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Australian Government
Department of Education, Employment and Workplace Relations

Bundaberg-Hervey Bay Priority Employment Area

Fraser Coast / Hervey Bay

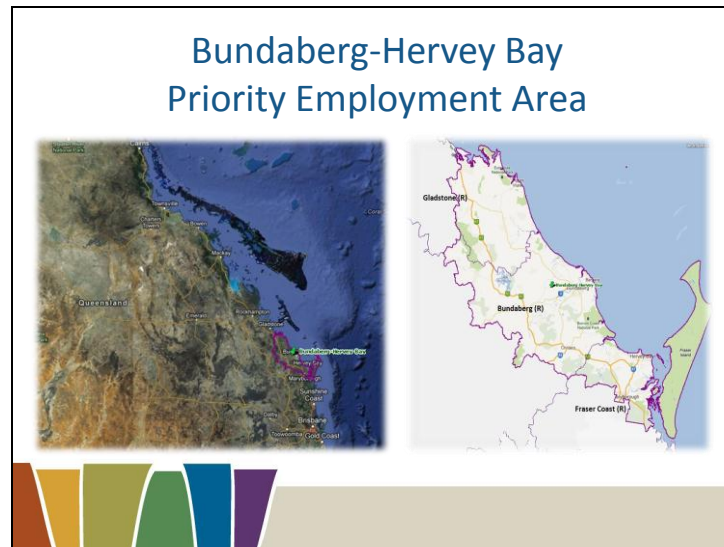
21 March 2013

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Survey of Employers' Recruitment Experiences

Bundaberg-Hervey Bay Priority Employment Area (surveyed in October 2012).



Bundaberg-Hervey Bay Priority Employment Area

The Bundaberg-Hervey Bay Priority Employment Area (PEA) comprises 2 Local Government Areas (LGAs): Bundaberg LGA and Fraser Coast LGA (excluding the Woocoo-Tiaro Statistical Local Area (SLA)) and includes the Gladstone – Miriam Vale SLA.

Bundaberg-Hervey Bay PEA - SLAs

- Bundaberg (R) - Bundaberg
- Bundaberg (R) - Burnett Pt A
- Bundaberg (R) - Burnett Pt B
- Bundaberg (R) - Isis
- Bundaberg (R) - Kolan
- Fraser Coast (R) - Hervey Bay Pt A
- Fraser Coast (R) - Hervey Bay Pt B
- Fraser Coast (R) - Maryborough
- Gladstone (R) - Miriam Vale

The Bundaberg-Hervey Bay PEA comprises 65 per cent of the Wide Bay-Burnett Labour Force Region (LFR).

Population Profile

Region	Adult Population (15+)	Working Age Population (15-64)	Median Age
Bundaberg LGA	72,400	54,800	43
Fraser Coast LGA	70,800	51,800	44
Gladstone (R) – Miriam Vale SLA	4,500	3,600	45
Bundaberg-Hervey Bay PEA	147,700	110,200	44
Queensland	3,456,900	2,887,900	36
Australia	17,363,700	14,351,400	37

Sources: ABS, Census of Population and Housing, 2011

Population profile

Sources: ABS, Census of Population and Housing, 2011

The adult population in the Bundaberg-Hervey Bay PEA grew by 11 per cent in the five years to August 2011. This growth was similar to Queensland (12 per cent) but larger than Australia (9 per cent). The working age population in the PEA grew by 8 per cent which was similar to Queensland (10 per cent) and Australia (8 per cent).

The median age is higher than the state average (44 years compared to 36 years for Queensland).

Pockets of strong population growth Bundaberg-Hervey Bay PEA

Region	Adult Population (15+) 2011	Growth 2006 to 2011 (15+)
Bundaberg (R) - Bundaberg	38,500	6%
Bundaberg (R) - Burnett Pt A	12,900	16%
Bundaberg (R) - Burnett Pt B	10,900	12%
Bundaberg (R) - Isis	6,000	17%
Bundaberg (R) - Kolan	4,100	14%
Bundaberg LGA	72,400	10%
Fraser Coast (R) - Hervey Bay Pt A	46,100	18%
Fraser Coast (R) - Hervey Bay Pt B	3,500	7%
Fraser Coast (R) - Maryborough	21,200	3%
Fraser Coast LGA	70,800	13%
Gladstone (R) - Miriam Vale	4,500	9%
Bundaberg-Hervey Bay PEA	147,700	11%
Australia	17,363,700	9%

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

Strong population Growth and a younger population – Bundaberg-Hervey Bay PEA

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

The adult population (15 years+) for the Bundaberg-Hervey Bay PEA at the time of 2011 Census was 147,700, an increase of 11 per cent from the 2006 Census. Population growth between 2006 and 2011 for the PEA (11 per cent) was larger than Australia (9 per cent).

The Fraser Coast – Hervey Bay Pt A SLA had the largest population growth (18 per cent) of all the SLAs in the area, followed by the Bundaberg – Isis SLA (17 per cent) and Bundaberg – Burnett Pt A (16 per cent).

