

Slide 1



Australian Government  
Department of Education, Employment and Workplace Relations

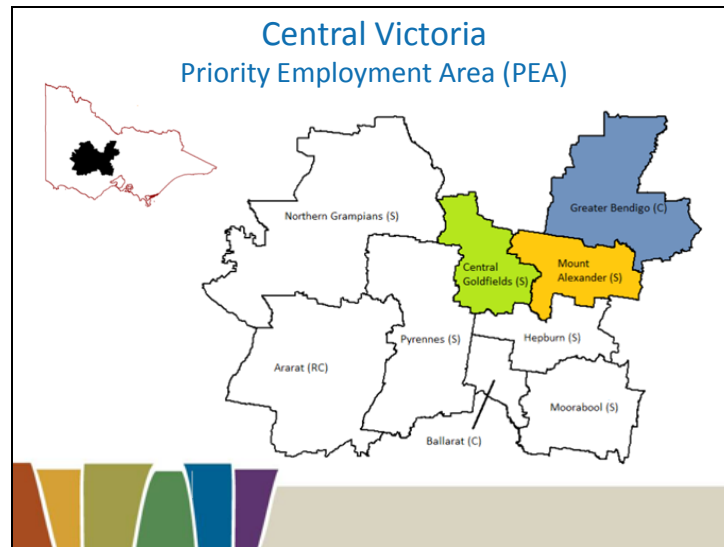
# Overview of the Bendigo Area

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**Survey of Employers' Recruitment Experiences – September 2011**

Central Victoria PEA – Bendigo Area



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)
- Pyrenees (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*

Region	Adult Population (15 +)	Growth 2005 to 2010	Working Age Participation Rate (2006)	Median Age (2006)
Central Goldfields (S)	10,700	3%	63%	46
Greater Bendigo (C)	84,200	12%	74%	37
Mount Alexander (S)	15,300	7%	68%	44
<b>Bendigo Area</b>	<b>110,200</b>	<b>10%</b>	<b>72%</b>	<b>39</b>
Central Victoria PEA	249,000	10%	73%	39
Victoria	4,528,700	11%	75%	37
Australia	18,098,600	11%	75%	37

Source: ABS Estimated Resident Population, 2005 and 2010; ABS Census of Population and Housing, 2006

### **Bendigo Area**

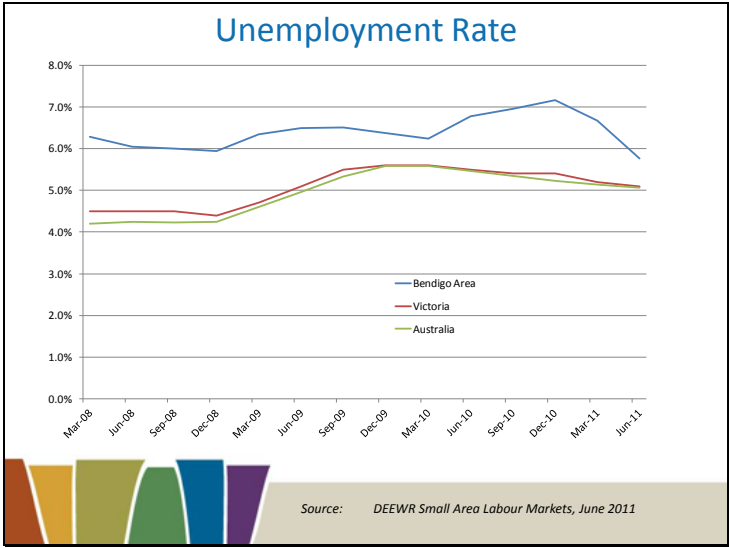
*Source: ABS Estimated Resident Population, 2005 and 2010; ABS Census of Population and Housing, 2006*

The adult population (15 years+) in the Bendigo Area increased by 10 per cent between 2005 and 2010 and stood at 110,200 as of June 2010. Population growth for Victoria and Australia during the same period was 11 per cent.

The Greater Bendigo Local Government Area (LGA) had the largest population growth (12 per cent) of all the LGAs within the Bendigo Area and accounted for 76 per cent (84,200 persons) of the Bendigo Area adult population.

At the time of the 2006 Census, the working age participation rate (15-64 years) for the Bendigo Area was 72 per cent, slightly lower than for Victoria and Australia (both 75 per cent). Greater Bendigo LGA had the highest participation rate in the Bendigo Area (74 per cent) while the Central Goldfields LGA recorded the lowest (63 per cent).

At the time of the 2006 Census, the median age of a person in the Bendigo Area was 39, which was slightly higher than that for Victoria and Australia (both 37 years).



**Unemployment Rate**

Source: DEEWR Small Area Labour Markets, June 2011

This chart shows a time series of the unemployment rate from March 2008 to June 2011 for the Bendigo Area, Victoria and Australia. The unemployment rate for the Bendigo Area has remained well above that for both Victoria and Australia during this period. However, the unemployment rate for the Bendigo Area has decreased considerably since December 2010.

