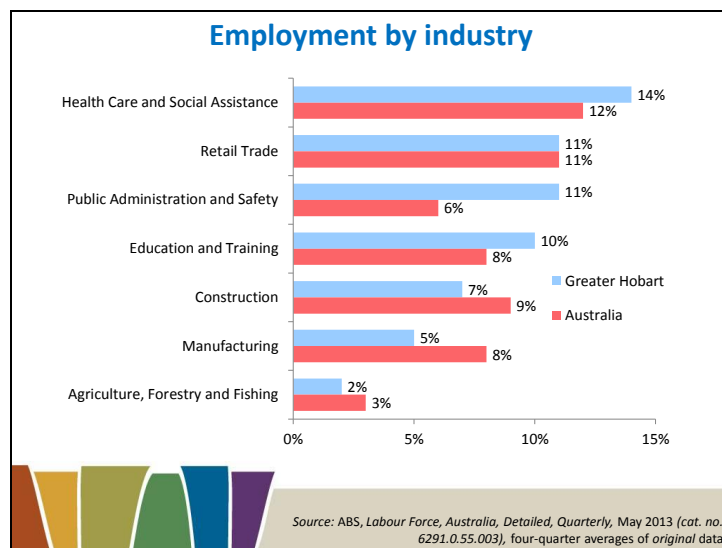


Full-time vs. part-time employment

Source: ABS, *Labour Force, Australia, Detailed - Electronic Delivery*, July 2013 (cat. no. 6291.0.55.001), three-month averages of original data

This chart demonstrates the decline in full-time employment over the five years to July 2013 (down by 12 per cent), offset somewhat by growth in part-time employment (up by 15 per cent). Overall, employment was down by 3 per cent (or 3600) over the five years.

Over this period of time, part-time employment's share of total employment increased from 31 per cent to 37 per cent.



Employment by industry

Source: ABS, Labour Force, Australia, Detailed, Quarterly, May 2013 (cat. no. 6291.0.55.003), four-quarter averages of original data

The Health Care and Social Assistance industry is the largest employing industry in Australia and is particularly important in Greater Hobart, accounting for 14 per cent of total employment. Retail Trade, Public Administration and Safety and Education and Training are also large employers in Greater Hobart.



Employment growth by industry

Source: ABS, Labour Force, Australia, Detailed, Quarterly, May 2013 (cat. no. 6291.0.55.003), four-quarter averages of original data

Over the five years to the May quarter 2013, employment in the Professional, Scientific and Technical Services industry rose by 1080 (or 19 per cent) in Greater Hobart.

Manufacturing (down by 2500 or 32 per cent) and Retail Trade (down by 1300 or 11 per cent) have struggled over the last five years. These two industries have struggled against the economic downturn and strength of the Australian dollar.

Long-term unemployment
One in five unemployed for 52 weeks or more

Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment (weeks)
	Persons	Incidence	
Greater Hobart	1500	22%	42
Tasmania	4500	24%	47
Australia	125,900	19%	37

Source: ABS, Labour Force, Australia, Detailed - Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), 12-month averages of original data

Long-term unemployment:

Source: ABS, Labour Force, Australia, Detailed - Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), 12-month averages of original data

As at July 2013, more than one in five (or 22 per cent) unemployed people were long-term unemployed, which was higher than the national average. The average duration of unemployment, at 42 weeks, was also higher than the national average (of 37 weeks).

Jobless families with children under 15
High incidence in some areas

Region	Jobless families	% of all families
Brighton	600	30%
Derwent Valley	170	26%
Greater Hobart	3510	17%
Tasmania	8860	18%
Australia	294,880	14%

Source: ABS, Census of Population and Housing, 2011

Jobless families:

Source: ABS, Census of Population and Housing, 2011

In August 2011 there were more than 3500 jobless families with children under 15 in Greater Hobart, some 17 per cent of all families. This figure was considerably higher in Brighton and Derwent Valley.

In Brighton, 60 per cent of all jobless families were lone parent jobless families.

High rates of income support in some areas

Region	% Working age population (15-64) receiving	
	Centrelink allowance	Unemployment allowance
Brighton	31%	9%
Derwent Valley	36%	12%
Glenorchy	31%	10%
Inner Hobart	17%	5%
Greater Hobart	22%	7%
Tasmania	24%	8%
Australia	17%	5%

- 8% of the working age population in Greater Hobart in receipt of DSP (5% for Australia)

Source: DEEWR, Administrative Data, June quarter 2013; ABS, Population Estimates by Age and Sex, Regions of Australia, 2011

Income support recipients

Source: DEEWR, Administrative Data, June quarter 2013; ABS, Population Estimates by Age and Sex, Regions of Australia, 2011

More than one in five (22 per cent) persons of working age (15-64) in Greater Hobart were in receipt of some form of income support payment, higher than the national average (of 17 per cent). Some areas within Greater Hobart had particularly high levels of income support, including Brighton, Derwent Valley and Glenorchy.