Ageing population
Fraser Coast LGA

Age	2006	2011	Change
< 45 years	40,500	44,000	9%
45 years +	37,500	43,600	16%
Total	78,000	87,600	12%

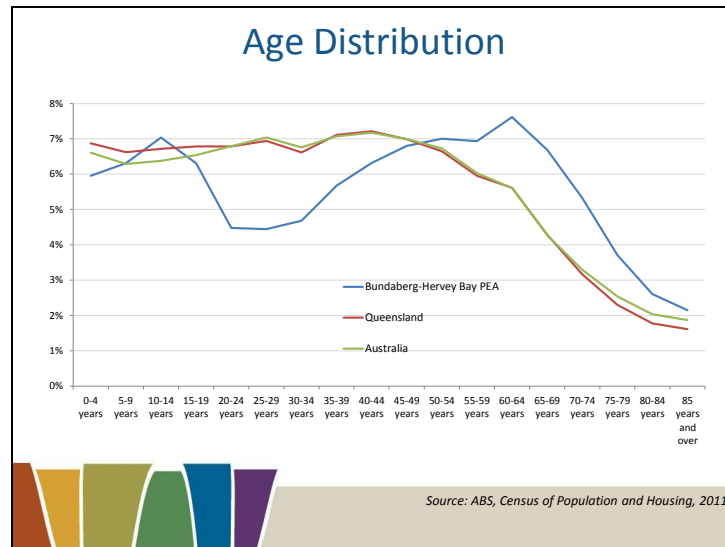
Source: ABS Census of Population and Housing, 2011 and 2006

Population Change 2006 to 2011 – Fraser Coast LGA

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

The total number of people in the Fraser Coast LGA has increased by 12 per cent since the 2006 Census. The number of people aged over 45 has increased by 16 per cent which was similar to Australia (11 per cent).

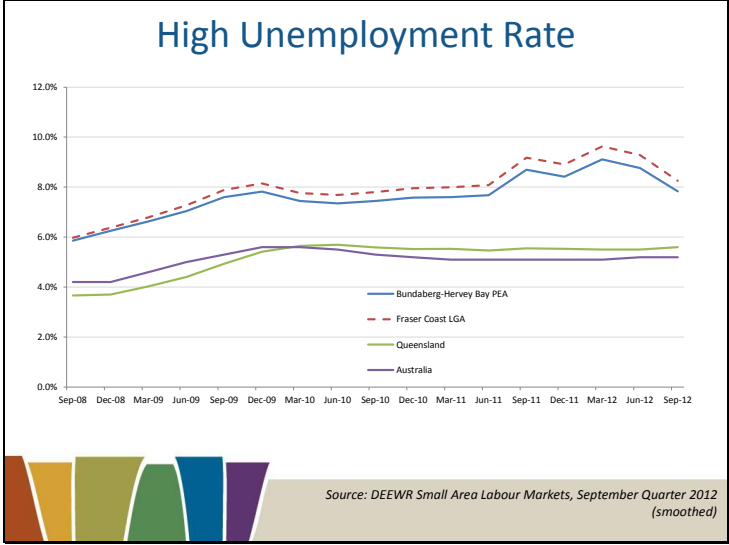
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Age Distribution

Source: ABS, Census of Population and Housing, 2011

This graph shows the age distribution of the Bundaberg-Hervey Bay PEA compared to the age distribution of Queensland and Australia. The age distribution of the Bundaberg-Hervey Bay PEA population shows that a markedly smaller proportion of the population is made up of people aged between 20 and 44 years, when compared with the Queensland age distribution. Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres.



Unemployment Rate

Source: DEEWR Small Area Labour Markets, September Quarter 2012 (smoothed)

The unemployment rate for Bundaberg-Hervey Bay PEA (7.8 per cent) has remained consistently above the state (5.6 per cent) and national unemployment rate (5.2 per cent) since March 2008. Within the PEA, the unemployment rate has remained particularly high in the Fraser Coast LGA over the same period (8.3 per cent).

Higher Unemployment Rates

Region	Sept-11	Sept-12	Annual Change
Bundaberg (R) - Bundaberg	8.2%	7.3%	-0.9% pts
Bundaberg (R) - Burnett Pt A	8.3%	7.4%	-0.9% pts
Bundaberg (R) - Burnett Pt B	8.2%	7.4%	-0.8% pts
Bundaberg (R) - Isis	8.1%	8.0%	-0.1% pts
Bundaberg (R) - Kolan	10.8%	10.4%	-0.4% pts
<i>Bundaberg LGA</i>	8.3%	7.5%	-0.8% pts
Fraser Coast (R) - Hervey Bay Pt A	9.9%	8.9%	-1.0% pts
Fraser Coast (R) - Hervey Bay Pt B	10.1%	8.6%	-1.5% pts
Fraser Coast (R) - Maryborough	7.8%	7.0%	-0.8% pts
Fraser Coast LGA	9.2%	8.3%	-0.9% pts
Gladstone (R) - Miriam Vale	7.6%	6.2%	-1.4% pts
Bundaberg-Hervey Bay PEA	8.7%	7.8%	-0.9% pts
Australia	5.1%	5.2%	0.1% pts

Source: DEEWR Small Area Labour Markets, September 2012 (smoothed)

Unemployment Rates

Source: DEEWR Small Area Labour Markets, September 2012 (smoothed)

In September 2012, the unemployment rate in the Bundaberg-Hervey Bay PEA was 7.8 per cent, well above the national unemployment rate (5.2 per cent).

The Bundaberg (R) - Kolan SLA recorded the highest unemployment rate within the PEA for September 2012 (10.4 per cent). While the Gladstone (R) - Miriam Vale SLA reported the lowest unemployment rate within the PEA (6.2 per cent).

From September 2011 to September 2012 the Bundaberg-Hervey Bay PEA unemployment rate decreased by 0.9 percentage points to 7.8 per cent, while the unemployment rate rose by 0.1 percentage points for Australia. The largest decreases within the PEA were seen in the Fraser Coast (R) - Hervey Bay Pt B and Gladstone (R) - Miriam Vale SLAs which decreased by 1.5 and 1.4 percentage points respectively.

