


Slide 1




Australian Government  
Department of Education, Employment and Workplace Relations

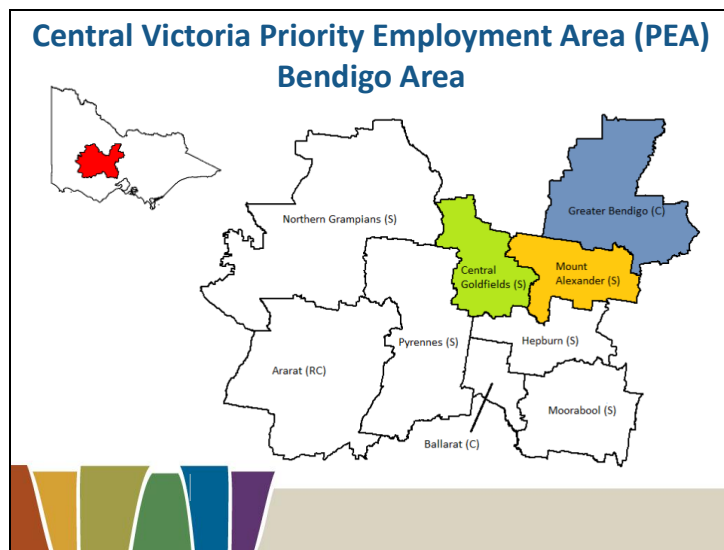
**Overview of the  
Central Victoria PEA  
Labour Market  
Bendigo**

**Ivan Neville**  
Branch Manager

Labour Market Research and Analysis Branch



Slide 2



Source: ABS (ASGC), 2006 LGA boundaries

**The Central Victoria PEA region includes the Local Government Areas (LGAs) of:**

- Ararat (RC)
- Ballarat (C)
- Central Goldfields (S)
- Greater Bendigo (C)
- Hepburn (S)
- Moorabool (S)
- Mount Alexander (S)
- Northern Grampians (S)
- Pyrennes (S)

**The Bendigo area includes the Local Government Areas (LGAs) of:**

- Central Goldfields (S)
- Mount Alexander (S)
- Greater Bendigo (S)

Note: 48 per cent of the Loddon-Mallee LFR working age population live in the Bendigo Area

Slide 3

	Adult Population (15 +)	Growth 2006 to 2011	Working Age (15-64) Participation Rate (2011)	Median Age (2011)
Greater Bendigo LGA	82,190	6.9%	74.9%	37
Central Goldfields LGA	10,460	1.0%	64.5%	46
Mount Alexander LGA	14,910	3.8%	69.7%	44
Bendigo Area	107,550	5.9%	73.3%	40
<b>Central Victoria PEA</b>	<b>243,860</b>	<b>6.1%</b>	<b>73.5%</b>	<b>40</b>
Victoria	4,524,810	9.0%	75.6%	37
Australia	18,111,460	8.8%	75.8%	37

Source: ABS Estimated Resident Population, 2006 and 2011; ABS Census of Population and Housing, 2011

**Central Victoria PEA Profile:**

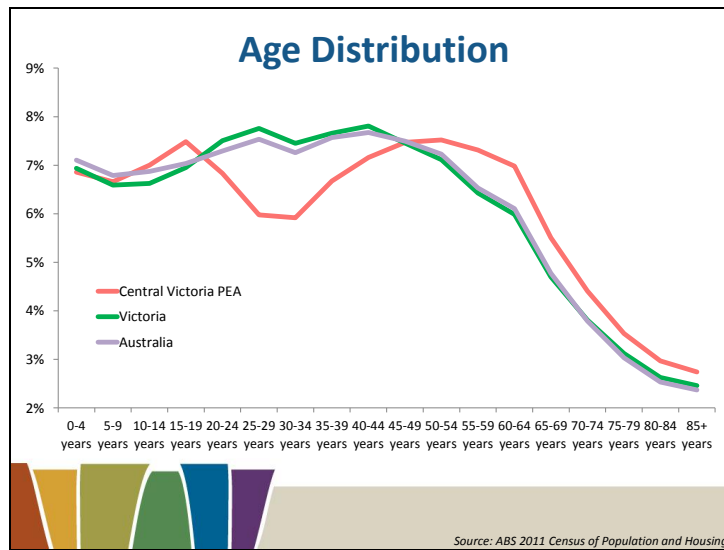
*Source: ABS Estimated Resident Population, 2006 and 2011, ABS Census of Population and Housing, 2011*

The adult population (15 years+) in the Central Victoria PEA (243,860) has increased by 6.1 per cent in the five years to June 2011. Similarly, the adult population for Victoria and Australia have both increased in the same period (9.0 per cent and 8.8 per cent, respectively).

At the time of the 2011 Census, the Working Age Population (15-64 years) participation rate for the PEA was 73.5 per cent, similar to that of Victoria (75.6 per cent) and Australia (75.8 per cent).

The median age in the PEA was 40 years at the time of the 2011 Census, a slightly higher age compared with Victoria and Australia (both 37 years).