Educational attainment
(25 – 34 year olds)

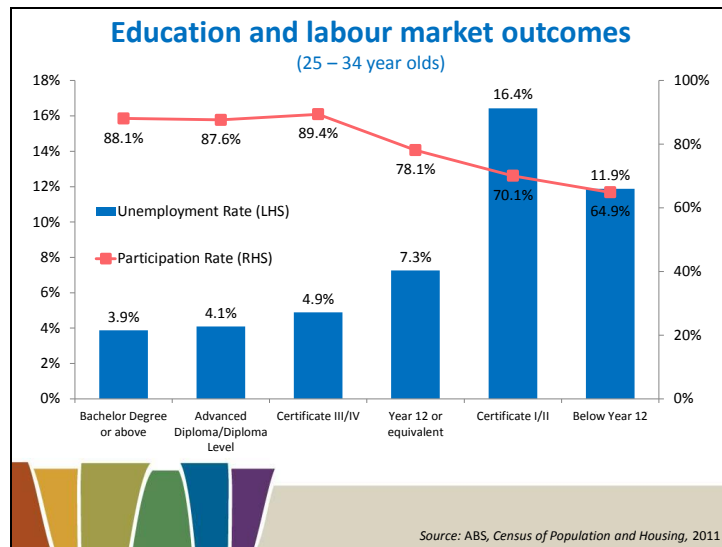
Region	Year 12 or equivalent		Advanced Diploma, Diploma, or Certificate III/IV	Bachelor Degree or higher
	2011	Change since 2006		
Brighton	46%	10% pts	34%	7%
Derwent Valley	39%	6% pts	34%	5%
Inner Hobart	88%	4% pts	20%	56%
Greater Hobart	68%	7% pts	30%	31%
Tasmania	59%	9% pts	32%	24%
Australia	75%	6% pts	30%	35%

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

Educational attainment

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

The proportion of the Greater Hobart 25-34 year old population who had completed Year 12 or equivalent (68 per cent) or attained a Bachelor Degree or higher (31 per cent) compare well with the average for Tasmania. Educational attainment is considerably lower in Brighton and Derwent Valley, with just 46 per cent and 39 per cent having completed Year 12 or equivalent respectively.



Education and labour market outcomes

Source: ABS, Census of Population and Housing, 2011

There is a strong relationship between educational attainment and employment outcomes. People with higher levels of education are more likely to participate in the labour force and less likely to be unemployed.

Survey results
Soft recruitment conditions

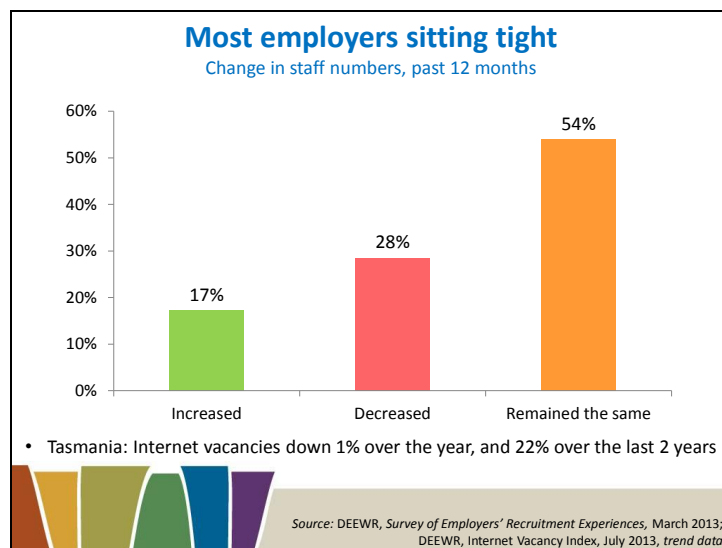
	Greater Hobart	All regions surveyed
<i>Past 12 months</i>		
Average annual vacancies per 100 staff	11	17
<i>Most recent recruitment round</i>		
Average no. of applicants per vacancy	14.7	8.8
Unfilled vacancies	2.7%	4.3%
Recruitment difficulty	35%	39%

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013; DEEWR, Survey of Employers' Recruitment Experiences, All regions surveyed in the 12 months to March 2013