Employment profile
Working Age Population (15-64)

Region	Employment Numbers	Employment Growth 2006 to 2011	Participation rate 2011	% Part time
Bundaberg LGA	32,700	7%	69.3%	32%
Fraser Coast LGA	28,400	7%	64.5%	35%
Gladstone (R) – Miriam Vale SLA	2,000	10%	64.5%	33%
Bundaberg-Hervey Bay PEA	63,100	7%	66.9%	34%
Queensland	1,976,500	11%	77.2%	29%
Australia	9,731,800	10%	75.8%	30%

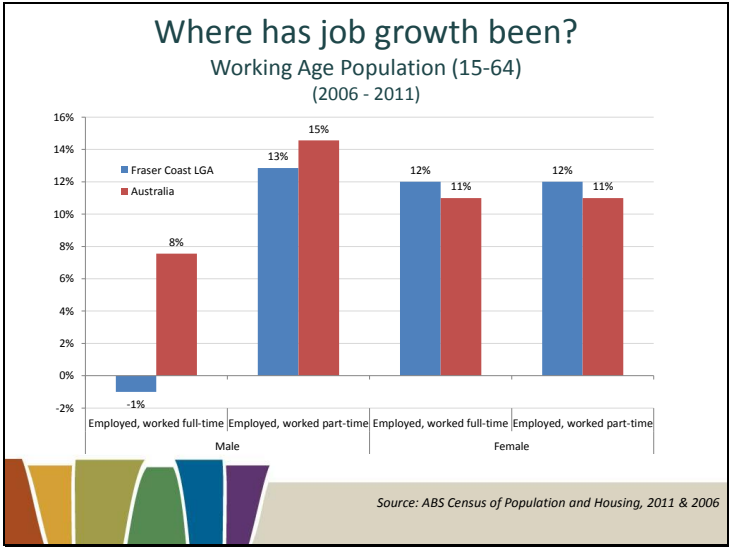
Source: ABS Census of Population and Housing, 2011 and 2006

Employment profile – Working Age Population (15-64)

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

At the time of the 2011 Census the working age population participation rate for the Bundaberg-Hervey Bay PEA was 66.9 per cent, lower than Queensland (77.2 per cent) and Australia (75.8 per cent).

The Bundaberg-Hervey Bay PEA has had lower employment growth (7 per cent) in the five years to 2011 compared to the average for Queensland (11 per cent) and Australia (10 per cent).



Where has job growth been? – Working Age Population (15-64) - (2006-2011)

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

Job growth in the Fraser Coast LGA in the 5 years to the 2011 Census was primarily driven by males who found part time employment (13 per cent growth), this was slightly lower than Australia (15 per cent).

Females working full-time and part-time (both 12 per cent) had similar job growth compared with Australia (both 11 per cent).

Long-term unemployment

Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment
	Persons	Percent of all unemployed	
Wide Bay-Burnett LFR	3,100	28%	47 weeks
Queensland	25,700	18%	33 weeks
Australia	120,900	19%	37 weeks

Source: ABS Labour Force Data, December 2012,
12 month averages of original data

Long-term unemployment

Source: ABS Labour Force Data, December 2012, 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 were long-term unemployed in the Wide Bay-Burnett Labour Force Region (LFR) (28 per cent) was higher compared with the Queensland (18 per cent) and national averages (19 per cent).

The average duration of unemployment in the Wide Bay-Burnett LFR (47 weeks) was higher than the Queensland (33 weeks) and national averages (37 weeks).

More teens looking for full-time work
Persons aged 15-19 years

Region	Teenage full-time unemployment rate		Full-time Unemployment to Population Ratio (December 2012)
	December 2012	Annual Change	
Wide Bay-Burnett LFR	29.3%	1.1% pts	7.9%
Queensland	25.3%	-1.0% pts	5.8%
Australia	24.0%	0.7% pts	4.3%

Source: ABS Labour Force Data, December 2012, (12 month averages of original data)

Teens looking for full-time work - Persons aged 15 – 19 years

Source: ABS Labour Force Data, December 2012, 12 month averages of original data

Due to their lack of skills and experience, teenagers in the full-time labour market can be particularly vulnerable during a labour market downturn. The teenage full-time unemployment rate is based on people aged 15 – 19 years old who are searching for full-time employment.

The teenage full-time unemployment rate for the Wide Bay-Burnett LFR was 29.3 per cent in December 2012, an increase of 1.1 percentage points since December 2011. This was higher than the rate for Queensland (25.3 per cent) and Australia (24.0 per cent).

The teenage full-time unemployment to population ratio was also higher in the Wide Bay-Burnett LFR (7.9 per cent) when compared to Queensland (5.8 per cent) and Australia (4.3 per cent).

High Proportion of Income Support Recipients

Region	Proportion of the WAP on a benefit (Dec 2012)	% change for all benefit recipients (Dec 2011 to Dec 2012)	Proportion of the WAP on an unemployment benefit (Dec 2012)	% change for all unemployment benefit recipients (Dec 2011 to Dec 2012)
Bundaberg LGA	30%	-4%	9%	1%
Fraser Coast LGA	34%	-4%	10%	1%
Gladstone (R) - Miriam Vale SLA	28%	-5%	9%	3%
Bundaberg (R) - Kolan SLA	41%	-4%	13%	5%
Fraser Coast (R) - Hervey Bay Pt B SLA	41%	-4%	10%	0%
Bundaberg-Hervey Bay PEA	32%	-4%	9%	1%
Queensland	17%	0%	5%	8%
Australia	17%	-1%	5%	9%

Source: DEEWR administrative data, December 2012; ABS Census of Population and Housing, 2011 and 2006

Income Support Recipients

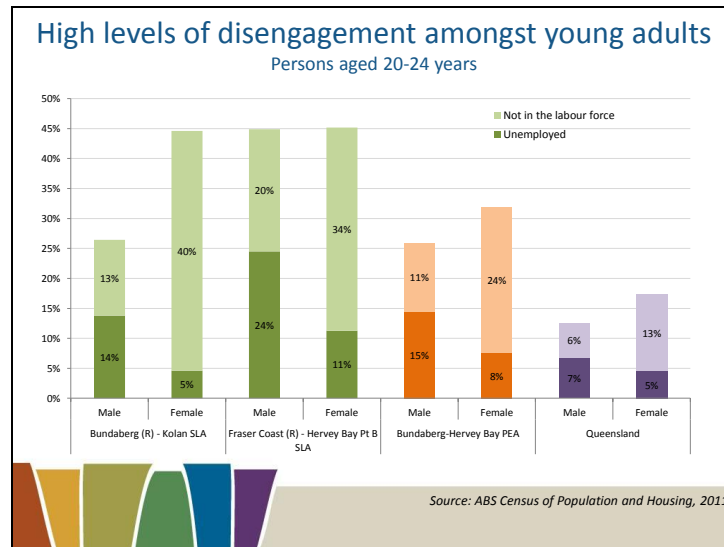
Source: DEEWR administrative data, December 2012; ABS Census of Population and Housing, 2011 and 2006

In December 2012, 32 per cent of the Working Age Population (WAP) were in receipt of a Centrelink benefit in the Bundaberg-Hervey Bay PEA. This was larger when compared with state and national levels (both 17 per cent). Overall, the proportion of the working age population on a Centrelink benefit decreased by 4 per cent in the year to December 2012.