Unemployment Rate			
Region	June Quarter 2010	June Quarter 2011	Annual Change (Percentage Points)
Central Goldfields (S)	10.4%	8.6%	-1.8% pts
Greater Bendigo (C)	6.4%	5.6%	-0.8% pts
Mount Alexander (S)	6.6%	5.2%	-1.4% pts
<b>Bendigo Area</b>	<b>6.8%</b>	<b>5.8%</b>	<b>-1.0% pts</b>
Central Victoria PEA	7.1%	6.4%	-0.7% pts
Victoria	5.5%	5.1%	-0.4% pts
Australia	5.5%	5.1%	-0.4% pts

Source: DEEWR Small Area Labour Markets June 2011

### **Unemployment Rate**

*Source: DEEWR Small Area Labour Markets June 2011*

Unemployment rates within the Bendigo Area vary considerably across the LGAs. In June 2011, Central Goldfields LGA had the highest unemployment rate (8.6 per cent) and Mount Alexander LGA the lowest (5.2 per cent). Greater Bendigo had an unemployment rate of 5.6 per cent.

The unemployment rate for the Bendigo Area decreased by 1.0 percentage point over the 12 months to June 2011 to 5.8 per cent. This decrease was larger than for the Central Victoria PEA over the same period (0.7 per cent) and also for Victoria and Australia (both 0.4 per cent).

### Long Term Unemployment

Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment (weeks)
	Persons	Percent of all persons unemployed	
Loddon-Mallee LFR	1,100	15%	45
Victoria	28,200	19%	36
Australia	117,000	19%	37

Source: ABS Labour Force data, 12 month averages of original data, October 2011

**Long Term Unemployment**

*Source: ABS Labour Force data, 12 month averages of original data, October 2011*

The proportion of unemployed who were long-term unemployed in the Loddon-Mallee LFR (15 per cent) is smaller than both the Victorian (19 per cent) and Australian averages (19 per cent). On the other hand, the average duration of unemployment in the LFR was 45 weeks, well above the average duration of unemployment for both Victoria (36 weeks) and Australia (37 weeks).

### Teenage Full-Time Unemployment

Region	Teenage full-time unemployment rate (15-19 years)			Full-time Unemployment to Population Ratio (October 2011)
	October 2010	October 2011	Annual Change (Percentage points)	
Loddon-Mallee LFR	40%	32%	-8% pts	6%
Victoria	28%	23%	-5% pts	3%
Australia	24%	23%	-1% pts	4%

At the time of the 2006 Census, 8 per cent of 15 to 19 year olds in the Bendigo Area were neither studying nor working, slightly higher than the national average at that time (7 per cent).

Source: ABS Labour Force, October 2011 (12 month averages); ABS Census of Population and Housing, 2006

### **Teenage Full-time Unemployment**

*Source: ABS Labour Force, October 2011 (12 month averages); ABS Census of Population and Housing, 2006*

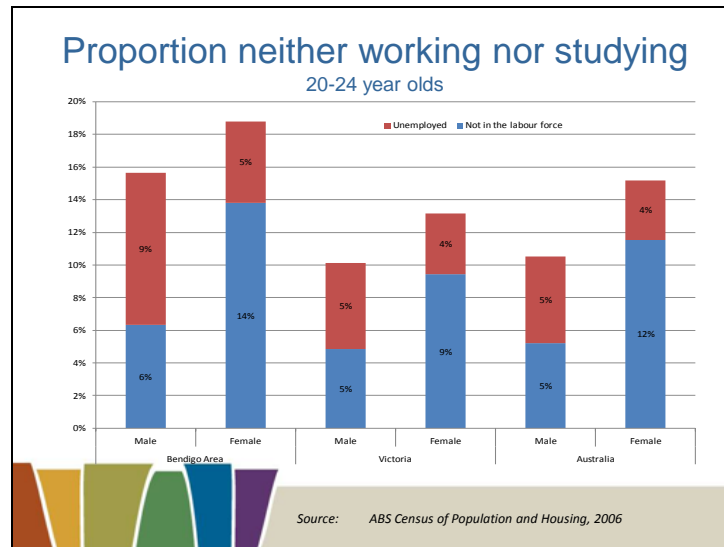
Due to their lack of skills and experience, teenagers participating in the full-time labour market can be particularly vulnerable during a labour market downturn.

In October 2011, the teenage full-time unemployment rate for the Loddon-Mallee LFR was 32 per cent. Although this was a decrease of 8 percentage points since October 2010, it was considerably higher than that for Victoria and Australia (both 23 per cent).

The teenage full-time unemployment to population ratio in the Loddon-Mallee LFR was 6 per cent, a figure higher than both those for Victoria (3 per cent) and Australia (4 per cent).

At the time of the 2006 Census, 8 per cent of 15 to 19 year olds in the Bendigo Area were neither studying nor working, slightly higher than the national average at that time (7 per cent).

