

Slide 1

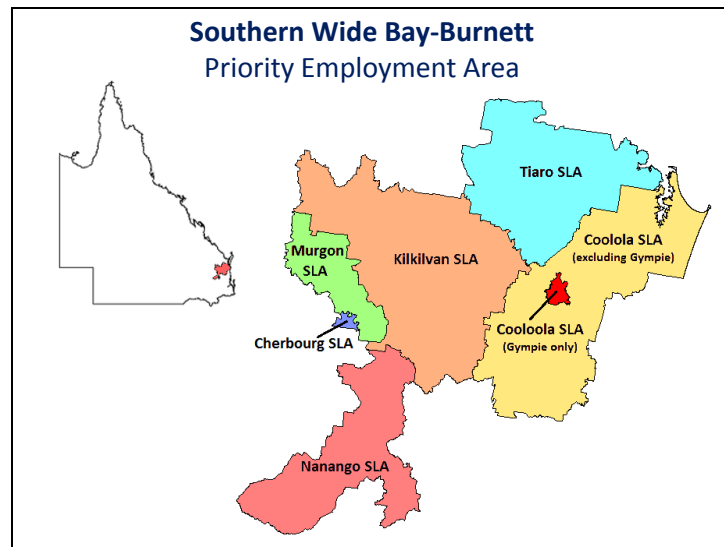


Australian Government  
Department of Education, Employment and Workplace Relations

# Southern Wide Bay-Burnett Priority Employment Area

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





### **Southern Wide Bay-Burnett Priority Employment Area**

The Southern Wide Bay-Burnett (PEA) comprises the Statistical Local Areas (SLA) of:

- Cherbourg
- Cooloola – Gympie only
- Cooloola – excluding Gympie
- Kilkivan
- Murgon
- Nanango
- Tiaro

The Southern Wide Bay-Burnett PEA was created prior to 2010 SLA/Local Government Area (LGA) boundary changes and amalgamations, which has reduced comparability. For accuracy, SLA/LGAs will be referred to as they existed prior to the recent changes.

The Southern Wide Bay-Burnett PEA accounts for 23 per cent of the Wide Bay-Burnett LFR. The PEA boundary falls entirely within with LFR boundary.

### Population Profile

Region	Adult population (15+)	Adult population growth (2006 - 2011)	Proportion of population aged 65+	Median Age
Cherbourg SLA	770	17%	3%	22
Cooloolo SLA (excl. Gympie)	16,830	9%	18%	45
Cooloolo SLA (Gympie only)	14,540	13%	19%	39
Kilkivan SLA	3,000	10%	18%	46
Murgon SLA	2,660	1%	20%	41
Nanango SLA	7,830	10%	21%	47
Tiaro SLA	4,790	12%	18%	46
<b>Southern Wide Bay-Burnett PEA</b>	<b>50,430</b>	<b>10%</b>	<b>19%</b>	<b>43</b>
Queensland	3,456,870	12%	13%	36
Australia	17,363,690	9%	14%	37

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

### Population Profile

*Source: ABS, Census of Population and Housing, Usual Residence, 2011*

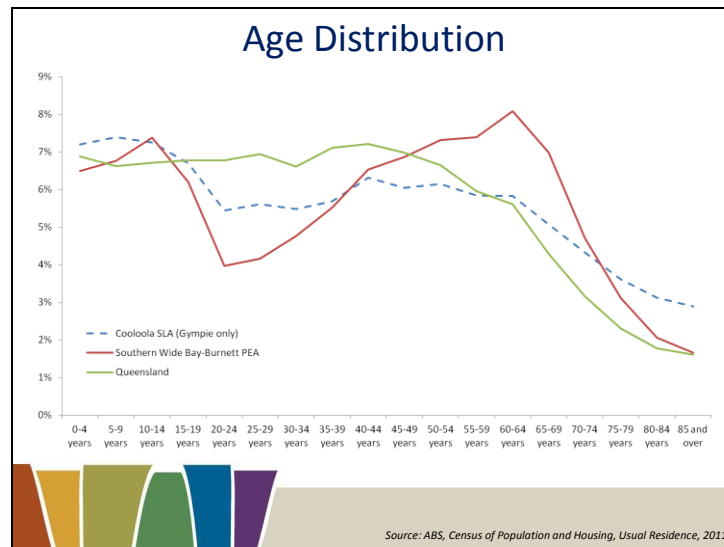
At the time of the 2011 Census, the adult population (aged 15 and over) in the Southern Wide Bay-Burnett PEA was 50,430.

The region experienced population growth of 10 per cent in the 5 years after the 2006 Census, similar to that for Queensland (12 per cent) and Australia (9 per cent)

The region has a larger proportion of their population aged 65 and over (19 per cent) compared with Queensland (13 per cent) and Australia (14 per cent).

At the time of the 2011 Census, the median age in the PEA was 43. This was much higher compared with Queensland (36 years).

## Slide 4



### **Age Distribution**

*Source: ABS, Census of Population and Housing, Usual Residence, 2011*

This graph compares the age distributions of Gympie (Cooloolool SLA Gympie only) and the Southern Wide Bay-Burnett PEA with the age distribution for Queensland.

The age distribution of the PEA 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.

The proportion of the population aged 55 and over in the PEA is significantly larger compared with Queensland.

Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres.