Some 9 per cent of the Bundaberg-Hervey Bay PEA working age population were in receipt of an unemployment benefit, above state and Australia levels (both 5 per cent).

The Bundaberg (R) - Kolan SLA reported the largest proportion of the WAP on unemployment benefits (13 per cent).

Some 11 per cent of the working age population in the Bundaberg-Hervey Bay PEA are on Disability Support Pension (DSP). This is more than double when compared with Queensland and Australia (5 per cent and 6 per cent respectively).



Disengagement amongst Young Adults - Persons aged 20-24 years

Source: ABS Census of Population and Housing, 2011

At the time of the 2011 Census, 29 per cent of young adults (persons aged 20 to 24 years) in the Bundaberg-Hervey Bay PEA were neither working nor studying. This figure is notably higher when compared with Queensland (15 per cent). In the Fraser Coast LGA 31 per cent of young adults (20-24) were neither working nor studying.

For young adult males in the PEA, 11 per cent were not in the labour force and not studying and a further 15 per cent were unemployed and not studying. For young adult females in the PEA, 24 per cent were not in the labour force and not studying and a further 8 per cent were unemployed and not studying.

The Fraser Coast LGA had a large proportion of young adult females not in the labour force or unemployed (26 per cent and 7 per cent respectively) as did the Bundaberg LGA (23 per cent and 7 per cent respectively). The proportion of young adult males not in the labour force or unemployed was highest in the Fraser Coast LGA (13 and 16 per cent respectively) compared with other LGAs in the PEA.

Disadvantaged youth was high for both males and females in the Bundaberg - Kolan and Fraser Coast - Hervey Bay Pt B SLAs.

Jobless Families
with children aged less than 15 years

Region	Number of jobless families	Proportion of all families that are jobless	Proportion of couple families that are jobless	Proportion of lone parent families that are jobless
Bundaberg LGA	570	24%	10%	57%
Fraser Coast LGA	664	28%	13%	58%
Gladstone (R) - Miriam Vale SLA	118	24%	10%	59%
Bundaberg (R) – Kolan SLA	136	31%	16%	64%
Fraser Coast (R) - Hervey Bay Pt B SLA	142	37%	22%	70%
Bundaberg-Hervey Bay PEA	4365	26%	11%	57%
Queensland	62169	14%	5%	43%
Australia	294,880	14%	5%	44%

Source: ABS Census of Population and Housing, 2011

Jobless Families – with children aged less than 15 years

Source: ABS Census of Population and Housing, 2011

Jobless families are families where parents are not employed or in the labour force with children under 15 years of age (ABS 2006 Census of Population and Housing).

Some 26 per cent of families with children in the Bundaberg-Hervey Bay PEA did not have an employed parent, larger than the figures for Queensland and Australia (both 14 per cent).

However, this varied greatly between SLAs. Some 37 per cent of families with children in the Fraser Coast (R) Hervey Bay - Pt B SLA and 31 per cent in the Bundaberg (r) - Kolan SLA were jobless. On the other hand, only 17 per cent of families with children in the Bundaberg (R) - Burnett – Pt B SLA were jobless. These figures were still higher than both Queensland and Australia.

Nationally, 40 per cent (or 259,236) of all families with dependent children under 16 on income support payments are persistently jobless (16 March 2012). 85 per cent of these persistently jobless families are single parent jobless families.

Of all persistently jobless families, 55 per cent (142,130) are very persistently jobless for three years (16 March 2009 -16 March 2012).

A ‘persistently jobless family’ is defined by the Department of Education, Employment and Workplace Relations (DEEWR) as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings in the previous year.

A 'very persistently jobless family' is defined by DEEWR as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings in the previous 3 years.

Very low educational attainment
Persons aged 25-34 years

Region	Completed Yr 12	Attained Advanced Diploma, Diploma or Certificate III & IV	Attained Bachelor Degree or Higher
Bundaberg LGA	61%	31%	16%
Fraser Coast LGA	58%	35%	15%
Gladstone (R) - Miriam Vale SLA	53%	38%	11%
Bundaberg (R) – Kolan SLA	58%	27%	9%
Fraser Coast (R) - Hervey Bay Pt B SLA	46%	34%	7%
Bundaberg-Hervey Bay PEA	59%	33%	15%
Queensland	74%	32%	29%
Australia	75%	30%	35%

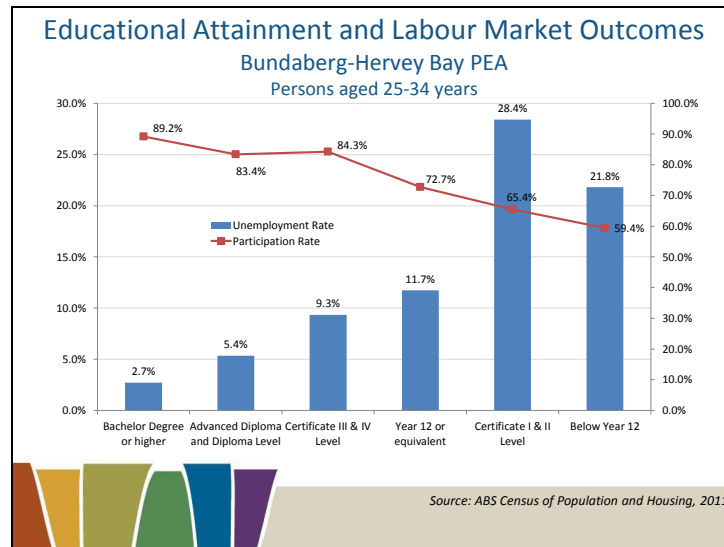
Source: ABS Census of Population and Housing, 2011