Survey results

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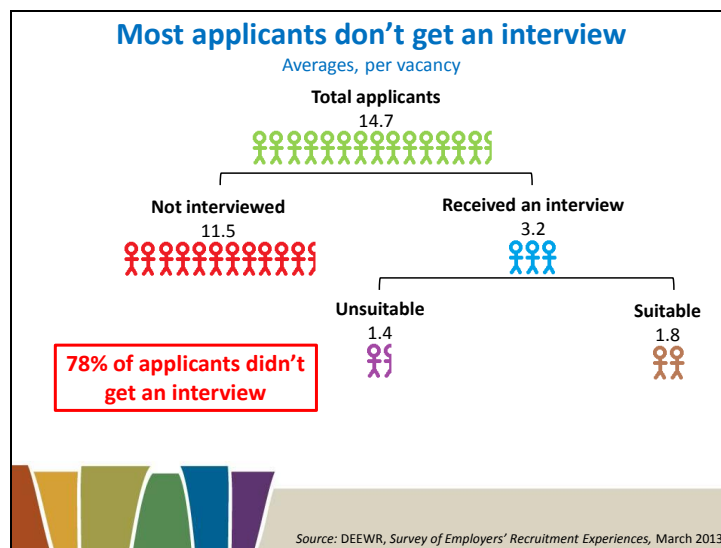
The survey results suggest that recruitment activity was softer in Greater Hobart than all regions surveyed in the 12 months to March 2013. The low recruitment rate and high number of applicants per vacancy, relative to all regions surveyed, are indicative of softer labour market conditions.



Change in staff numbers

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013; DEEWR, Internet Vacancy Index, July 2013, trend data

The majority of employers surveyed reported that their staff numbers were unchanged in the past 12 months, with fewer than one in five increasing staff numbers.

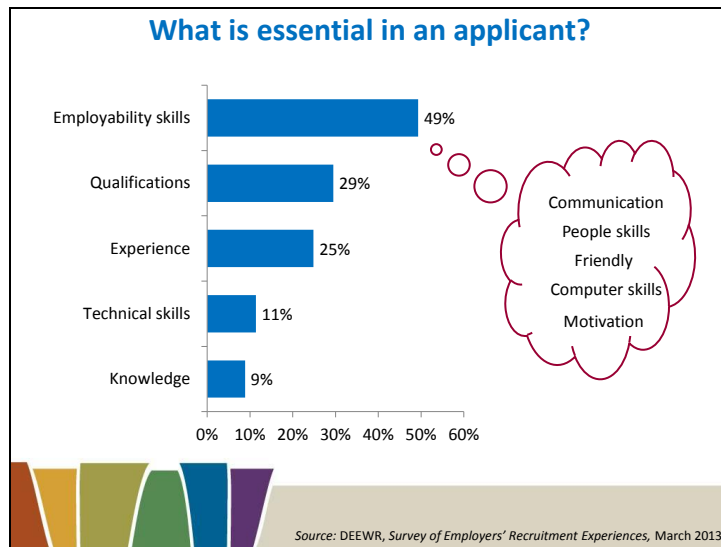


Applicants and suitability

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013

This diagram breaks down the number and suitability of applicants in employers' most recent recruitment round.

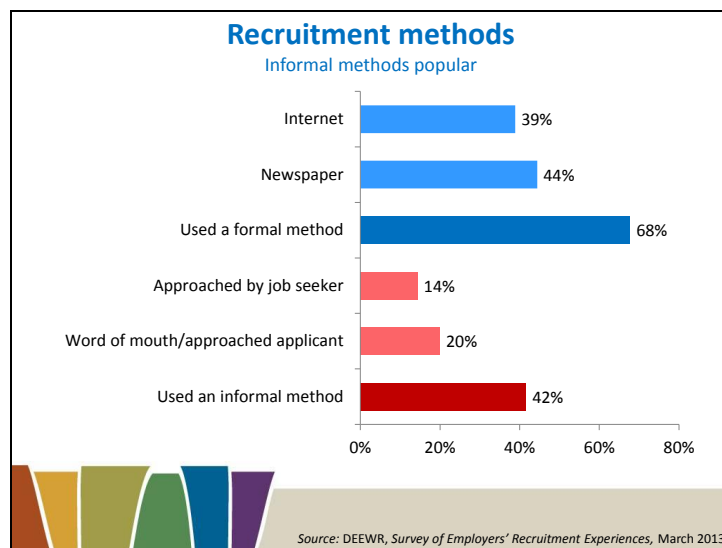
Of the 14.7 average applicants per vacancy, 11.5 of them did not get an interview. Of the 3.2 average applicants who were interviewed, around half were considered suitable for the job.