Slide 4

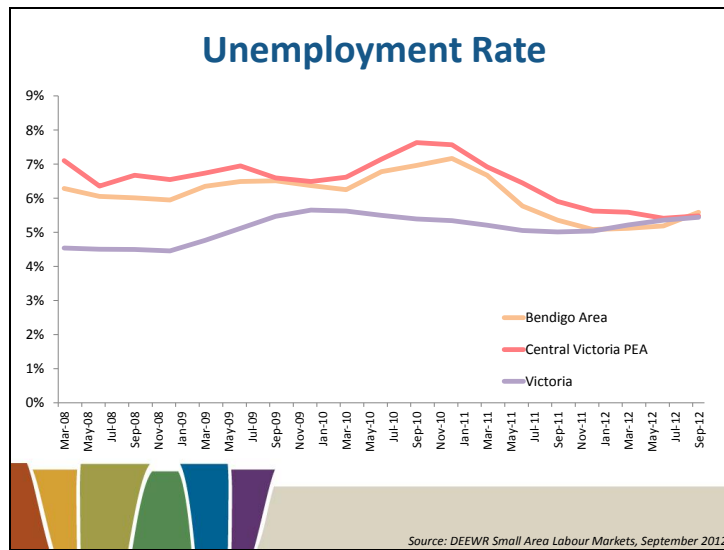


**Age Distribution — Central Victoria PEA**

*Source: ABS 2011 Census of Population and Housing*

The age distribution of the Central Victoria PEA shows a markedly smaller proportion of the population is made up of people aged between 20 and 39 years, when compared with the Victorian and Australian age distributions. Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres such as Melbourne.

Slide 5



**Unemployment Rate**

Source: DEEWR Small Area Labour Markets, September 2012

In September 2012, the unemployment rate for the Bendigo Area was 5.6 per cent, higher compared with Victoria (5.4 per cent) and Australia (5.2 per cent).

While the unemployment rate in the Bendigo Area has decreased over the last few years, the region has consistently had an unemployment rate higher than both Victoria and Australia.

## Slide 6

### Unemployment Rate Relatively Flat

Region	Sep-11	Sep-12	Annual Change
Greater Bendigo LGA	5.1%	5.3%	0.2% pts
Central Goldfields LGA	8.0%	9.1%	1.1% pts
Mount Alexander LGA	4.9%	5.2%	0.3% pts
Bendigo Area	5.4%	5.6%	0.2% pts
Central Victoria PEA	5.9%	5.5%	-0.4% pts
Victoria	5.0%	5.4%	0.4% pts
Australia	5.1%	5.2%	0.1% pts

Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series

### **Unemployment Rate**

*Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series*

In September 2012, the unemployment rate in the Central Victoria PEA was 5.5 per cent, slightly higher compared with the State (5.4 per cent) and Australia (5.2 per cent).

The Central Goldfields LGA reported the highest unemployment rate in the Bendigo Area (9.1 per cent), significantly more than the LGAs of Greater Bendigo and Mount Alexander (5.3 per cent and 5.2 per cent respectively).

In the 12 months to September 2012, the unemployment rate in the Central Victoria PEA has decreased (by 0.4 percentage points) while Victoria and Australia have both increased (by 0.4 and 0.1 percentage points, respectively).

## Slide 7

**But considerable variation**

Region	Sep-11	Sep-12	Annual Change
Gr. Bendigo – Eaglehawk	7.4%	7.7%	0.3% pts
Gr. Bendigo - Inner North	4.4%	4.5%	0.1% pts
Gr. Bendigo – Strathfieldsaye	2.7%	2.9%	0.2% pts
C. Goldfields – Maryborough	7.5%	8.6%	1.1% pts
C. Goldfields Balance	8.8%	9.7%	0.9% pts
Mount Alexander - Castlemaine	6.0%	6.0%	0.0% pts
Bendigo Area	5.4%	5.6%	0.2% pts

Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series

### **Unemployment Rate**

*Source: DEEWR, Small Area Labour Markets, September 2012, smoothed series*

In September 2012, the unemployment rate in the Bendigo Area was 5.6 per cent, slightly higher compared with the State (5.4 per cent) and Australia (5.2 per cent).

The C. Goldfields Balance SLA reported the highest unemployment rate in the Bendigo Area (9.7 per cent), while the Gr. Bendigo - Strathfieldsaye SLA reported the lowest (2.9 per cent).