### Ageing Population

Age	2006	2011	Growth
15-49 years	23,720	24,160	2%
50 years +	22,020	26,270	19%
<b>Total</b>	45,740	50,430	10%

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

**Ageing Population**

*Source: ABS, Census of Population and Housing, Usual Residence, 2006 and 2011*

Overall, the adult population in the Southern Wide Bay-Burnett PEA increased by 10 per cent between 2006 and 2011.

There was a significant increase of 19 per cent in the population over 50 years of age, however only growth of 2 per cent over the same period for those aged 15 to 49 years.

Workforce Profile					
Adult Population					
Region	Persons Employed	Employment Growth (2006 to 2011)			Participation Rate (2011)
		Total Persons	Male	Female	
Cherbourg SLA	200	-	-	-	41.1%
Cooloola SLA (excl. Gympie)	7,980	5%	3%	8%	54.0%
Cooloola SLA (Gympie only)	7,090	9%	7%	12%	57.3%
Kilkivan SLA	1,440	5%	5%	5%	55.8%
Murgon SLA	1,390	-5%	-8%	-1%	59.2%
Nanango SLA	2,990	6%	2%	12%	44.6%
Tiaro SLA	1,860	14%	7%	23%	47.2%
<b>Southern Wide Bay-Burnett PEA</b>	<b>22,950</b>	<b>6%</b>	<b>3%</b>	<b>10%</b>	<b>53.0%</b>
Queensland	2,039,240	12%	10%	14%	66.9%
Australia	10,058,130	10%	9%	12%	65.1%

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

### **Workforce Profile – Adult Population**

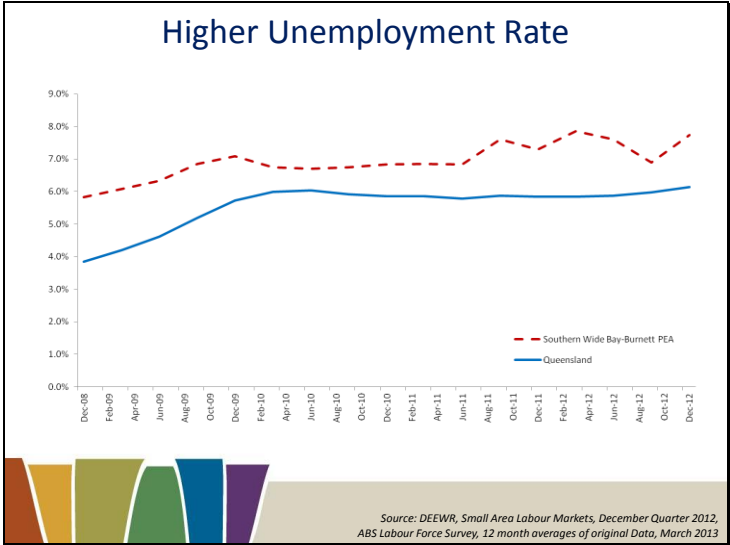
*Source: ABS, Census of Population and Housing, Usual Residence, 2006 & 2011*

At the time of the 2011 Census, there were almost 23,000 employed people (aged 15 and over) in the Southern Wide Bay-Burnett PEA.

Between 2006 and 2011, there was employment growth of 6 per cent for the region, lower than the growth rate experienced for Queensland (12 per cent) and Australia (10 per cent).

Over the same period, the employment growth for adult females (10 per cent) was much larger than that for adult males (3 per cent) in the PEA.

At the time of the 2011 Census, the participation rate for adults in the PEA was 53.0 per cent, almost 14 percentage points below the rate for Queensland (66.9 per cent).



**Higher Unemployment Rate**

Source: DEEWR, Small Area Labour Markets, December Quarter 2012; ABS Labour Force Survey, 12 month averages of original Data, March 2013

The unemployment rate for the Southern Wide Bay-Burnett PEA has remained consistently above the Queensland unemployment rate since December 2008.

### Unemployment Rate

Region	December 2012	December 2010	Change
Cherbourg SLA	12.4%	11.2%	1.2 % pts
Cooloola SLA (excl. Gympie)	7.8%	6.7%	1.1 % pts
Cooloola SLA (Gympie only)	7.2%	6.3%	0.9 % pts
Kilkivan SLA	5.9%	5.6%	0.3 % pts
Murgon SLA	12.5%	11.2%	1.3 % pts
Nanango SLA	7.2%	6.7%	0.5 % pts
Tiaro SLA	7.4%	6.5%	0.9 % pts
<b>Southern Wide Bay-Burnett PEA</b>	<b>7.7%</b>	<b>6.8%</b>	<b>0.9 % pts</b>
Queensland	5.8%	5.5%	0.3 % pts
Australia	5.2%	5.2%	0.0 % pts

Source: DEEWR, Small Area Labour Markets, December Quarter 2010 & 2012  
ABS Labour Force Survey, 12 month averages of original Data, March 2013

### **Unemployment Rate**

*Source: DEEWR, Small Area Labour Markets, December Quarter 2010 & 2012, ABS Labour Force Survey, 12 month averages of original Data, March 2013*

At December 2012, the unemployment rate for the Southern Wide Bay-Burnett PEA was 7.7 per cent, an increase of 0.9 percentage points since December 2010.

There was substantial variance in the unemployment rates across the region, ranging from 5.9 per cent in the Kilkivan SLA to 12.5 per cent in the Murgon SLA.