Slide 8



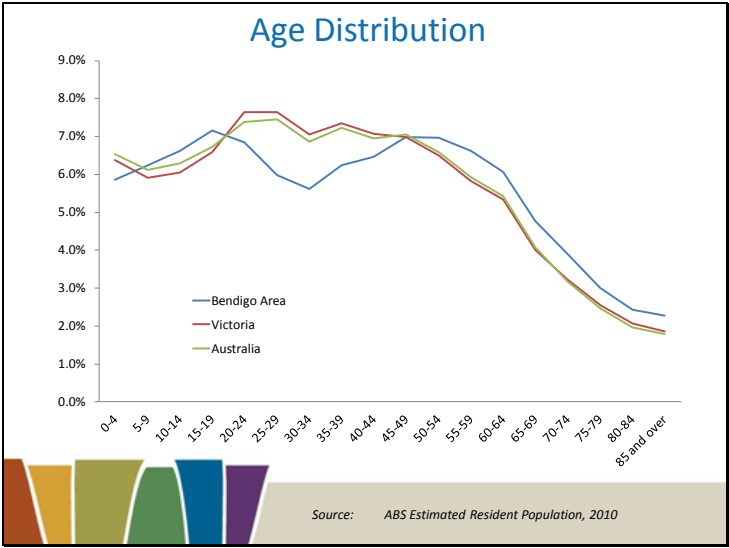
**Proportion of 20-24 year olds neither working nor studying**

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

At the time of the 2006 census 17 per cent of 20-24 year olds in the Bendigo area were neither employed nor studying, which was higher than the state and national figures (12 and 13 per cent respectively).

The Central Goldfields LGA had the largest proportion of non-participation in the Bendigo Area (the proportion neither employed nor studying was 23 per cent for males and 39 per cent for females).





**Age Distribution**

*Source: ABS Estimated Resident Population, 2010*

The age distribution of the Bendigo Area population shows a 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. For the Bendigo Area, the adult population starts to increase proportionately from the age of 30 and over, peaking around the ages 45 and 49. Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres such as Melbourne.

**Recipients of Centrelink Benefits**

Region	Proportion of the working age population (WAP) on a Centrelink benefit	Proportion of the WAP on an unemployment benefit
Central Goldfields (S)	37%	8%
Greater Bendigo (C)	23%	5%
Mount Alexander (S)	21%	5%
<b>Bendigo Area</b>	<b>24%</b>	<b>5%</b>
Central Victoria PEA	24%	5%
Victoria	17%	4%
Australia	17%	4%

Source: DEEWR administrative data, September 2011; ABS Estimated Resident Population 2010

**Recipients of Centrelink Benefits**

*Source: DEEWR Administrative Data, September 2011; ABS Estimated Resident Population 2010*

In September 2011, nearly one quarter (24 per cent) of the working age population (WAP) in the Bendigo Area were in receipt of a Centrelink benefit. This was higher than for Victoria and Australia (both 17 per cent).

There was variation in the proportion of WAP receiving Centrelink benefits across the Bendigo Area. In the Central Goldfields LGA, 37 per cent of the WAP were in receipt of a Centrelink benefit, while in the Mount Alexander LGA it was 21 per cent.

Approximately 5 per cent of the WAP in the Bendigo Area received unemployment benefits, a slightly higher figure than that for Victoria and Australia (both 4 per cent).

The LGA with the largest proportion of the WAP on unemployment benefits was Central Goldfields (8 per cent).

**Jobless Families**

Region	Number of jobless families (with children)	Proportion of all families (with children) that are jobless	Proportion of couple families (with children) that are jobless	Proportion of lone parent families that are jobless
Bendigo Area	4,100	23%	10%	51%
Victoria	152,200	20%	10%	48%
Australia	596,300	20%	10%	48%

Source: ABS Census of Population and Housing, 2006

**Jobless Families**

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

Overall, almost one in four (23 per cent) of families in the Bendigo Area did not have an employed parent, a figure higher than for Victoria and Australia (both 20 per cent). Just over half of sole parent families (51 per cent) in the Bendigo Area were jobless, this was slightly higher than the state and national figures.

The Central Goldfields LGA had the highest proportion of families that were jobless (33 per cent). The proportion of couple families that were jobless was 18 per cent and the proportion of sole parent families that were jobless 62 per cent.