Educational Attainment – persons aged 25-34 years

Source: ABS Census of Population and Housing, 2011

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Bundaberg-Hervey Bay PEA who had completed Year 12 or equivalent was 59 per cent, smaller than Queensland and Australia (74 per cent and 75 per cent respectively). This varied across the PEA, with the Bundaberg (R) - Hervey Bay – Pt B SLA having the smallest Year 12 attainment level (46 per cent), while the Bundaberg (R) - Burnett Pt A SLA had the largest (63%).

Job seekers who have not completed Year 12 and have limited experience in the workforce are likely to lack many basic employability skills that employers value and look for in applicants, particularly for lower skilled vacancies and entry level positions such as apprenticeships and traineeships.



Educational Attainment and Labour Market Outcomes

Source: ABS Census of Population and Housing, 2011

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Bundaberg-Hervey Bay PEA, there were extremely high unemployment rates for those who had completed Certificate I & II but had not completed Year 12 (28.4 per cent) and those who did not complete Year 12 without any further post school qualification (21.8 per cent).

Unemployment rates are considerably lower for those who have completed a tertiary education at the Bachelor degree, Advanced Diploma and Diploma Level. It should also be noted that employment outcomes are better for those who have attained Certificate Levels III or IV. This emphasises the importance of post school education in ensuring success in gaining employment.

Literacy and Numeracy				
Region	Year 9 govt school students who did not meet minimum standard for reading in 2011		Year 9 govt school students who did not meet minimum standard for numeracy in 2011	
	2008	2011	2008	2011
Bundaberg LGA	13%	12%	9%	7%
Fraser Coast LGA	6%	11%	8%	6%
Gladstone – Miriam Vale SLA	13%	14%	13%	10%
Queensland	8%	7%	6%	6%
Australia	6%	6%	5%	6%

* This figure is not an average, it is the result of a selected school within the LGA

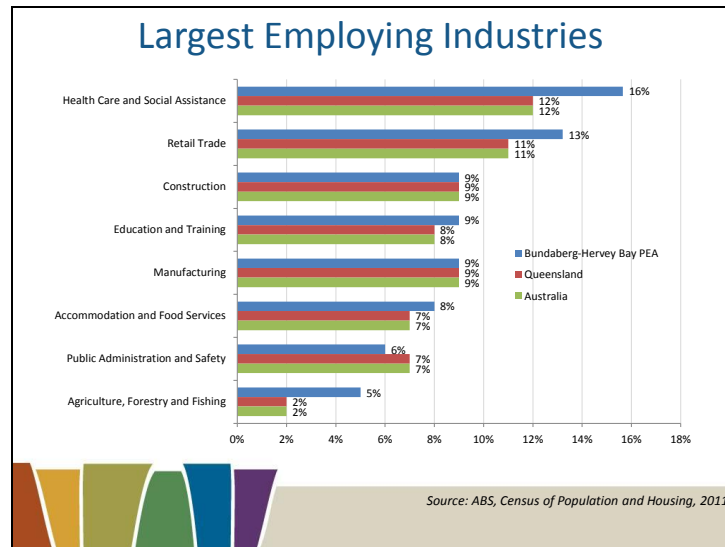
Source: Myschool website <http://www.myschool.edu.au> 2011, 2008

Literacy and Numeracy

<http://www.myschool.edu.au> 2011, 2008

This slide shows the proportion of Year 9 students at a selected government high school in the Bundaberg and Fraser Coast LGAs and in the Gladstone-Miriam Vale SLA 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 Queensland and nationally.

While the selected government school’s data are not necessarily representative of all Year 9 students in the LGA, it demonstrates that there are at least pockets of disadvantage within these SLAs.

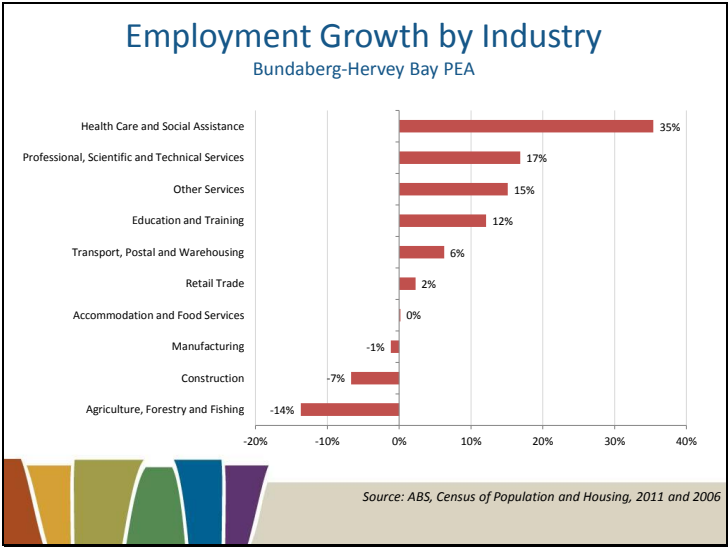


Employment by Industry

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

In the Bundaberg-Hervey Bay PEA the Health Care and Social Assistance and Retail Trade industries were the top employing industries.

The Agriculture, Forestry and Fishing industry is also an important industry and accounts for a greater proportion of employment within the PEA compared with Queensland and Australia overall.