Despite this variance, all unemployment rates increased between December 2010 and December 2012, and remained above the state and national rates.



### Higher Rates of Income Support

Region	Proportion of the WAP on a benefit (March 2013)	Proportion of the WAP on an unemployment benefit (March 2013)
Cherbourg SLA	39%	15%
Cooloola SLA (excl. Gympie)	34%	10%
Cooloola SLA (Gympie only)	32%	10%
Kilkivan SLA	31%	8%
Murgon SLA	44%	17%
Nanango SLA	33%	9%
Tiaro SLA	30%	9%
<b>Southern Wide Bay-Burnett PEA</b>	<b>33%</b>	<b>10%</b>
Queensland	18%	6%
Australia	17%	5%

Source: DEEWR, administrative data, March 2013; ABS, Census of Population and Housing, Usual Residence, 2011

### **Higher Rates of Income Support**

*Source: DEEWR, administrative data, March 2013; ABS, Census of Population and Housing, Usual Residence, 2011*

In March 2013, 33 per cent of the of the working age population in the Southern Wide Bay-Burnett PEA were in receipt of a Centrelink benefit. This was larger when compared with state and national levels (18 per cent and 17 per cent respectively).

10 per cent of the working age population in the PEA were in receipt of an unemployment benefit, well above both state and national levels (6 per cent and 5 per cent respectively).

Close to half (44 per cent) of the working age population in Murgon were in receipt of a Centrelink benefit, the highest across the region. Murgon also had the highest proportion of its working age population in receipt of an unemployment benefit (17 per cent).

Some 13 per cent of the working age population in the PEA were on a Disability Support Pension. This was more than double the proportion for Queensland and Australia (both 5 per cent).

Teenage Unemployment			
Persons aged 15-19 years			
Region	Teenage full-time unemployment rate		Full-time Unemployment to Population Ratio (December 2012)
	February 2013	Annual Change	
Wide Bay-Burnett LFR	29.9%	1.3 % pts	7.9%
Queensland	25.2%	-0.4 % pts	5.7%
Australia	24.2%	0.6 % pts	4.2%

Source: ABS, Labour Force Survey, February 2013

**Teenage Unemployment – Persons aged 15-19 years**

*Source: ABS, Labour Force Survey, February 2013.*

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 for the Wide Bay-Burnett LFR was 29.9 per cent in February 2013, an increase of almost 2 percentage points over the preceding 12 months. The teenage full-time unemployment rate in the LFR was higher compared with Queensland (25.2 per cent) and Australia (24.2 per cent).

The teenage full-time unemployment to population ratio was also higher in the LFR (7.9 per cent) compared with Queensland (5.7 cent) and Australia (4.2 per cent).

The Southern Wide Bay-Burnett PEA accounts for 23 per cent of the Wide Bay-Burnett LFR.

### Long-term Unemployment

Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment
	Persons	Percent of all unemployed	
Wide Bay-Burnett LFR	2,860	25%	44 weeks
Queensland	26,000	18%	34 weeks
Australia	120,680	19%	37 weeks

Source: ABS, Labour Force Survey, February 2013

### **Long-term Unemployment**

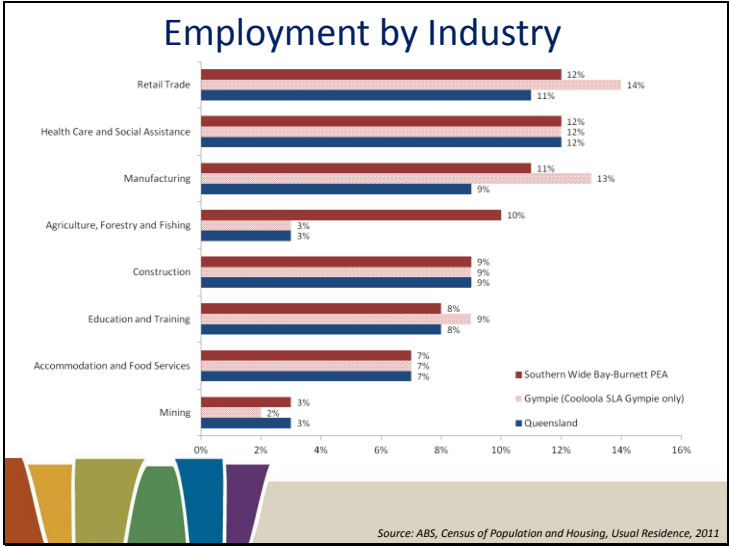
*Source: ABS, Labour Force Survey, February 2013.*

Long-term unemployed are those who have been unemployed for 52 weeks or more.

The proportion of unemployed persons who were long-term unemployed in the Wide Bay-Burnett Force Region (LFR) (25 per cent) was higher compared with Queensland (18 per cent) and Australia (19 per cent).

The average duration of unemployment in the Wide Bay-Burnett LFR was 44 weeks, higher than the average for Queensland (34 weeks) and Australia (37 weeks).

The Southern Wide Bay-Burnett PEA accounts for 23 per cent of the Wide Bay-Burnett LFR.