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**  
Persons aged 25-34 years

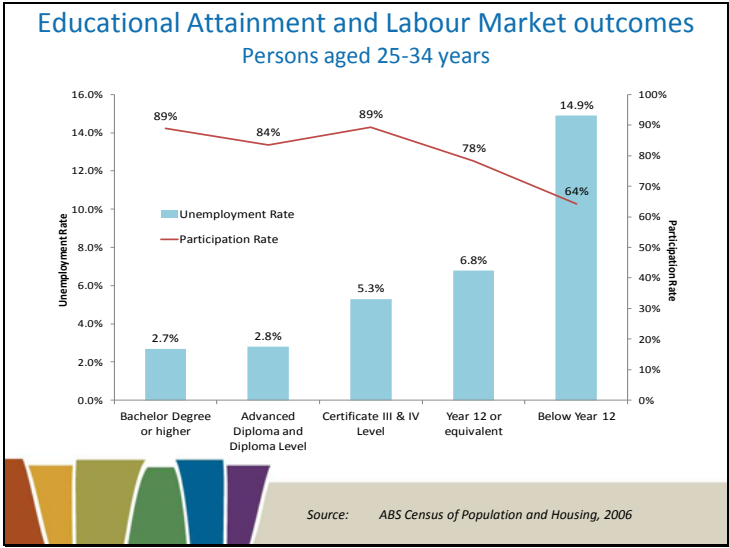
Region	Completed Yr 12	Attained Advanced Diploma, Diploma or Certificate Level	Attained Bachelor Degree or higher
Central Goldfields (S)	48%	36%	9%
Greater Bendigo (C)	60%	36%	22%
Mount Alexander (S)	53%	35%	19%
<b>Bendigo Area</b>	<b>59%</b>	<b>36%</b>	<b>21%</b>
Central Victoria PEA	60%	36%	21%
Victoria	73%	30%	34%
Australia	69%	32%	29%

Source: ABS Census of Population and Housing, 2006

### **Educational Attainment**

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

- The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to weather an economic shock. For example, upon retrenchment, people with lower educational attainment will usually have fewer opportunities to find alternative employment than higher skilled counterparts. Accordingly, regions with relatively low levels of educational attainment tend to be less able to adjust to economic slowdowns and will have greater labour market difficulty.
- At the time of the 2006 Census, a smaller proportion of people aged 25 to 34 years old had completed Year 12 or equivalent in the Bendigo Area (59 per cent) when compared with Victoria (73 per cent) and Australia (69 per cent).
- Jobseekers who have not completed Year 12 and have limited experience in the workforce are likely to lack basic employability skills, skills that are valuable for entry level positions and apprenticeships and traineeships.
- Just over one-fifth (21 per cent) of 25 to 34 year olds had attained a Bachelor Degree or higher qualification in the Bendigo. Again, this figure is lower than those for Victoria (34 per cent) and Australia (29 per cent).
- On the other hand, the proportion of 25 to 34 year olds who had completed an Advanced Diploma, Diploma or Certificate Level qualification (36 per cent) was larger when compared to Victoria and Australia (30 and 32 per cent respectively).



**Educational Attainment and Labour Market Outcomes – Bendigo Area**

Source: ABS Census of Population and Housing, 2006

There is a strong relationship between educational attainment and employment outcomes. In the Bendigo Area there was a high unemployment rate for 25-34 year olds who did not complete Year 12 (14.9 per cent) and, to a lesser extent, those who had completed a Year 12 without post-school qualifications (6.8 per cent). For those who attained a Certificate Level III or IV or above, the unemployment rate was considerably lower. These figures emphasise the importance of continuing education in helping job seekers to participate in the labour market and obtain employment.

**Socio-economic indicators by LGA**

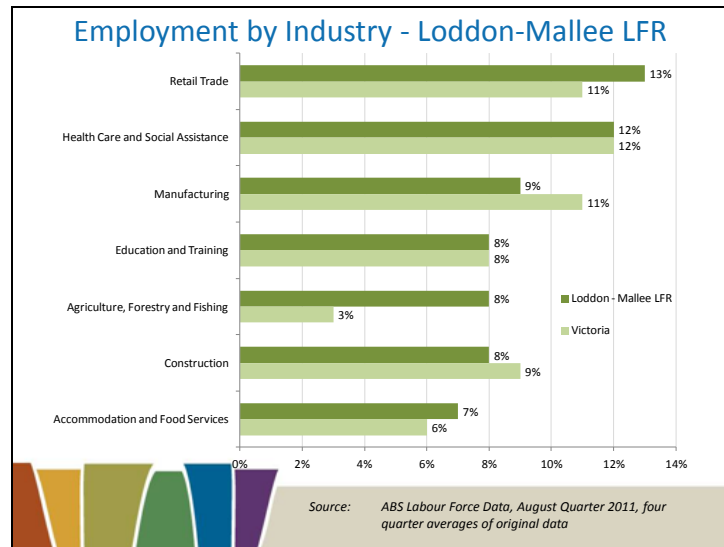
Key Indicators	Gr. Bendigo	Cent. Goldfields	Mount Alexander	Victoria	Australia
Median household income (weekly)	\$833	\$580	\$662	\$1,022	\$1,027
Unemployment Rate	5.6%	8.6%	5.2%	5.1%	5.1%
Jobless Families	23%	33%	23%	20%	20%
Lone parent jobless families	51%	62%	51%	48%	48%
% of renters in public housing	17%	21%	12%	12%	15%
% 25-34 year olds completed Year 12	60%	48%	53%	73%	69%
Year 9 govt school students who did not meet minimum standard for reading in 2010	12%	8%	3%	5%	8%
Who did not meet minimum standard for numeracy	12%	8%	5%	3%	5%