## Slide 8

<b>Unemployed for longer</b>			
Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment
	Persons ('000)	Per cent of all unemployed	
Loddon-Mallee LFR	1.6	20.2%	48 Weeks
Victoria	29.0	17.5%	34 Weeks
Australia	120.0	19.0%	37 Weeks

Source: ABS Labour Force Data, January 2013,  
12 month averages of original data

### **Long-term Unemployment:**

*Source: ABS Labour Force Data, January 2013, 12 month averages of original data*

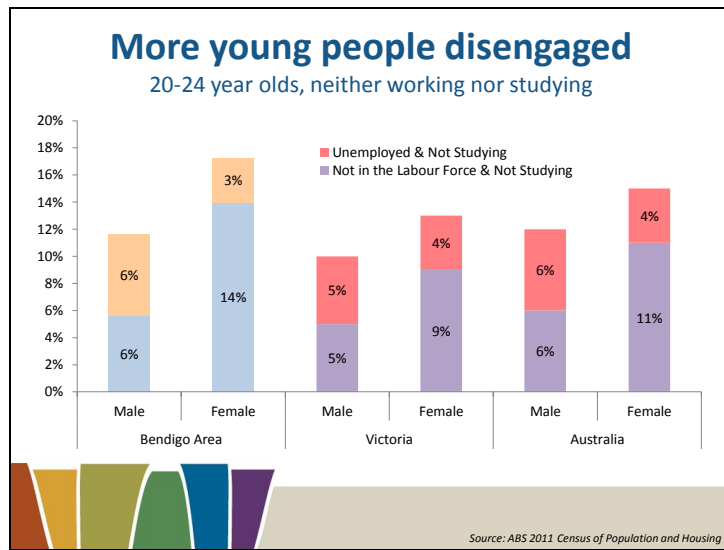
Long-term unemployed are those who have been unemployed and looking for work for at least 52 weeks.

The proportion of unemployed persons who are long-term unemployed in the Loddon-Mallee LFR (20.2%) was higher than both Victoria (17.5%) and Australia (19.0%).

The average duration of unemployment in the Loddon-Mallee LFR (48 weeks) was considerably higher compared with both Victoria (34 weeks) and Australia (37 weeks).



Slide 9



**Disengaged Youth:**

Source: ABS 2011 Census of Population and Housing.

This chart shows persons aged 20-24 years who are neither working nor studying.

**Almost one in four receive an income support payment**

Region	Proportion of working age population in receipt of a benefit	
	Income Support benefits	Unemployment benefits
Greater Bendigo LGA	23%	6%
Central Goldfields LGA	36%	9%
Mount Alexander LGA	21%	6%
Central Victoria PEA	23%	6%
Victoria	16%	5%
Australia	16%	5%

Source: DEEWR Administrative Data, December 2012; ABS Population Estimates by Age and Sex, 2011

**Recipients of Income Support Payment**

*Source: DEEWR administrative data, December 2012; ABS Population Estimates by Age and Sex, 2011*

In December 2012, almost one in four (23 per cent) of the working age population were in receipt of an Income Support benefit in the Central Victoria PEA, higher compared with Victoria and Australia (both 16 per cent). Disability Support Pension was particularly high (8 per cent of the WAP) compared with the State and Australia (both 5 per cent of the WAP).

There is significant variation across LGAs for example, 36 per cent of persons in the Central Goldfields LGA were on Income Support payments compared with only 21 per cent in the Mount Alexander LGA.

### Jobless Families with children under 15

Region	Number of jobless families (2011)	Proportion of all families who are jobless	
		2006	2011
Greater Bendigo LGA	1,590	17%	16%
Central Goldfields LGA	260	27%	25%
Mount Alexander LGA	240	18%	16%
Central Victoria PEA	4,690	17%	16%
Victoria	66,720	14%	13%
Australia	294,870	15%	14%

One in six families with children under 15 in the Central Victoria PEA are jobless.  
 • Almost 1 in 2 lone parent families are jobless

Source: ABS 2011 and 2006 Census of Population and Housing

**Jobless Families:**

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

Jobless families are families where no parent is employed (*ABS 2006 Census of Population and Housing*)

The proportion of families with children under 15 years in the Central Victoria PEA who are jobless (16 per cent) is above both Victoria (13 per cent) and Australia (14 per cent). 1 in 4 families (25 per cent) with children under 15 years in the Central Goldfields LGA are jobless, the highest in the PEA.

One in six families with children under 15 in the Central Victoria PEA are jobless.

- 1 in 18 couple families are jobless
- Almost 1 in 2 lone parent families are jobless

Australia (persons aged 15 – 74)			
	Has a disability/health condition that restricts their employment or schooling	Has a disability/health condition that does NOT restrict their employment or schooling	Without a reported disability or health condition
Share of total employment (%)	Accounts for 10.4% of total employment	Accounts for 18.3% of total employment	Accounts for 71.3% of total employment
Key Labour Market Indicators			
Unemployment rate	10.1%	4.6%	5.5%
Participation rate*	54.4%	80.5%	81.9%

\* Please note, data excludes persons aged 65-74 years who are not in or are not marginally attached to the labour force

Source: ABS Customised Tables, Survey of Education and Training, 2009

**Labour Market Outcomes for Persons (aged 15-74) with a Disability, 2009**

Source: ABS Customised Tables, Survey of Education and Training, 2009

This slide shows the effect of having a disability on labour market outcomes.

In 2009, over one in four (28.7 per cent) of employed persons aged 15-74 years reported having a disability.