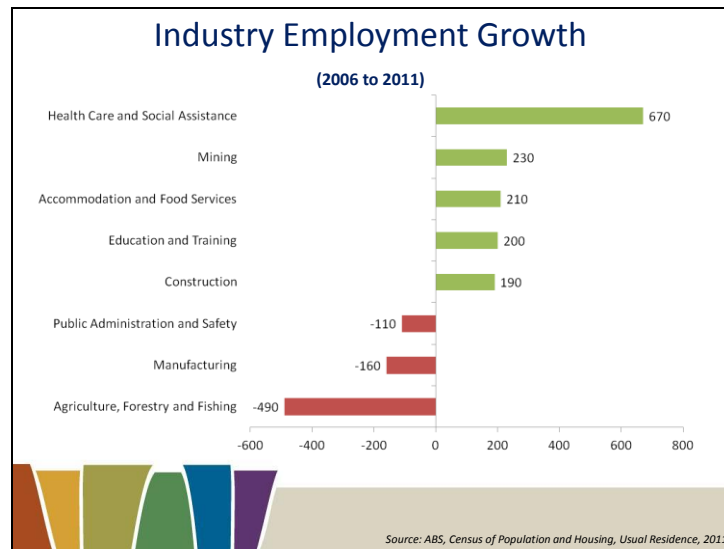


**Employment by Industry**

Source: ABS, Census of Population and Housing, Usual Residence, 2011.

At the time of the 2011 Census, Retail Trade, Health Care and Social Assistance and Manufacturing were the main employing industries in the Southern Wide Bay-Burnett PEA.

The Agriculture, Forestry and Fishing industry was also an important industry and accounted for a far greater proportion of employment within the region compared with Queensland overall.



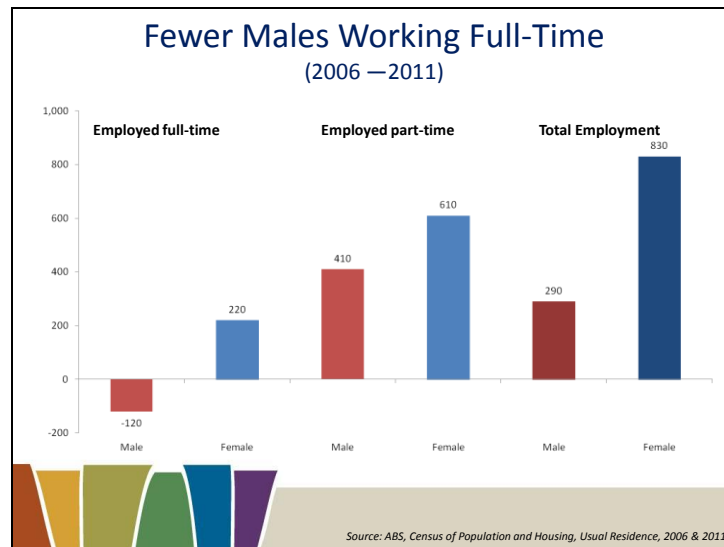
### **Industry Employment Growth**

*Source: ABS, Census of Population and Housing, Usual Residence, 2011.*

This graph shows the change in the number of people employed in some key industries in the Southern Wide Bay-Burnett PEA between 2006 and 2011.

Much of the growth in employment in the region was concentrated in the Health Care and Social Assistance industry.

By contrast, employment in the Agriculture, Forestry and Fishing and Manufacturing industries reduced substantially.



**Fewer Males Working Full-Time (2006 – 2011)**

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

Between 2006 and 2011 in the Southern Wide Bay-Burnett PEA the increase in total employment was far greater for females than for males.\* There was a large decline in the number of males employed full time and an large increase in those working part time.

In terms of industry, the largest declines in male full-time employment took place in Agriculture, Forestry and Fishing (270 persons) and Manufacturing (130 persons). The largest increases in male full-time employment were in Mining (160 persons) and Construction (90 persons).

The largest increase in female part-time employment was in Health Care and Social Assistance industry (300 persons).

\* NOTE: Figures for *total employment* include only those who stated their part-time/full-time employment status.

**Growth in Female Employment is in Health Care and Social Assistance**

	Females Employed (2011)	Growth in number of Females Employed (2006 - 2011)	Growth (2006 - 2011)
<b>Health Care and Social Assistance</b>	<b>2,220</b>	<b>580</b>	<b>36%</b>
- Registered Nurses	380	90	30%
- Aged and Disabled Carers	300	100	46%
- Child Carers	280	70	32%
- Nursing Support and Personal Care Workers	200	80	69%

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

**Growth in Female Employment is in Health Care and Social Assistance**

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

Between the 2006 and 2011 the largest increase in female employment was in the Health Care and Social Assistance Industry.

Registered nurses were the largest employing occupation for females in the PEA, however Aged and Disabled Carers experienced the highest growth over the 5 year period.

**Weaker Labour Market Outcomes  
for Indigenous Working Age Population**

Region	% WAP Indigenous	Unemployment rate (%)		Participation rate (%)	
		Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
Cherbourg SLA	98%	35.4%	-	41.7%	-
Murgon SLA	12%	16.9%	4.9%	56.9%	75.0%
<b>Southern Wide Bay-Burnett PEA</b>	5%	<b>26.2%</b>	<b>8.0%</b>	<b>47.5%</b>	<b>66.1%</b>
Queensland	3%	18.1%	5.9%	59.7%	77.8%

*Source: ABS, Census of Population and Housing, Usual Residence, 2011*

**Weaker Labour Market Outcomes for Indigenous Working Age Population**

*Source: ABS, Census of Population and Housing, Usual Residence, 2011*

At the time of the 2011 Census, the Cherbourg SLA had the largest Indigenous population in the Region (98 per cent of the working age population) and had an unemployment rate of 35.4 per cent.

