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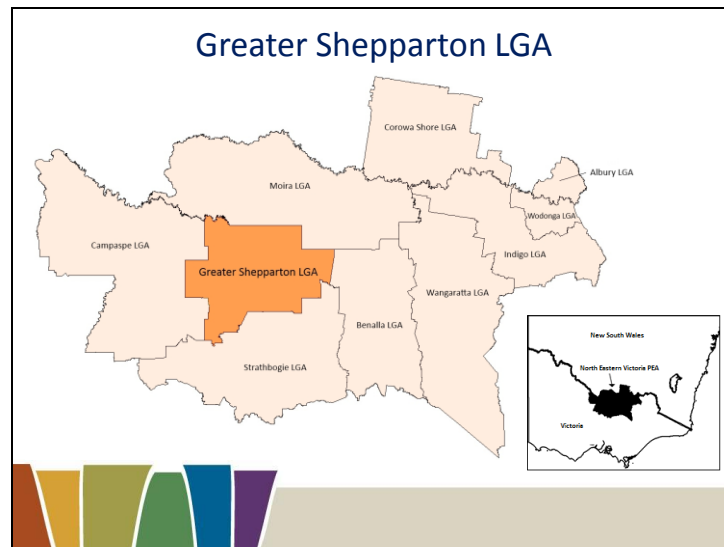
Australian Government
Department of Education, Employment and Workplace Relations

Greater Shepparton Local Government Area

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Greater Shepparton LGA

The Greater Shepparton LGA is the most populated LGA within the North Eastern Victoria Priority Employment Area.

The North Eastern Victoria PEA comprises of the following ten LGAs:

- Greater Shepparton
- Albury
- Benalla
- Campaspe
- Corowa Shire
- Indigo
- Moira
- Strathbogie
- Wangaratta
- Wodonga

Population Profile			
Region	Adult Population (15+ years)	Adult Population Growth (2006 to 2011)	Median Age
Greater Shepparton LGA	48,700	5%	38
North Eastern Victoria PEA	232,700	3%	40
Victoria	4,524,800	9%	37
Australia	18,111,500	9%	37

Sources: ABS, Estimated Residential Population 2011;
ABS, Census of Population and Housing, 2011

Population Profile

Sources: ABS, Estimated Residential Population 2011; ABS, Census of Population and Housing, 2011

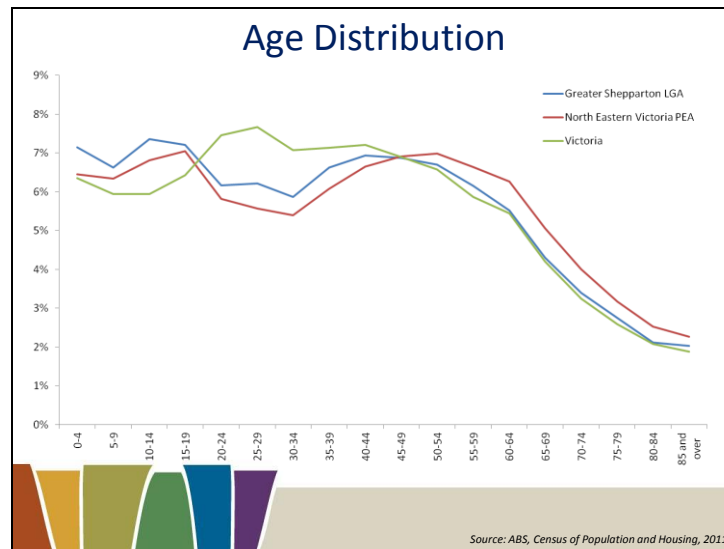
The Greater Shepparton LGA has the largest adult population of all LGAs within the North Eastern Victoria PEA with an adult population (15 years and over) of 48,700 at June 2011.

The LGA experienced slower growth in adult population growth (5 per cent) compared with Victoria and Australia (9 per cent), although growth was slightly stronger compared with the growth for the PEA overall (3 per cent).

The median age in the Greater Shepparton LGA (38 years) was slightly higher than for Victoria and Australia (both 37 years).

Note: The Albury and Wodonga LGAs combined is the largest centre within the PEA with a combined adult population of 68,300.

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Age Distribution

Source: ABS, Census of Population and Housing, 2011

This graph shows the age distribution of the Greater Shepparton LGA population compared with the age distribution for the North Eastern Victoria PEA and Victoria.

The age distribution of the Greater Shepparton LGA population shows that a smaller proportion of the population is made up of people aged between 20 and 44 years, when compared with the Victorian age distribution.