Employment Growth by Industry

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

This graph shows the change in the number of people employed in each sector in the Bundaberg-Hervey Bay PEA, over the period 2006 to 2011. Much of the growth in employment in the PEA was concentrated in the Health Care and Social Assistance industry. By contrast, employment in the Agriculture, Forestry and Fishing and Construction industries reduced substantially.

Change in Employment for Health Care and Social Assistance
Bundaberg – Hervey Bay PEA (2006-2011)

Industry	Employed persons (2011)	% Growth
Hospitals	2,950	49%
Other Social Assistance Services	1,420	62%
Residential Care Services	1,800	26%
Child Care Services	880	23%
Allied Health Services	810	30%
Medical Services	620	17%
Total Health Care and Social Assistance	9,660	35%

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

Change in employment for Health Care and Social Assistance – Bundaberg-Hervey Bay PEA (5 year change)

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

The table includes selected subdivisions within the Health Care and Social Assistance industry in the Bundaberg-Hervey Bay PEA. Over the 5 years to 2011 the largest increase for this industry was in the Other Social Assistance and Services and Hospitals subdivisions.

Moderate recruitment activity
Recruitment experiences in the 12 months preceding the survey

	Bundaberg-Hervey Bay PEA		Fraser Coast LGA 2012	All Regions (September 2012)
	October 2012	September 2011		
Employers who recruited	63%	60%	70%	63%
- Growth	43%	49%	36%	46%
- Staff turnover	89%	85%	91%	85%
Vacancies per 100 staff	19	16	19	18
Vacancies unfilled	3.3%	6.7%	1.0%	5.5%
Experienced difficulty	55%	59%	51%	53%

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area

Survey Results - Recruitment experiences 12 months preceding the survey

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area and all regions surveyed in the 12 months to September 2012.

330 employers were surveyed in the Bundaberg-Hervey Bay PEA in October 2012.

The proportion of employers who had recruited in the past 12 months in the Bundaberg-Hervey Bay PEA (63 per cent) had increased slightly since the area was last surveyed when the figure was 60 per cent. This was the same as the figure for the combined regions surveyed 12 months to September 2012.

There was a larger number of vacancies per 100 staff for the PEA (19 vacancies per 100 staff) compared with the last survey results (16 vacancies per 100 staff).

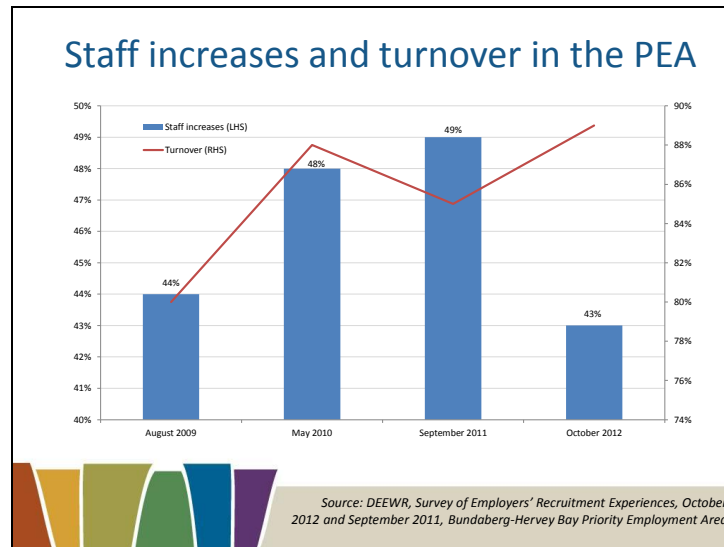
Employers reported a smaller proportion of recruitment due to growth (43 per cent) within their business compared with all regions (46 per cent).

The rate of unfilled vacancies over the past 12 months for the Bundaberg-Hervey Bay PEA (3.3 per cent) was lower than for all regions (5.5 per cent).

The proportion of employers who reported recruitment difficulty was similar for the PEA (55 per cent) compared with all regions (53 per cent) but slightly lower than the September 2011 results (59 per cent).

The Fraser Coast LGA had a larger proportion of employers recruiting (70 per cent) compared with the Bundaberg Hervey Bay PEA and all regions (both 63 per cent). However, there were fewer employers recruiting for growth (36 per cent) compared with all regions (46 per cent) and

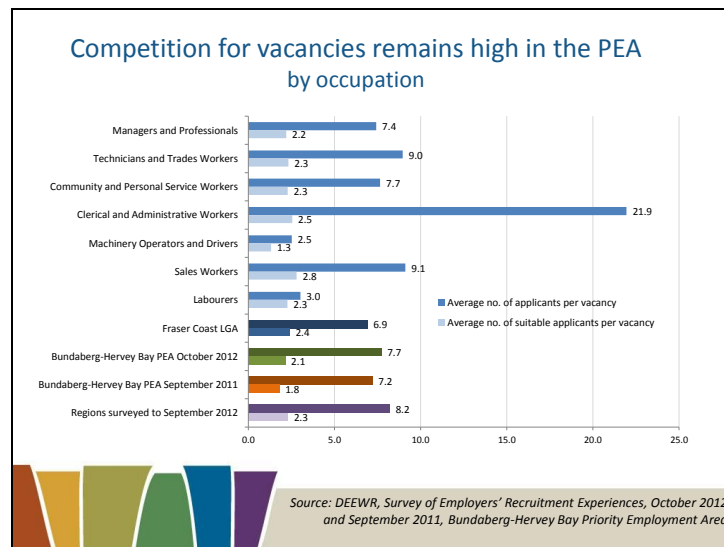
a lower unfill rate (1.0 per cent) compared with both the Bundaberg-Hervey Bay PEA (3.3 per cent) and all regions (5.5 per cent).



Staff increases and turnover in the PEA

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area and all regions surveyed in the 12 months to September 2012.