In the Southern Wide Bay-Burnett PEA, the unemployment rate for Indigenous residents was 26.2 per cent, over 3 times the unemployment rate for non-Indigenous residents (8.0 per cent).

The proportion of the working age population participating in the labour market was much lower for Indigenous residents in the PEA (47.5 per cent) compared with 66.1 per cent for non-Indigenous residents.



**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
Cherbourg SLA	110	60%	41%	83%
Cooloola SLA (excl. Gympie)	440	23%	11%	58%
Cooloola SLA (Gympie only)	490	26%	10%	56%
Nanango SLA	270	33%	18%	66%
Tiaro SLA	170	34%	17%	71%
<b>Southern Wide Bay-Burnett PEA</b>	<b>1,620</b>	<b>27%</b>	<b>13%</b>	<b>60%</b>
Queensland	62,170	14%	5%	43%
Australia	294,880	14%	5%	44%

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

**Jobless Families (with children aged less than 15 years)**

*Source: ABS, Census of Population and Housing, Usual Residence, 2011*

Jobless families are families (with children under 15 years of age) where no parent is employed. Some 27 per cent of families in the Southern Wide Bay-Burnett PEA did not have an employed parent, a figure much higher than the figures for Queensland and Australia (both 14 per cent). High proportions of jobless families with children were seen in the Tiaro and Nanango SLAs (34 and 33 per cent respectively).

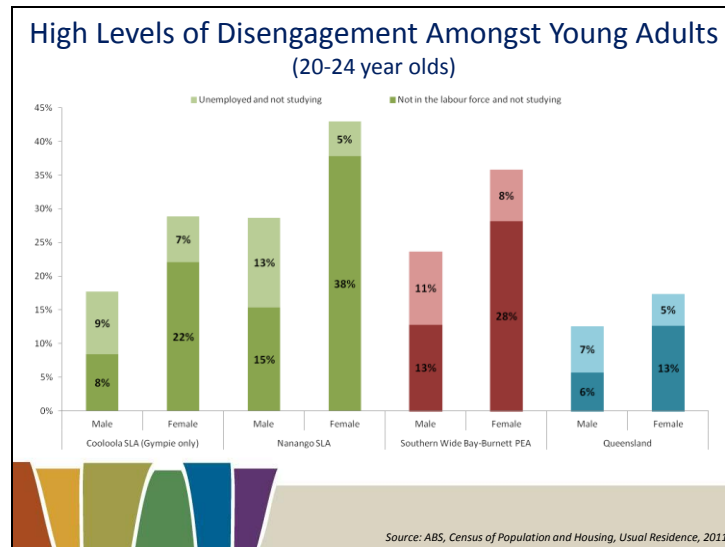
The proportion of jobless couple families was also higher in the PEA (13 per cent) compared with Queensland and Australia (both 5 per cent). In the PEA, 3 out of 5 lone parent families were jobless.

Nationally, 40 per cent (or 259,200) 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 (142,100) 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.*



**High Levels of Disengagement Amongst Young Adults (20-24 year olds)**

*Source: ABS, Census of Population and Housing, Usual Residence, 2011*

At the time of the 2011 Census, 30 per cent of young adults (persons aged 20 to 24 years) in the Southern Wide Bay-Burnett PEA were neither working nor studying. This figure was notably higher when compared with Queensland (15 per cent).

For young adult males in the PEA, 13 per cent were not in the labour force and not studying. A further 11 per cent were unemployed and not studying.

For young adult females in the PEA, 28 per cent were not in the labour force and not studying. A further 8 per cent were unemployed and not studying.

**Lower Educational Attainment**  
persons aged 25-34 years

Region	Completed Year 12	Attained Advanced Diploma, Diploma or Certificate III & IV Level	Attained Bachelor Degree or Higher
Cherbourg SLA	19%	21%	0%
Cooloola SLA (excl. Gympie)	54%	37%	11%
Cooloola SLA (Gympie only)	58%	35%	12%
Kilkivan SLA	52%	35%	9%
Murgon SLA	60%	34%	17%
Nanango SLA	52%	31%	10%
Tiaro SLA	49%	35%	9%
<b>Southern Wide Bay-Burnett PEA</b>	<b>54%</b>	<b>34%</b>	<b>11%</b>
Queensland	74%	32%	29%
Australia	75%	30%	35%

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

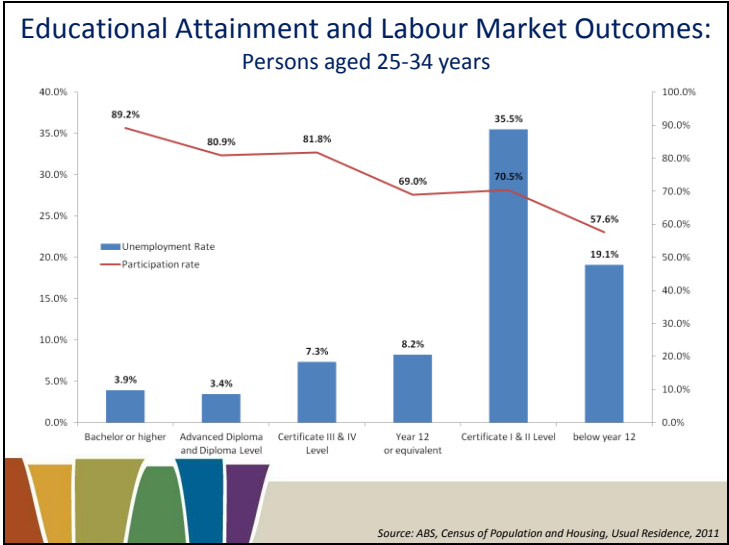
**Educational Attainment (persons aged 25-34 years)**

*Source: ABS, Census of Population and Housing, Usual Residence, 2011*

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.