Essential skills and personal qualities

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013

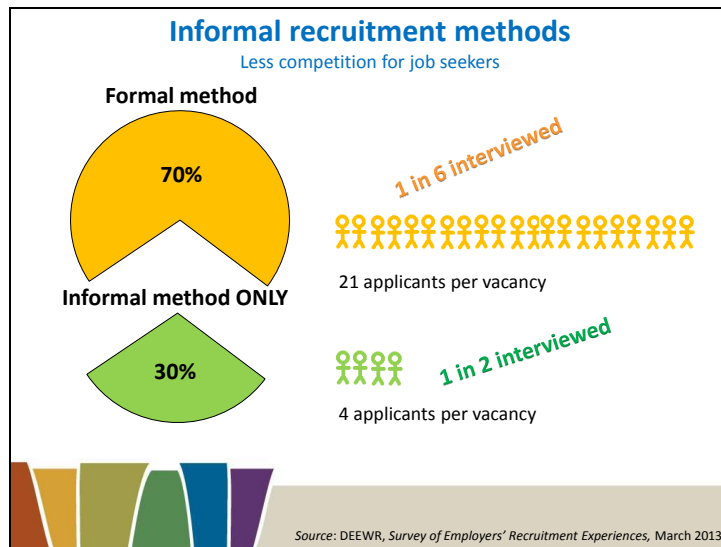
Employers were asked whether there were any skills or personal qualities essential in an applicant. Some 49 per cent of responding employers said that some form of employability skill (such as communication, people skills or motivation) was essential for an applicant to be successful.



Recruitment methods

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013

Although most employers surveyed used formal methods of recruitment, such as the internet and newspapers, 42 per cent used informal methods to recruit staff, including word of mouth.



Competition for vacancies by method of recruitment

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013

30 per cent of employers surveyed only used informal methods of recruitment, such as word of mouth or being approached directly by an applicant.

Job seekers who can take advantage of these opportunities are likely to face less competition from other job seekers.

Job seekers should use a range of search methods when looking for a job.

Occupations difficult to fill
Opportunities in Accommodation & Food Services and Health Care & Social Assistance

Bar Attendants and Baristas	Waiters
Chefs	Child Carers
Registered Nurses	Housekeepers
Kitchenhands	Café Workers
Early Childhood (Pre-primary School) Teachers	Generalist Medical Practitioners

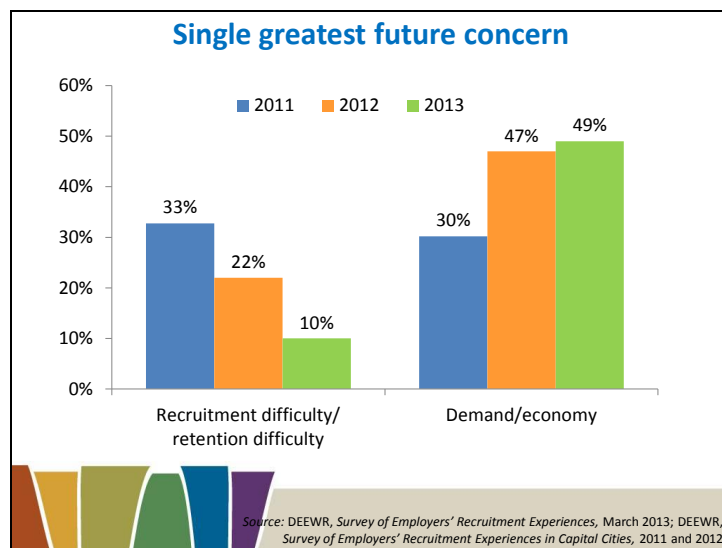
Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013

Occupations difficult to fill

Source: DEEWR, *Survey of Employers' Recruitment Experiences*, March 2013. Please note: Occupations listed above are for the whole of Tasmania

Overall, employers surveyed had relatively little difficulty filling vacancies in their most recent recruitment round. However, there were some occupations that were frequently cited as difficult to fill.

The most common reason given for difficulty recruiting was that applicants lacked the technical skill requirement of the job (49 per cent of employers surveyed).




Single greatest future concern

Source: DEEWR, *Survey of Employers' Recruitment Experiences, March 2013*; DEEWR, *Survey of Employers' Recruitment Experiences in Capital Cities, 2011 and 2012*. Please note that 2011 and 2012 results are taken from the survey of capital cities.

There has been a shift in employers' single greatest future concern over the last few years. The most recent survey results suggest that employers are now more concerned about demand and the state of the economy than they are about recruitment or retention difficulties.

Conclusion

- Labour market conditions remain subdued
 - Rising unemployment
 - Fall in full-time employment
 - High job applicant numbers
- Challenges
 - Long-term unemployment, jobless families, lower levels of education
 - Ageing population
- Opportunities
 - Fast-growing industries like Health Care and Social Assistance
 - Broad range of occupations difficult to fill
 - Vacancies across all skill levels still being advertised
- Job seekers need to be job ready
 - Experience, qualifications and training, employability skills
- Collaboration with key stakeholders



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Further Information

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



Further Information

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

A report on the survey findings for Tasmania overall is available on the regional reports section of the DEEWR web site.

Thank you.



Australian Government
Department of Education, Employment and Workplace Relations

For any questions about this presentation please contact the
Recruitment Analysis Section on 1800 059 439
or email recruitmentsurveys@deewr.gov.au