There was an increase in the proportion of employers in the Bundaberg-Hervey Bay PEA who have recruited to increase staff numbers between 2009 and 2011. However, recruiting to increase staff numbers has eased off slightly since the September 2011 survey.



Competition for vacancies

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area and all regions surveyed in the 12 months to September 2012.

There was, on average, less competition for vacancies in the Bundaberg-Hervey Bay PEA (7.7 applicants per vacancy and 2.1 applicants considered suitable) compared with all regions surveyed (8.2 applicants per vacancy and 2.3 applicants considered suitable). However, there were slightly more applicants per position compared to the last time the area was surveyed and less of these applicants were suitable (8.2 applicants per vacancy and 2.3 suitable applicants).

In the Fraser Coast LGA competition for vacancies was slightly below that for the PEA overall (6.9 applicants per vacancy and 2.4 suitable applicants compared to 8.2 applicants per vacancy and 2.3 suitable applicants).

There was a high level of competition for Clerical and Administrative Workers, with an average of 21.9 applicants per vacancy.

Employers recruiting for Machinery Operators and Drivers had little choice of suitable applicants with an average of 2.5 applicants of which only 1.3 were considered suitable.

Formal recruitment methods were most commonly used for employers' most recent recruitment round, this included the Internet (34 per cent), followed by the use of a recruitment agency (24 per cent) newspapers or magazines (23 per cent). Word of mouth was also frequently used by employers (26 per cent).

Reasons applicants are considered unsuitable

- 66% of recruiting employers in the **Fraser Coast LGA** received applications from job seekers who they regarded as unsuitable (72% for the Bundaberg-Hervey Bay PEA)
- Reasons applicants were considered unsuitable include:
 - Insufficient experience to perform job duties (67%) (61% for the PEA)
 - Lack of employability skills and personal characteristics (45%)(37% for the PEA)
 - Insufficient qualifications or training (39%) (35% for the PEA)



Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012, Bundaberg-Hervey Bay Priority Employment Area

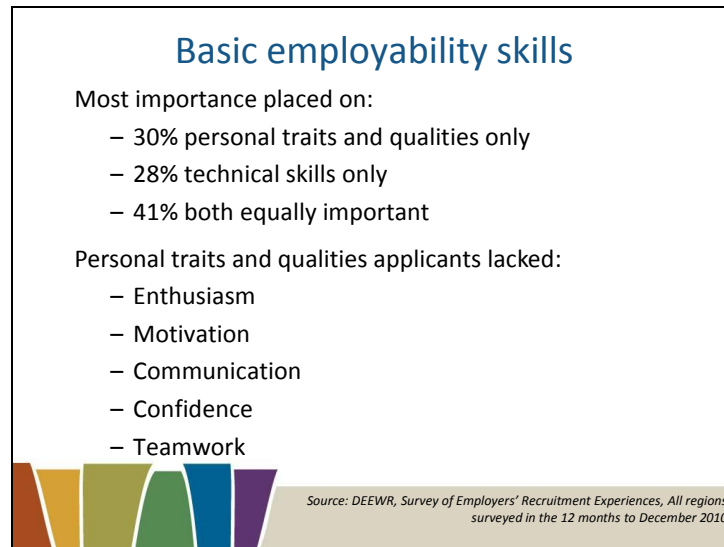
Reasons Applicants Unsuitable

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012, Bundaberg-Hervey Bay Priority Employment Area and all regions surveyed in the 12 months to September 2012.

66 per cent of applicants were regarded by employers as unsuitable in the Fraser Coast LGA.

Reasons applicants were considered unsuitable include:

- Insufficient experience to perform job duties (67 per cent)
- Lack of employability skills and personal characteristics (45 per cent)
- Insufficient qualifications or training (39 per cent)



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
- Teamwork

Strong employment of apprentices and trainees

- 37% of businesses in the **Fraser Coast LGA** employed at least one apprentice or trainee.
 - 24% of these employers reported they had experienced challenges
- Challenges commonly reported:
 - apprentices and trainees lacked work readiness (43%)
 - lacking soft skills (29%)
 - difficulty meeting mandatory training requirements (21%)
 - don't complete or stay long enough (7%) (26% in the PEA)
- 24% of businesses in the **Fraser Coast LGA** expected to recruit at least one apprentice or trainee following the survey.

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012, Bundaberg-Hervey Bay Priority Employment Area

Apprentices, Trainees and Staff Training

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012, Bundaberg-Hervey Bay Priority Employment Area and all regions surveyed in the 12 months to September 2012.

The proportion of surveyed employers with an apprentice or trainee on staff (37 per cent) in the Fraser Coast LGA was marginally lower than for all regions (32 per cent) but the same as the Bundaberg – Hervey Bay PEA.

Lack of work readiness and don't complete or stay long enough were the most commonly reported challenges for employers who recruited an apprentice or trainee.

Almost a quarter (24 per cent) of businesses in the Fraser Coast LGA expected to recruit at least one apprentice or trainee following the survey (23% in the PEA and 21% in all regions).

Occupations that were difficult to fill in the PEA

Higher Skill Level (1) – Bachelor Degree or higher	
Medium Skill Level (2&3) - Certificate IV to Associate Degree	
Child Carers	Chefs*
Metal Fitters and Machinists*	Registered Nurses
Motor Mechanics*	
Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III	
Truck Drivers*	Bar Attendants and Baristas
Aged and Disabled Carers	Dental Assistants
Waiters*	

* Occupations also difficult to fill in the September 2011 survey

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area

Occupations that were difficult to fill in the PEA

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area.