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Southern Wide Bay-Burnett PEA who had completed Year 12 or equivalent was 54 per cent. This was considerably lower than for Queensland (74 per cent) and Australia (75 per cent).

At the time of the 2011 Census, the proportion of 25 to 34 year olds who had attained an Advanced Diploma, Diploma or Certificate level III or IV in the PEA (34 per cent) was higher than the state and national averages (32 per cent and 30 per cent respectively). The proportion who had attained a Bachelor Degree or higher (11 per cent) was far lower than the state and national averages (29 per cent and 35 per cent respectively).



**Educational Attainment and Labour Market Outcomes (persons aged 25-34 years)**

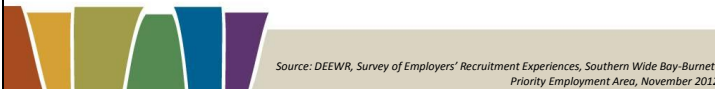
Source: ABS, Census of Population and Housing, Usual Residence, 2011

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Southern Wide Bay-Burnett PEA, there were high unemployment rates for those who had completed Certificate I & II but had not completed Year 12 (35.5 per cent) and those who had not completed Year 12 or a post school qualification (19.1 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 gaining employment.

### What are employers saying?

- Recruitment activity remains subdued
- High applicant numbers, yet few are suitable
  - Many job seekers don't have the skills, experience and qualifications that employers are looking for
- Pockets of recruitment difficulty
- Some unmet demand across industries and occupation groups

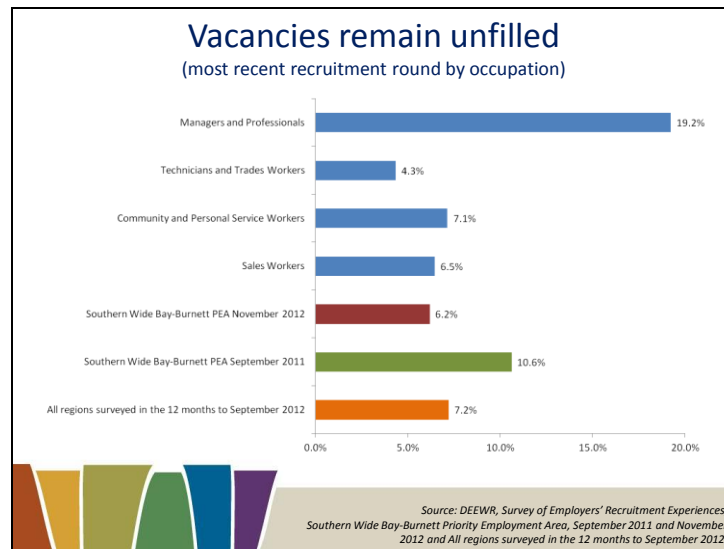


*Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett Priority Employment Area, November 2012*

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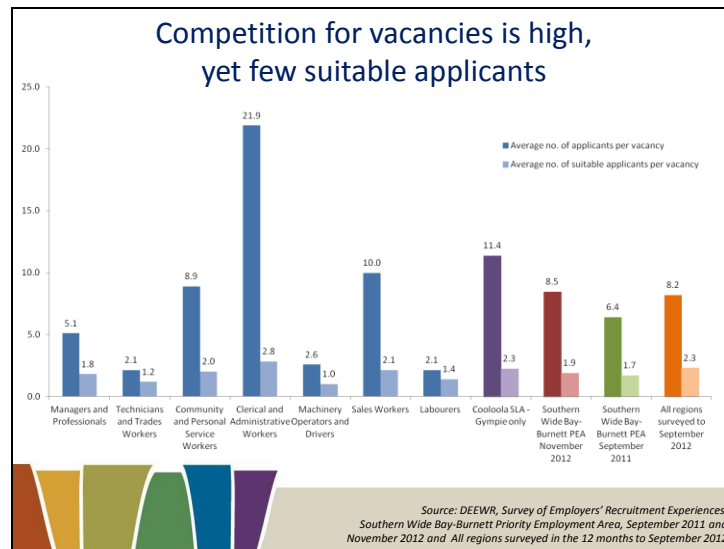


**Vacancies remain unfilled (most recent recruitment round by occupation)**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011 and November 2012, Southern Wide Bay-Burnett Priority Employment Area, All regions surveyed in the 12 months to September 2012*

In employers' most recent recruitment round, 6.2 per cent of vacancies remained unfilled in the Southern Wide Bay-Burnett PEA. This proportion had decreased since the region was previously surveyed in 2011.