Source: ABS Census of Population and Housing 2006; ABS Estimated Resident Population 2010; Myschool website: [www.myschool.edu.au](http://www.myschool.edu.au); DEEWR Small Area Labour Markets June 2011

**Socio-economic indicators by Local Government Area**

Source: ABS Census of Population and Housing 2006; ABS Estimated Resident Population 2010; Myschool website: [www.myschool.edu.au](http://www.myschool.edu.au); DEEWR Small Area Labour Markets, June 2011

The Central Goldfields LGA had higher levels of disadvantage when compared to the other LGAs within the Bendigo Area. These include lower median income, a higher unemployment rate, families more likely to be jobless, a higher proportion of renters using public housing and a lower Year 12 completion rate.



**Employment by Industry– Loddon-Mallee Labour Force Region**

*Source: ABS Labour Force Data, August Quarter 2011, four quarter averages of original data*

In August 2011, the Retail Trade Industry accounted for a larger proportion of employment in the Loddon-Mallee LFR than any other industry (13 per cent) . This figure was higher than that for the Retail Trade industry in Victoria (11 per cent). The Health Care and Social Assistance and Manufacturing industries were the two next largest employers (12 and 9 per cent respectively). Agriculture, Forestry and Fishing accounted for a far larger proportion of employment in the Loddon-Mallee LFR (8 per cent) than it did in Victoria overall (3 per cent).



Internet Vacancies Index		
Vic-Regional IVI – 2010-2011	October 2011 Index (May 2010 = 100)	Number of vacancies (October 2011)
Managers	147.2	132
Professionals	117.5	244
Technicians and Trades Workers	109.7	238
Community and personal Service Workers	166.4	160
Clerical and Administrative Workers	106.5	179
Sales Workers	116.8	220
Machinery Operators and Drivers	122.8	126
Labourers	121.9	424
<b>Bendigo &amp; High Country</b>	<b>121.6</b>	<b>1724</b>
Melbourne	111.3	50549

Source: DEEWR Vacancy Report, October 2011

### **Internet Vacancies Index — Bendigo & High Country**

*Source: DEEWR, Internet Vacancies Index, October 2011*

The entire Bendigo Area is situated in the Bendigo & High Country IVI region and accounts for 24 per cent of the region’s population.

In October 2011, the number of internet vacancies in the Bendigo & High Country IVI region was 1724. This was a 22 per cent increase from May 2010.

*Note: The monthly Internet Vacancy Index (IVI) is based on a monthly count of online vacancies lodged on SEEK, MyCareer, CareerOne, and Australian JobSearch. Vacancy numbers are three month moving averages. Figures are indexed with May 2010 being the base month (100).*

**Survey Results**  
Recruitment experiences in the 12 months preceding the survey

	Bendigo Area (May 2010)	Bendigo Area (Sept 2011)	Central Victoria PEA (May 2010)	Central Victoria PEA (Sep 2011)	All Regions Surveyed (12 months to Sep 2011)
Employers who recruited	73%	71%	75%	73%	71%
- Growth	63%	50%	61%	54%	53%
- Staff turnover	86%	88%	86%	85%	86%
Vacancies per 100 staff	15	13	11	16	22
% of vacancies unfilled	6.3%	10.6%	6.7%	9.4%	8.0%
Experienced difficulty	53%	61%	53%	59%	60%

Source: DEEWR, Survey of Employers' Recruitment Experiences, May 2010 and September 2011

**Survey Results**

**Recruitment Experiences 12 Months Preceding the Survey**

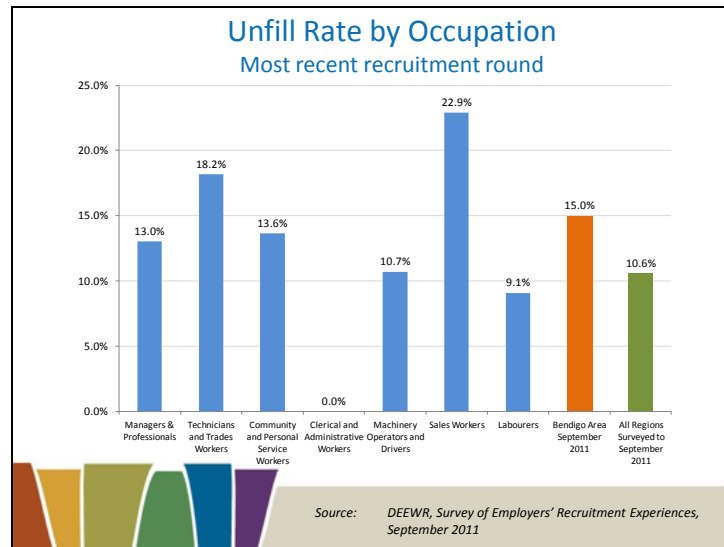
Source: DEEWR, Central Victoria Priority Employment Area (PEA) Survey of Employers' Recruitment Experiences, May 2010 and September 2011.