- 10.4 per cent of employed persons (aged 15-74 years) reported having a disability that restricted their employment or schooling.

In contrast, almost one in three (32.9 per cent) of the total population aged 15-74 years reported having a disability in 2009.

- 15.5 per cent of the population (aged 15-74 years) reported having a disability that restricted their employment or schooling.
- The unemployment rate was much higher and the participation rate was much lower for people with a disability that restricts their employment/schooling.

*Please note: data excludes persons aged 65-74 years who are not in or marginally attached to the labour force.*

### Educational Attainment

25-34 years of age

Region	Completed Yr 12		Attained:	
	2006	2011	Adv Dip, Dip or Cert III/IV	Bachelor Degree or higher
Greater Bendigo LGA	60%	65%	35%	26%
Central Goldfields LGA	48%	52%	36%	11%
Ballarat LGA	63%	70%	34%	29%
Central Victoria PEA	60%	66%	35%	26%
Victoria	73%	79%	29%	40%
Australia	69%	75%	30%	35%

Source: ABS 2011 and 2006 Census of Population and Housing

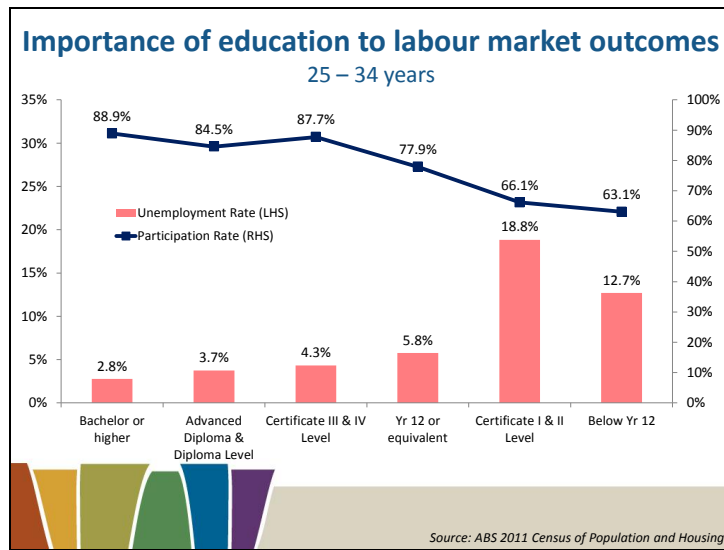
**Educational Attainment:**

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

Year 12 completion rates for people aged 25-34 years old are considerably lower in the Central Victoria PEA (66 per cent) compared with both Victoria (79 per cent) and Australia (75 per cent). However, results vary across the PEA, with 70 per cent of 25-34 year olds in the Ballarat LGA having a Year 12 Certificate compared with 52 per cent for those in the Central Goldfields LGA.

While a relatively high proportion of people aged 25-34 have obtained an Adv. Dip/Cert III/IV, a low proportion have obtained a bachelor degree or higher.

Slide 14



**Educational Attainment and Labour Market Outcomes:**

*Source: ABS 2011 Census of Population and Housing*

This slide illustrates the correlation between education and labour market outcomes in the Central Victoria PEA, with higher labour force participation rates and lower unemployment rates for those with higher levels of educational attainment. This reflects the pattern seen across Australia and demonstrates the importance of continuing education to help job seekers obtain employment and participate in the labour market.

### School results in Reading and Numeracy

<i>% of Yr 9 government students who did not meet the minimum standards in:</i>	Greater Bendigo Inner East SLA	Greater Bendigo Inner West SLA	Victoria	Australia
Reading	11%	5%	4%	6%
Numeracy	5%	5%	4%	6%

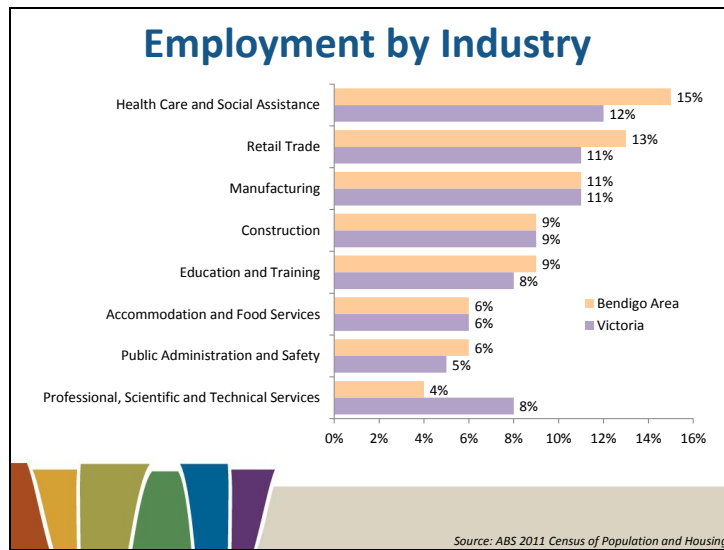
Source: Myschool website, 2011

**School Results – Reading and Numeracy:**

*Source: Myschool website*

This slide shows the proportion of Year 9 students at a selected government high school in the SLAs of Greater Bendigo – Inner East and Greater Bendigo – Inner West who did not meet minimum standards for literacy and numeracy in 2011, compared with the proportions of Year 9 students who did not meet minimum standards for literacy and numeracy in Victoria and Australia.