Employers recruiting for Managers and Professionals had one in five vacancies go unfilled. Vacancies also went unfilled for Community and Personal Service Workers, Sales Workers and Technicians and Trades Workers.



**Competition for vacancies is high, yet few suitable applicants**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011 and November 2012, Southern Wide Bay-Burnett Priority Employment Area, All regions surveyed in the 12 months to September 2012*

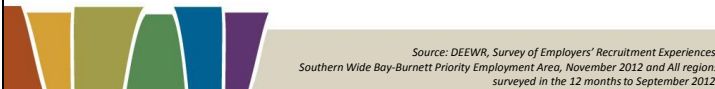
There was, on average, more competition for vacancies in the Southern Wide Bay-Burnett PEA (8.5 applicants per vacancy) compared with the last time the PEA was surveyed (6.4 applicants per vacancy). However, the average number of suitable applicants per vacancy still remained low (1.9).

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

Employers recruiting for Technicians and Trade Workers had little choice of applicants with an average of 2.1 applicants of which only 1.2 were considered suitable.

### Recruitment difficulty by industry

- High proportion of vacancies remained unfilled in Accommodation and Food Services industry
- Recruitment difficulty also high and average number of suitable applicants very low in Accommodation and Food Services industry
- High proportion of vacancies remained unfilled in the Manufacturing industry



Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett Priority Employment Area, November 2012 and All regions surveyed in the 12 months to September 2012.

### **Recruitment difficulty by industry**


*Source: DEEWR, Survey of Employers' Recruitment Experiences, November 2012, Southern Wide Bay-Burnett Priority Employment Area, All regions surveyed in the 12 months to September 2012*

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- Recruitment difficulty also high and average number of suitable applicants very low in Accommodation and Food Services industry
- High proportion of vacancies remained unfilled in the Manufacturing industry



**Many applicants were considered unsuitable**

- More than **three quarters** of all applicants were considered to be unsuitable for the job.  
Common reasons job applicants were unsuitable were:
  - Insufficient technical skills or experience (65%)
  - Insufficient qualifications or training (27%)
  - Lack of employability skills and personal characteristics (47%)

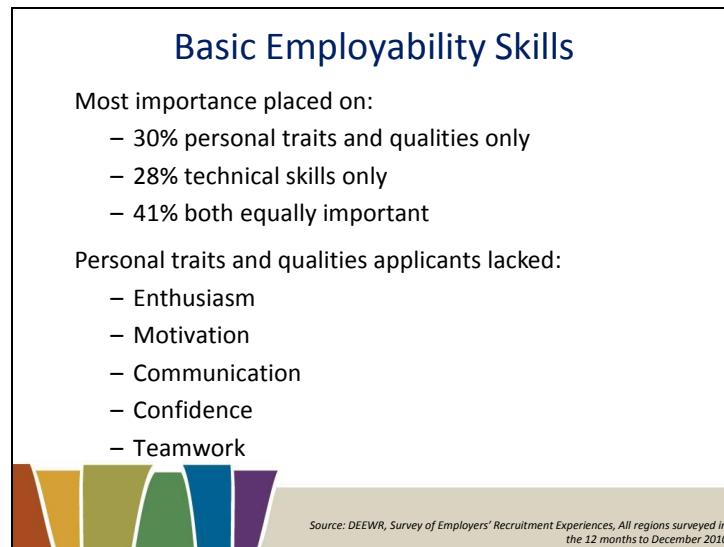


Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett Priority Employment Area, November 2012

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  - Insufficient technical skills or experience (65%)
  - Insufficient qualifications or training (27%)
  - Lack of employability skills and personal characteristics (47%)



**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

Bachelor Degree or Higher VET Qualifications	
Registered Nurses	Chefs
Generalist Medical Practitioners	Motor Mechanics
Other occupations	
Receptionists	Bar Attendants and Baristas
Kitchenhands	

Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett Priority Employment Area, November 2012

**Occupations difficult to fill**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett PEA, November 2012.*

The following occupations were commonly reported as being difficult to fill:

**Bachelor Degree or Higher VET Qualifications**


- Registered Nurses
- Generalist Medical Practitioners
- Chefs
- Motor Mechanics

**Other occupations**

- Receptionists
- Kitchenhands
- Bar Attendants and Baristas

### Apprentices and Trainees

- Almost one in four employers had an apprentice or trainee when the survey was undertaken (32% for all regions)
- 26% of these employers reported they had experienced challenges
- Challenges commonly reported:
  - apprentices and trainees lacked work readiness (38%)
  - Quality/service of the mandatory training organisation/s (21%)
- Only 13% of businesses in the PEA expected to recruit at least one apprentice or trainee in the 12 months following the survey (21% in all regions)

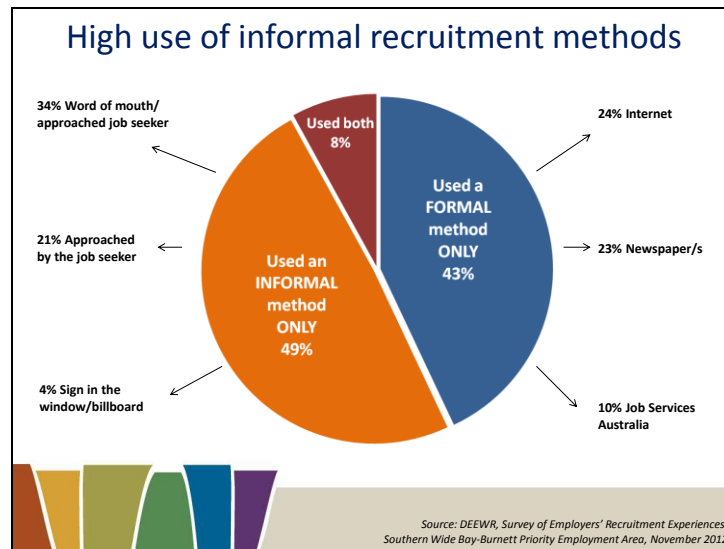


Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett Priority Employment Area, November 2012