This slide shows the vacancies that employers considered difficult to fill in the Bundaberg-Hervey Bay PEA (*Occupations also difficult to fill in the September 2011 Survey)

Higher Skill Level (1) - Bachelor Degree or Higher and Medium Skill Level (2&3) – Certificate IV to Associate Degree

- Child Carers
- Chefs*
- Metal Fitters and Machinists*
- Registered Nurses
- Motor Mechanics*

Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III

- Truck Drivers*
- Bar Attendants and Baristas
- Aged and Disabled Carers
- Dental Assistants
- Waiters*

Future recruitment expectations

	Bundaberg-Hervey Bay PEA		Fraser Coast LGA 2012	All Regions (Sept 2012)
	October 2012	September 2011		
Expected to recruit	48%	42%	50%	47%
Expected to increase staff	21%	24%	24%	25%
Expected to decrease staff	5%	6%	6%	4%
Expected difficulty	45%	40%	41%	43%

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area

Future Recruitment Expectations

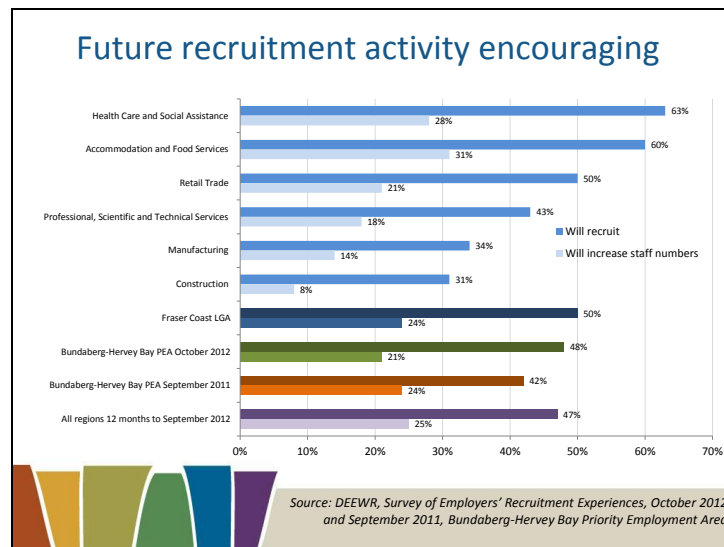
Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area and all regions surveyed in the 12 months to September 2012.

Recruitment expectations for the 12 months following the survey were strong in the Bundaberg-Hervey Bay PEA. A similar proportion of employers (48 per cent) expected to recruit compared with all regions surveyed (47 per cent).

Some 21 per cent of employers expected to increase staff numbers, slightly less than compared with all regions surveyed (25 per cent).

A similar proportion of employers expected to decrease staff (5 per cent) compared with all regions (4 per cent).

There has been an increase in the proportion of employers recruiting in the PEA since the first survey in 2009 from 42 per cent to 48 per cent. However, despite an increase in 2010 and 2011, the proportion of employers who expected to recruit for growth has been fairly stable (19 per cent in 2009 compared with 21 per cent in 2012).



Future Expectations for Staff Increases

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012 and September 2011, Bundaberg-Hervey Bay Priority Employment Area and all regions surveyed in the 12 months to September 2012.

In the Bundaberg-Hervey Bay PEA, future recruitment expectations and recruitment to increase staff (in the 12 months following the survey) were strongest in the Health Care and Social Assistance industry (63 per cent and 28 per cent respectively), compared with all regions surveyed in the 12 months to September 2012 (47 per cent and 25 per cent).

Future plans to recruit and increase staff numbers were also high in the Accommodation and Food Services industry (60 per cent and 31 per cent respectively).

Employers in the Construction industry were least likely to recruit and increase staff numbers (31 per cent and 8 per cent respectively).

Occupations employers expect to recruit in the PEA in the 12 months following the survey

Higher Skill Level (1) – Bachelor Degree or higher Medium Skill Level (2&3) - Certificate IV to Associate Degree	
Generalist Medical Practitioners	Real Estate Sales Agents
Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III	
Bar Attendants and Baristas	Sales Assistants (General)
Truck Drivers	Waiters
Kitchenhands	Aged and Disabled Carers
Receptionists	

Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012, Bundaberg-Hervey Bay Priority Employment Area

Occupations employers expect to recruit for in the 12 months following the survey

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, Bundaberg-Hervey Bay Priority Employment Area

This slide shows the vacancies that employers most commonly expected to recruit for in the Bundaberg-Hervey Bay PEA in the 12 months following the survey.

Higher Skill Level (1) - Bachelor Degree or Higher and Medium Skill Level (2&3) – Certificate IV to Associate Degree


Generalist Medical Practitioners
Real Estate Sales Agents

Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III

Bar Attendants and Baristas
Sales Assistants (General)
Truck Drivers
Waiters
Kitchenhands
Aged and Disabled Carers
Receptionists

Conclusion

- **Subdued labour market in the Fraser Coast LGA**
 - Higher than average unemployment rate and lower levels of participation
 - Some signs of improvement in the next 12 months with a higher proportion of employers expecting to recruit across the PEA
- **Challenges**
 - Lower education levels, disengaged young people, quality of applicants, jobless families
 - Filling occupations with the 'appropriate' candidate
 - Difficulty attracting job applicants with the technical and employability skills
 - Need to train people in 'in-demand' skills in the region
- **Opportunities**
 - Large and growing industries
- **Potential labour supply needs to be job ready**
- **Apprenticeship/Traineeship work experience**
- **Ongoing engagement with employers and the LEC**



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A rectangular box containing the title 'Further Information' at the top center. Below the title is a list of six hyperlinks, each preceded by a hyphen. At the bottom of the box is a decorative horizontal bar with a series of overlapping, colorful shapes in shades of orange, yellow, green, blue, and purple, transitioning into a solid light brown background on the right side.

Further Information

- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/australianjobs
- www.joboutlook.gov.au
- www.deewr.gov.au/news/aussie-jobs-publication-highlights-employment-growth

Further Information

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

- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/australianjobs
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A report on the survey findings for the Bundaberg-Hervey Bay Priority Employment Area will be placed on the regional reports section of the DEEWR web site.

Thank you.



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:

Tel: [1800 059 439](tel:1800059439) or
Email: recruitmentsurveys@deewr.gov.au



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