While the selected government school’s data are not necessarily representative of all Year 9 students in the regions identified, it demonstrates that there are some pockets of disadvantage.

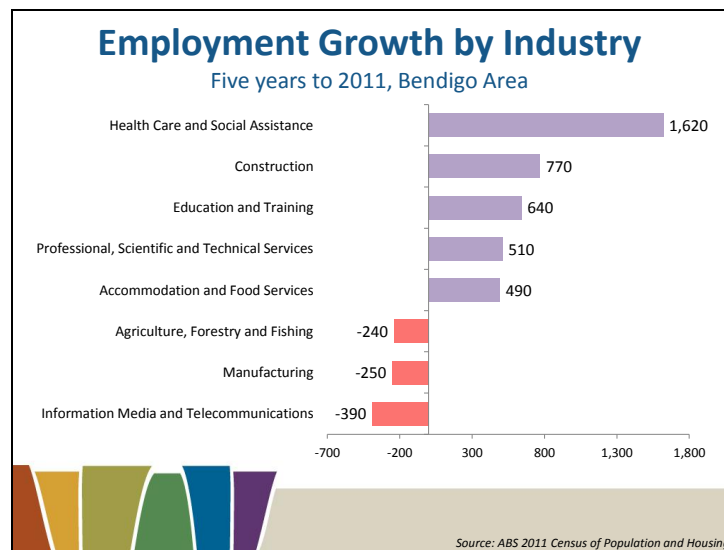


**Employment by Industry:**

*Source: ABS 2011 Census of Population and Housing*

Employment in the Bendigo Area was highest in the Health Care and Social Assistance (15 per cent of all employed), Retail Trade (13 per cent) and Manufacturing (11 per cent) industries.



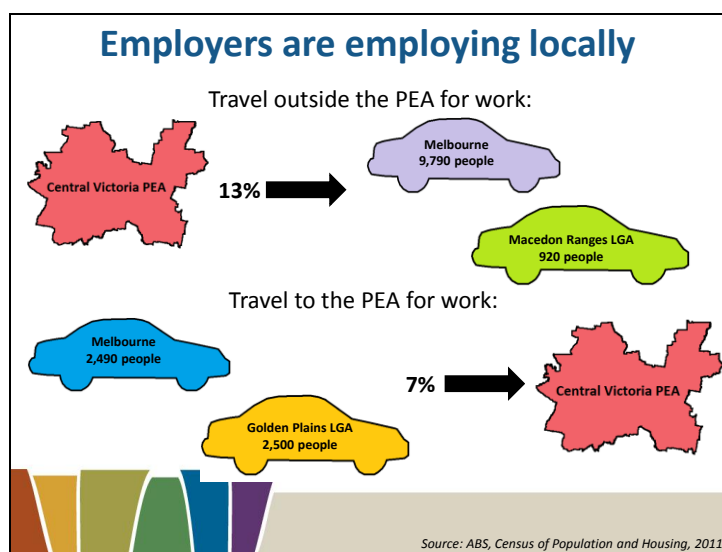


**Employment Growth by Industry – Five years to 2011, Bendigo Area:**

*Source: ABS 2011 Census of Population and Housing*

Employment growth in the Bendigo Area over the five years to 2011 was highest in the Health Care and Social Assistance (increase of 1,620 employed persons) and Construction (770) industries.

Employment growth was negative in the Information Media and Telecommunications, Manufacturing and Agriculture, Forestry and Fishing industries.



**Journey to work:**

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, there were 115,268 people living in the Central Victoria PEA. Of these people, 13 per cent (14,999 people) worked outside of the PEA, the largest proportions travelled to:

Region	People
Melbourne SD	9,790
Macedon Ranges	916
Greater Geelong	521
Loddon	390
Golden Plains	329
Campaspe	268

At the time of the 2011 Census, there were 100,269 people working in the Central Victoria PEA. A small proportion of the working age population who work within the PEA (7 per cent) live outside the PEA. This includes relatively large numbers from the Golden Plains LGA (2,500) and Melbourne SD (2,490 people).