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

Workforce Profile

Region	Persons Employed (15-64 years)	Unemployment Rate (Sep 2012)	Participation Rate (2011)	Employment Growth 2006 to 2011 (15-64 years)		
				Total Persons	Female	Part time
Greater Shepparton LGA	25,600	8.3%	74.2%	4%	5%	9%
North Eastern Victoria PEA	122,700	6.4%	75.7%	2%	4%	7%
Victoria	2,448,600	5.4%	75.6%	10%	12%	14%

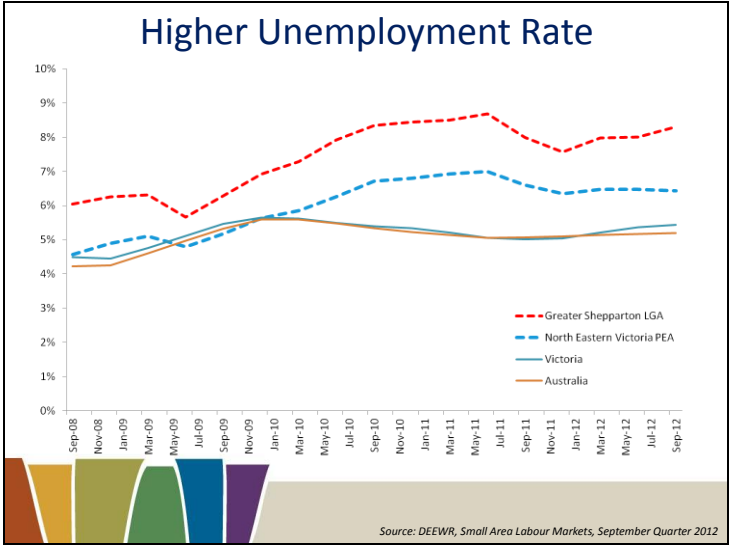
Source: ABS, Census of Population and Housing, 2011 and 2006, DEEWR, Small Area Labour Markets, September Quarter 2012

Workforce Profile

Source: ABS, Census of Population and Housing, 2011 and 2006, DEEWR, Small Area Labour Markets, September Quarter 2012

At the time of the 2011 Census, there were 25,600 employed people (aged 15-64) in the Greater Shepparton LGA and the unemployment rate for the LGA stood at 8.3 per cent at September 2012.

The Greater Shepparton LGA and North Eastern Victoria PEA overall have experienced significantly lower employment growth in the five years to 2011 compared to the average for Victoria.



High Unemployment Rate

Source: DEEWR, Small Area Labour Markets, September Quarter 2012

The unemployment rate for the Greater Shepparton LGA has remained consistently above the state and national unemployment rate since September 2008.

Higher Rates of Income Support

Region	Proportion of the WAP in receipt of an income support payment (December 2012)	Proportion of the WAP in receipt of an unemployment benefit (December 2012)
Greater Shepparton LGA	25%	7%
North Eastern Victoria PEA	21%	6%
Victoria	16%	5%
Australia	16%	5%

Source: DEEWR, administrative data, December 2012; ABS, Estimated Residential Population, 2011

Higher Rates of Income Support

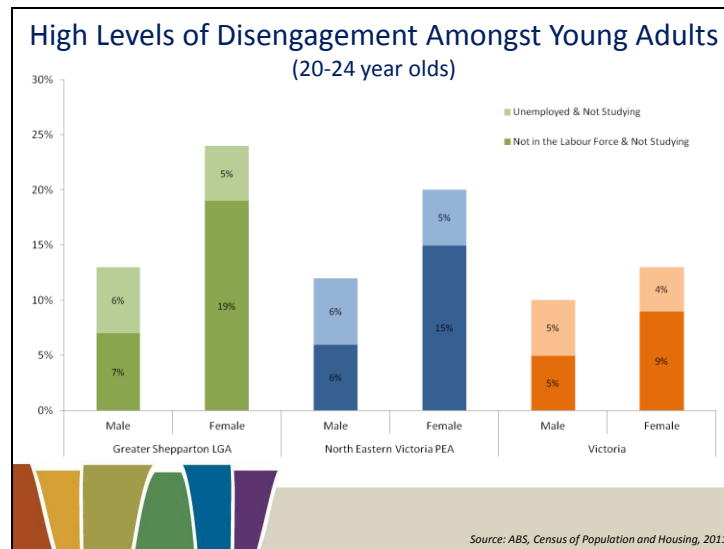
Source: DEEWR, administrative data, December 2012; ABS, Census of Population and Housing, 2011

In December 2012, a quarter of the working age population (WAP) in the Greater Shepparton LGA were in receipt of a Centrelink benefit, higher compared with the North Eastern Victoria PEA (21 per cent) and with state and national levels (both 16 per cent).

Some 7% of the WAP were in receipt of an unemployment benefit, above both state and national levels (both 5%).

As at December 2012, 7 per cent of females aged between 15 and 64 were in receipt of a single parenting payment (PPS). There was no change in this proportion since December 2009.