### **Apprentices and Trainees**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett PEA, November 2012 and All regions surveyed in the 12 months to September 2012*

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### **High use of informal recruitment methods**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett PEA, November 2012.*

Almost half of employers (49 per cent) in the Southern Wide Bay-Burnett PEA used informal methods *only* in their most recent recruitment round.


The informal recruitment methods most commonly used were:

- Word of mouth/approached the jobseeker
- Employer was approached by the jobseeker
- Sign in the window/billboard

### Future Recruitment Expectations

for the 12 months following the survey

- Fewer employers expect to recruit in the future (32 per cent) compared with all regions surveyed (47 per cent)
  - Plans to recruit to increase staff numbers was highest in the Manufacturing and Accommodation and Food Services industries
- Those that are recruiting are expecting more difficulty (44 per cent) compared with 2010 survey (36 per cent)
- Over half of employers (57 per cent) anticipate challenges in the next year
  - Of these employers half said that reduced business activity/customers was their biggest concern

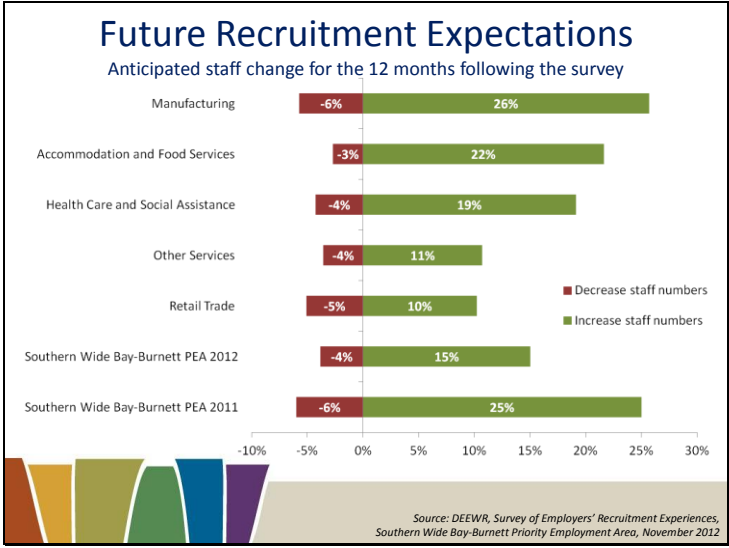


Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett Priority Employment Area, November 2012

#### **Future recruitment expectations for the 12 months following the survey**

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**Future Recruitment Expectations – Anticipated staff change for the 12 months following the survey**

Source: DEEWR, Survey of Employers' Recruitment Experiences, Southern Wide Bay-Burnett PEA, November 2012.

A smaller proportion of employers (15 per cent) expected to increase staff numbers in the 12 months following the survey compared with the previous survey in 2011 (25 per cent).

Employers in the Manufacturing industry were most likely to recruit to increase staff numbers (26 per cent) followed by employers in Accommodation and Food Services (22 per cent) and Health Care and Social Assistance (19 per cent).

## Conclusion

- Consistently higher than average unemployment rate and lower levels of participation
- Recruitment activity remains subdued

**Opportunities:**


- Health Care and Social Assistance industry seeing large growth
- Some unmet demand with low suitable applicants and unfilled vacancies, particularly in the Accommodation and Food Services industry
- Ageing population/workforce

**Challenges:**

- Lower education levels, Indigenous unemployment, disengaged youth, jobless families
- Fewer employers expect to recruit and increase their staff numbers in the near future
- Future labour supply

**Key Issues:**

- Job seekers need skills and experience: education and training, re-training, employability skills
- Further engagement with employers regarding opportunities for work experience and apprenticeships, unfilled vacancies and how they fill them
- Collaboration with employers, Local Employment Coordinator and key stakeholders



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**Further Information**

- [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/regionalreports](http://www.deewr.gov.au/regionalreports)
- [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.deewr.gov.au/news/aussie-jobs-publication-highlights-employment-growth](http://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 websites:

[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/regionalreports](http://www.deewr.gov.au/regionalreports)

[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.deewr.gov.au/news/aussie-jobs-publication-highlights-employment-growth](http://www.deewr.gov.au/news/aussie-jobs-publication-highlights-employment-growth)

A report on the survey findings for the Southern Wide Bay-Burnett Priority Employment Area will be placed on the regional reports section of the DEEWR>Regional Reports website.



Australian Government  
Department of Education, Employment and Workplace Relations

For any questions about this presentation please contact the

**Regional and Industry Employer Surveys**

**Section on 1800 059 439 or email**

**[recruitmentsurveys@deewr.gov.au](mailto:recruitmentsurveys@deewr.gov.au)**