Of the people that work in the PEA but live outside, here are the most common places they're coming from:

Region	People
Golden Plains LGA	2506
Melbourne SD	2490
Macedon Ranges LGA	608
Loddon LGA	460
Greater Geelong LGA	423

### Employer Survey Results

Central Victoria PEA

Key Indicators	Central Victoria PEA Oct 2012	Central Victoria PEA Sep 2011	All Regions Surveyed (12 Months to September 2012)
Proportion of employers who recruited	66%	73%	63%
Vacancies per 100 staff	16	16	18
Proportion of vacancies unfilled	6.9%	9.4%	5.5%
Proportion of employers who experienced difficulty	53%	59%	53%

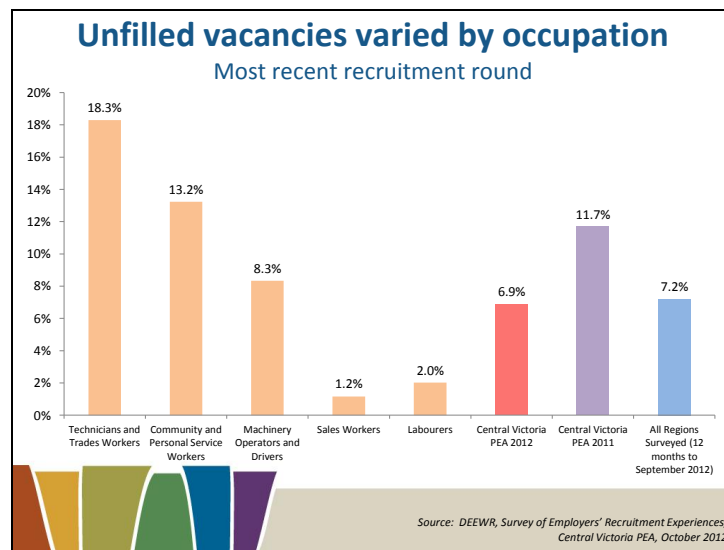
Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

**Employer Survey Results – Central Victoria PEA:**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012*

Moderate level of recruitment activity with 1 in 6 jobs becoming vacant in the last 12 months.

One in two employers had difficulty filling a vacancy in the 12 months before the survey, however difficulty has eased since the 2011 survey.



**Unfilled vacancies varied by occupation:**

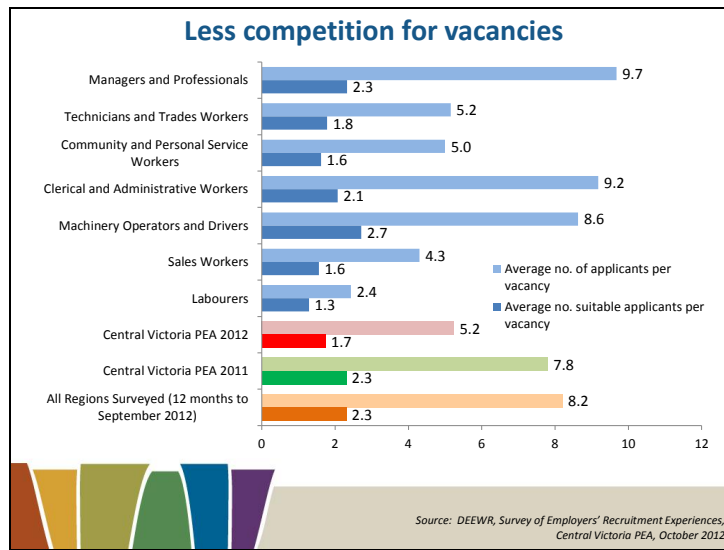
Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

The proportion of vacancies that remained unfilled in employers' most recent recruitment round varied across the occupation groups.

There was a high proportion of Technicians and Trades Workers (18.3 per cent) vacancies that were unfilled, while few vacancies for Sales Workers (1.2 per cent) and Labourers (2.0 per cent) remained unfilled.

Employers recruiting for Managers & Professionals and Clerical and Administrative Workers occupations filled all their vacancies in their most recent recruitment round.