173 employers were surveyed in the Bendigo Area in September 2011.

The proportion of employers in the Bendigo Area who had recruited in the 12 months to September 2011 (71 per cent) was slightly smaller than that reported in the May 2010 survey (73 per cent), but the same as all regions surveyed in the 12 months to September 2011 . Also, a smaller proportion of employers in the Bendigo Area recruited due to business growth (50 per cent) when compared with the May 2010 results (63 per cent) and all regions surveyed (53 per cent). A slightly larger proportion of employers (88 per cent) recruited to replace staff when compared with the May 2010 result and all regions surveyed (both 86 per cent).

Overall, recruitment activity in the Bendigo Area was lower than it was in May 2010 (13 vacancies per 100 staff compared with 15 vacancies per 100 staff). It was also lower than that for all regions (24 vacancies per 100 staff). However, a higher proportion of vacancies were unfilled in September 2011 (10.6 per cent) compared with May 2010 (6.3 per cent) and all regions surveyed (8.0 per cent).

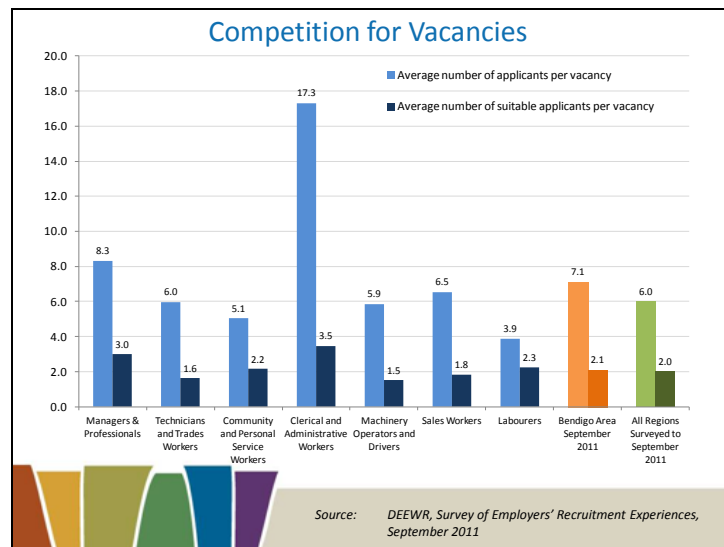
A higher proportion of employers in the Bendigo Area reported recruitment difficulty (61 per cent) than in May 2010 (53 per cent) and for all regions surveyed (60 per cent).



**Recruitment Difficulty by Occupation — Most recent recruitment round**

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011.

The unfill rate differed by occupation in the Bendigo Area. Sales Workers and Technicians and Trades Workers had the highest rate of unfilled vacancies (22.9 per cent and 18.2 per cent respectively), followed by Community and Personal Service Workers (13.6 per cent) and Managers and Professionals (13.0 per cent). Machinery Operators and Drivers and Labourers also had high unfill rates (10.7 per cent and 9.1 per cent respectively). By contrast, employers recruiting for Clerical and Administrative Workers filled all their vacancies.

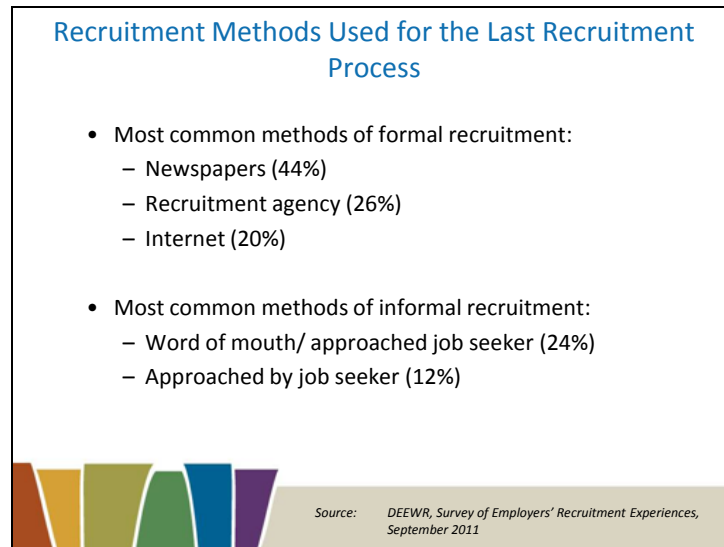


### **Competition for vacancies— Most recent recruitment round**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011.*

The average number of applicants per vacancy in the Bendigo Area (7.1 applicants per vacancy) was higher compared with all regions surveyed in the 12 months to September 2011 (6.0 applicants per vacancy). There was also a slightly higher average number of suitable applicants in the Bendigo Area (2.1 applicants per vacancy) than all regions surveyed (2.0 applicants per vacancy).