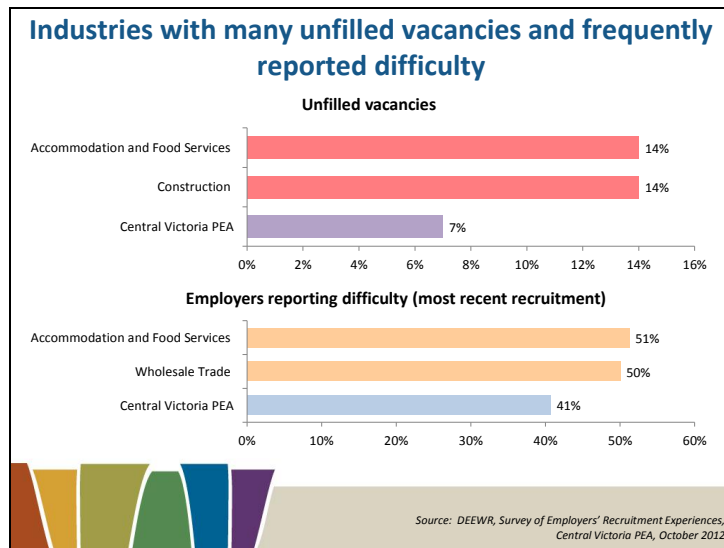
Slide 21



**Competition for vacancies:**

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

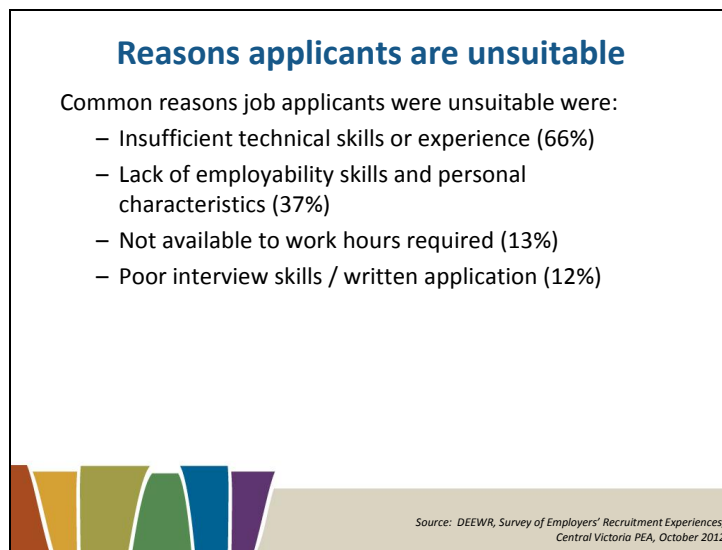
There was a low average number of applicants per vacancy (5.2) compared with the previous survey (7.8 in September 2011) and all regions surveyed (8.2). The average number of suitable applicants per vacancy (1.7) was also low compared with the previous survey (2.3 in September 2011) and all regions surveyed.



**Unfilled Vacancies and Recruitment Difficulty:**

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

This slide shows the industries where there were many unfilled vacancies and where employers frequently reported difficulty. Employers in the Accommodation and Food Services industries were at the top of both lists.



**Reasons applicants are unsuitable:**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012*

Common reasons job applicants were unsuitable were:

- Insufficient technical skills or experience (66%)
- Lack of employability skills and personal characteristics (37%)
- Not available to work hours required (13%)
- Poor interview skills / written application (12%)



**Basic Employability Skills**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, all regions surveyed in the 12 months to December 2010.*

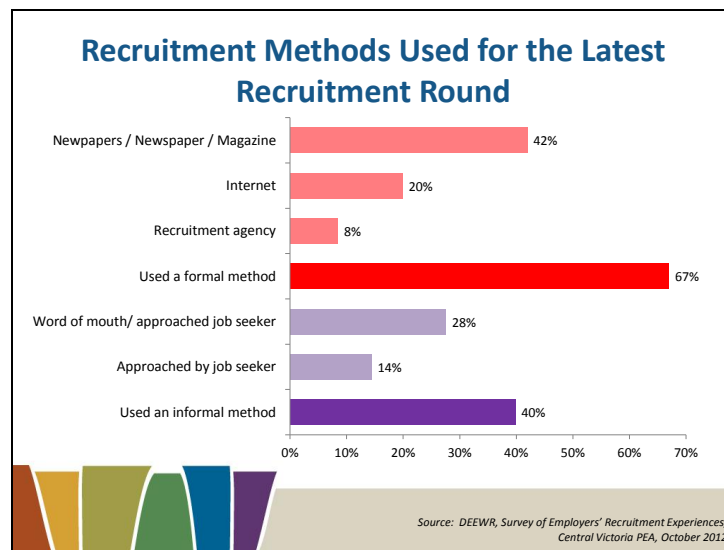
Most importance placed on:

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

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence





**Recruitment Methods Used for the Latest Recruitment Round:**

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

**Methods of Formal Recruitment Used by Employers:**

- Newspapers (42 per cent)
- Internet (20 per cent)
- Recruitment Agency (8 per cent)

**Methods of Informal Recruitment Used by Employers:**

- Word of mouth/ approached job seeker (28 per cent)
- Approached by job seeker (14 per cent)

Almost one third of recruiting employers used informal recruitment methods only.

<b>Bachelor Degree or Higher VET qualifications</b>	
Chefs	Motor Mechanics
Structural Steel and Welding Trades Workers	Child Carers
Cooks	
<b>Other VET qualifications and lower skilled occupations</b>	
Housekeepers	Truck Drivers
Waiters	Motor Vehicle and Vehicle Parts Salespersons
Service Station Attendants	

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

**Occupations Difficult to Fill**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012*

This slide shows the vacancies that employers most commonly reported as being difficult to fill in the Central Victoria PEA.

**Bachelor Degree or Higher VET qualifications**

- Chefs
- Motor Mechanics
- Structural Steel and Welding Trades Workers
- Child Carers
- Cooks

**Other VET qualifications and lower skilled occupations**


- Housekeepers
- Truck Drivers
- Waiters
- Motor Vehicle and Vehicle Parts Salespersons
- Service Station Attendants

### Apprentices and Trainees

More than 1 in 3 (35%) businesses employed at least one apprentice or trainee:

- 28% of these businesses experienced challenges employing an apprentice or trainee
- The most commonly reported challenges were a lack of work readiness (50%) and a lack of soft skills (45%)

Nearly 1 in 5 (19%) employers expected to recruit at least one apprentice or trainee in the 12 months following the survey.



Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

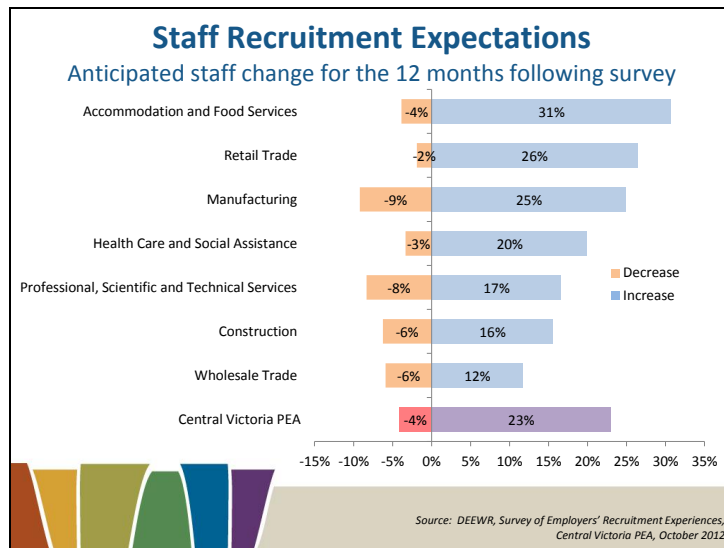
#### **Basic Employability Skills**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012*

Over one in three (35%) businesses employed at least one Apprentice of Trainee:

- 28% of these businesses experienced challenges employing an apprentice or trainee
- The most commonly reported challenges were a lack of general work readiness (50%) and a lack of soft skills (45%)

Nearly one in five (19%) employers expect to recruit at least one apprentice or trainee in the 12 months following the survey.



**Staff Recruitment Expectations– next 12 months:**

Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012


Nearly one in four (23%) of employers in the Central Victoria PEA anticipated increasing staff numbers in the 12 months following the survey, while 4% anticipated decreasing staff numbers, comparable with the average for all regions surveyed (25% increase, 4% decrease).

The Accommodation and Food Services and Retail Trade industries were most likely to increase staff in the 12 months following the survey (31% and 26% respectively).

While 9% of employers in the Manufacturing industry expected decreasing staff numbers in the 12 months following the survey, there are still opportunities in the industry with one in four employers expecting to increase staff numbers in the 12 months following the survey.

**Conclusion**

- The labour market in the Bendigo Area has remained relatively moderate but has eased in the past year
  - Regional disparity across the area
  - Easing demand for labour
- Some disadvantaged groups
  - Long-term unemployed, less educated, people with disabilities, jobless families, youth
- Opportunities exist
  - Unmet demand and recruitment difficulty across all skill levels and certain occupations (e.g. Chefs and Truck Drivers)
  - Target growth industries / occupations difficult to fill / industries expecting to increase staff
  - Low competition for some vacancies
  - Future recruitment expectations are encouraging
- Job seekers need to be job ready
  - Work experience
  - Apprenticeships
  - Literacy and numeracy
  - Employability skills
- Further engagement with employers
- Collaborate with the Local Employment Coordinator and other stakeholders



**Conclusion**

- The labour market in the Bendigo Area has remained relatively moderate but has eased in the past year
  - Regional disparity across the area
  - Easing demand for labour
- Some disadvantaged groups
  - Long-term unemployed, less educated, people with disabilities, jobless families, youth
- Opportunities exist
  - Unmet demand and recruitment difficulty across all skill levels and certain occupations (e.g. Chefs and Truck Drivers)
  - Target growth industries / occupations difficult to fill / industries expecting to increase staff
  - Low competition for some vacancies
  - Future recruitment expectations are encouraging
- Job seekers need to be job ready
  - Work experience
  - Apprenticeships
  - Literacy and numeracy
  - Employability skills
- Further engagement with employers
- Collaborate with the Local Employment Coordinator and other stakeholders

**Further Information**

[www.deewr.gov.au/regionalreports](http://www.deewr.gov.au/regionalreports)  
[www.deewr.gov.au/lmip](http://www.deewr.gov.au/lmip)  
[www.deewr.gov.au/SkillShortages](http://www.deewr.gov.au/SkillShortages)  
[www.deewr.gov.au/australianjobs](http://www.deewr.gov.au/australianjobs)  
[www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)  
[www.joboutlook.gov.au](http://www.joboutlook.gov.au)  
[www.keepaustraliaworking.gov.au](http://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.

Slide 31



Australian Government  
Department of Education, Employment and Workplace Relations

If you have any questions about the presentation please contact  
the Regional and Industry Employer Surveys Section on  
[1800 059 439](tel:1800059439) or email [recruitmentsurveys@deewr.gov.au](mailto:recruitmentsurveys@deewr.gov.au)