The occupation groups with the highest average number of applicants and suitable applicants per vacancy were Clerical and Administrative Workers (17.3 and 3.5 applicants per vacancy respectively). Managers and Professionals had the next highest average number of applicants and suitable applicants per vacancy (8.3 and 3.0 applicants per vacancy respectively).



### **Recruitment Methods Used for the Last Recruitment Process**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011*

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

Newspapers (44 per cent)  
Recruitment Agency (26 per cent)  
Internet (20 per cent)  
Internal Advertising (4 per cent)  
Through an Educational Institution (4 per cent)


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

Word of mouth/ approached job seeker (24 per cent)  
Approached by job seeker (12 per cent)

26 per cent of recruiting employers used informal methods *only* to advertise their most recent recruitment round.

**Reasons Applicants Unsuitable**

- 66% of recruiting employers received applications from a job seeker or job seekers they regarded as unsuitable
- Reasons applicants were considered unsuitable include:
  - Insufficient experience to perform job duties (47%)
  - Insufficient qualifications or training (22%)
  - Employability skills:
    - Lack of work readiness (14%)



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

### **Reasons Applicants Unsuitable**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011*

66 per cent of recruiting employers in the Bendigo Area received applications from a job seeker or job seekers they regarded as unsuitable.

Reasons applicants were considered unsuitable include:

- Insufficient experience to perform job duties (47 per cent)
- Insufficient qualifications or training (22 per cent)
- Employability skills:
- Lack of work readiness (14 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

**Apprentices and Trainees**

- 41% of businesses employed at least one apprentice or trainee (35% in all regions surveyed to September 2011)
  - 36% of these employers reported they had experienced challenges employing an apprentice or trainee
  - Challenges most commonly reported were apprentices and trainees lacked general work readiness (46%) and lacked soft skills (32%)
  - Employers also commonly reported that apprentices and trainees did not complete their training (25%)
- 24% of businesses expected to recruit at least one apprentice or trainee in the 12 months following the survey



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

### **Apprentices and Trainees**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011*

41 per cent of businesses employed at least one apprentice or trainee (35 per cent in all regions surveyed to September 2011).


- 36 per cent of these employers reported they had experienced challenges employing an apprentice or trainee.
- Challenges most commonly reported were apprentices and trainees lacked general work readiness (46 per cent) and lacked soft skills (32 per cent).
- Employers also commonly reported that apprentices and trainees did not complete their training (25 per cent).

24 per cent of businesses expected to recruit at least one apprentice or trainee in the 12 months following the survey.



**Staff Training**

- 46% of businesses had employees undertake recognised training (44% in all regions surveyed to September 2011)
  - Training was most commonly supplied by a commercial training provider (47%)
  - An industry body or TAFE were other common providers of training (20% and 19% respectively)
- Over one in five employers (21%) had a barrier to providing training
  - Most common barriers included cost of training (49%), location of training (35%), and the timing of training (19%).



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

### **Staff Training**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011*

46 per cent of businesses surveyed in the Bendigo Area had employees undertake recognised training (44 per cent in all regions surveyed to September 2011). Training was most commonly supplied by a commercial training provider (47 per cent ). An industry body or TAFE were the next most commonly used providers of training (20 per cent and 19 per cent respectively)

Over one in five employers (21 per cent ) had a barrier to providing training. The most common barriers included the cost of training (49 per cent), location of training (35 per cent ), and the timing of training (19 per cent).

Occupations Difficult to Fill – Bendigo Area	
Bachelor Degree or Higher VET qualifications	
Welders	Motor Mechanics*
Architects and Landscape Architects	Chefs*
Cooks	Electricians
Generalist Medical Practitioner	Metal Fitters and Machinists*
Plumbers*	Retail Managers
Other VET qualifications and lower skilled occupations	
Sales Assistants (General)*	Truck Drivers
Delivery Drivers	General Clerks
Child Carers*	Housekeepers
Kitchenhands	Receptionists

\* Occupations also difficult to fill in the May 2010 Survey

Source: DEEWR, Survey of Employers' Recruitment Experiences, May 2010 and September 2011

### **Occupations Difficult to Fill**

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, May 2010 and September 2011

This slide shows the vacancies that employers most commonly reported as being difficult to fill in the Bendigo Area. (\* - Occupations also difficult to fill in the May 2010 survey)

#### **Bachelor Degree or Higher VET qualifications**


Structural Steel and Welding Trades Workers (Welders)  
 Motor Mechanics\*  
 Architects and Landscape Architects  
 Chefs\*  
 Cooks  
 Electricians  
 Generalist Medical Practitioner  
 Metal Fitters and Machinists\*  
 Plumbers\*  
 Retail Managers

#### **Other VET qualifications and lower skilled occupations**

Sales Assistants (General)\*  
 Truck Drivers  
 Delivery Drivers  
 General Clerks  
 Child Carers\*  
 Housekeepers  
 Kitchenhands  
 Receptionists

### Employers experience with Job Services Australia

- One in five recruiting employers in the Bendigo area had used a Job Services Australia (JSA) provider to advertise a vacancy in the past 12 months, compared with 23 percent for all regions surveyed
  - Of these, 83 per cent of employers were satisfied with the services they received from the JSA provider, compared with 80 per cent for all regions surveyed
  - The common reasons employers were not satisfied with JSA providers:
    - Applicants lacked personal traits and qualities
    - Applicants lacked technical skills/experience
    - Poor customer service from JSA providers



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

### **Employers experience with Job Services Australia**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011*

- One in five (20 per cent) recruiting employers in the Bendigo area had used a Job Services Australia provider to advertise a vacancy in the past 12 months, compared with 23 percent for all regions surveyed
  - Of these, 83 per cent of employers were satisfied with the services they received from Job Services Australia, compared with 80 per cent for all regions surveyed
  - The common reasons employers were not satisfied with JSA providers:
    - Applicants lacked personal traits and qualities
    - Applicants lacked technical skills/experience
    - Poor customer service from JSA providers

Industry/ Region	Expected to recruit	Expected to increase staff	Expected to decrease staff	Expected difficulty
Accommodation and Food Services	71%	35%	0%	25%
Manufacturing	67%	41%	7%	39%
Construction	65%	29%	6%	55%
Retail Trade	48%	18%	12%	31%
Health Care and Social Assistance	56%	19%	0%	33%
<b>All Industries (Bendigo Area)</b>	<b>56%</b>	<b>29%</b>	<b>6%</b>	<b>40%</b>
Central Victoria PEA (Sep 2011)	57%	31%	5%	38%
All Regions Surveyed (12 months to September 2011)	52%	29%	4%	47%

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

### **Future Recruitment Expectations**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011*

Employers in the Bendigo Area were asked about their recruitment expectations in the 12 months following the survey. More than half of employers (56 per cent) expected to recruit in the 12 months following the survey, compared with 52 per cent for all regions surveyed in the 12 months to September 2011. The proportion of employers in the Bendigo Area (29 per cent) expecting to increase staff numbers in the following 12 months was the same as that for all regions surveyed. A larger proportion of employers (6 per cent) in Bendigo Area expect to reduce staff numbers, compared with that for all regions surveyed (4 per cent).

Recruitment expectations were greatest in the Accommodation and Food Services and Manufacturing industries (71 and 67 per cent respectively), as were intentions to increase staff numbers (35 and 41 per cent respectively). Employers in the Retail Trade Industry were most likely to report that they intended to decrease staff numbers (12 per cent).

Two fifths of recruiting employers in the Bendigo Area expected recruitment difficulty in the 12 months following the survey compared with almost one half of employers in all regions surveyed (47 per cent).

**Occupations employers expect to recruit for in the 12 months following the survey – Bendigo Area**

Bachelor Degree or Higher VET qualifications	
Civil Engineering Professionals	Electricians
Metal Fitters and Machinists	Other Building and Engineering Technicians
Primary School Teachers	
Other VET qualifications and lower skilled occupations	
Sales Assistants (General)	Truck Drivers
Sales Representatives	Delivery Drivers
Fast Food Cooks	General Clerks

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

**Occupations Employers Expect to Recruit in 12 months following the survey**

*Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011*

This slide shows the vacancies that employers most commonly reported as expecting to recruit for in the Bendigo Area in the 12 months following the survey.

**Bachelor Degree or Higher VET qualifications**


- Civil Engineering Professionals
- Electricians
- Metal Fitters and Machinists
- Other Building and Engineering Technicians
- Primary School Teachers

**Other VET qualifications and lower skilled occupations**

- Sales Assistants (General)
- Truck Drivers
- Sales Representatives
- Delivery Drivers
- Fast Food Cooks
- General Clerks

**Conclusion**

- Labour market is one of contrast but overall is relatively strong and the signs are positive
- Regional disparity
- Some disadvantaged groups
  - Long-term unemployed, less educated, people with disabilities, jobless families, youth
- Opportunities exist
  - Some unmet demand and recruitment difficulty
  - Target growth industries / occupations difficult to fill
  - Low competition for some occupations
  - Majority of employers expect to recruit in the following 12 months
- Job seekers need to be job ready
  - Work experience
  - Training
  - Apprenticeships
  - Literacy and numeracy
  - Employability skills
- Further engagement with employers
- Work with the Local Employment Coordinator



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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) including [Skill Shortages, Australia](#)
- [www.deewr.gov.au/regionalreports](http://www.deewr.gov.au/regionalreports)
- [www.deewr.gov.au/australianjobs](http://www.deewr.gov.au/australianjobs)
- [www.joboutlook.gov.au](http://www.joboutlook.gov.au)



**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/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.joboutlook.gov.au](http://www.joboutlook.gov.au)

A report on the survey findings for the Central Victoria Priority Employment Area will be placed on the regional reports section of the DEEWR- Regional Reports web site.

Thank you.