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High Levels of Disengagement amongst Young Adults (20-24 years)

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, 19 per cent of young adults (persons aged 20 to 24 years) in the Greater Shepparton LGA were neither working nor studying. This figure is higher when compared with Victoria (11 per cent) and the North Eastern Victoria PEA (16 per cent).

For young adult males in the LGA, 7 per cent were not in the labour force and not studying and a further 6 per cent were unemployed and not studying. For young adult females in the LGA, 19 per cent were not in the labour force and not studying and a further 5 per cent were unemployed and not studying.

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

	% WAP Indigenous	Unemployment rate (%)		Participation rate (%)	
		Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
Greater Shepparton LGA	3.2%	20.9%	5.3%	54.2%	75.0%
North Eastern Victoria PEA	2.0%	19.2%	5.1%	54.5%	76.2%
Victoria	0.7%	14.2%	5.5%	59.0%	75.8%
Australia	2.4%	17.2%	5.5%	55.9%	76.4%

Source: ABS, Census of Population and Housing, 2011

Weaker Labour Market Outcomes for Indigenous Working Age Population

Source: ABS, Census of Population and Housing, 2011

This slide shows labour market outcomes of the Indigenous working age population in the Greater Shepparton LGA, North Eastern Victoria PEA, Victoria and Australia.

The Greater Shepparton LGA has the largest Indigenous population in the PEA and Indigenous people make up 3.2 per cent of the working age population. Some 2.0 per cent of the working age population in the North Eastern Victoria PEA identify themselves as being indigenous, a figure larger than that for the state (0.7 per cent).

For the Greater Shepparton LGA overall, the unemployment rate for Indigenous people was 20.9 per cent, nearly 4 times that of the unemployment rate for non-Indigenous people (5.3 per cent). This disparity is greater compared with the state and national Indigenous and non-Indigenous unemployment rates.

The proportion of the working age population participating in the labour market is significantly smaller for Indigenous people in the Greater Shepparton LGA (54.2 per cent compared with 75.0 per cent for non-Indigenous people).

One in five families jobless
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
Greater Shepparton LGA	1,230	20%	9%	50%
North Eastern Victoria PEA	4,580	17%	6%	47%
Victoria	66,720	13%	5%	43%
Australia	294,880	14%	5%	44%

Source: ABS, Census of Population and Housing, 2011

One in five families jobless (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.

Some 20 per cent of families in the Greater Shepparton LGA did not have an employed parent, a figure larger than the figures for Victoria (13%) and Australia (14%) .

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% (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.

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
	2011	change since 2006		
Greater Shepparton LGA	62%	6% pts	34%	22%
North Eastern Victoria PEA	61%	5% pts	38%	21%
Victoria	79%	6% pts	29%	40%
Australia	75%	6% pts	30%	35%

Source: ABS, Census of Population and Housing, 2011

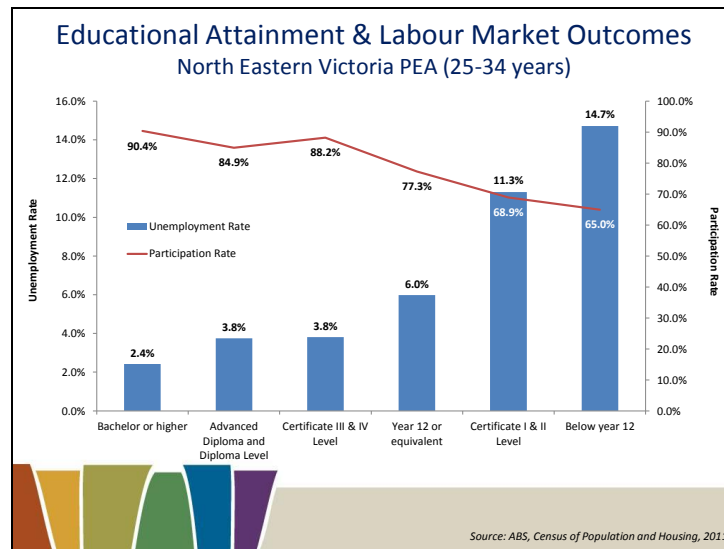
Lower Educational Attainment (persons aged 25-34 years)

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 Greater Shepparton LGA who had completed Year 12 or equivalent was 62 per cent, smaller than for Victoria (79%) and Australia (75%).

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 who had attained an Advanced Diploma, Diploma or Certificate level III or IV in the Greater Shepparton LGA (34%) was larger than state and national averages (29% and 30% respectively), while the proportion who had attained a Bachelor Degree or higher (22%) was far lower than the state and national averages (40% and 35% respectively).



Educational Attainment and Labour Market Outcomes (North Eastern Victoria PEA – 25-34 years)

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 North Eastern Victoria PEA, there were high unemployment rates for those who had completed Certificate I & II but had not completed Year 12 (11.3%) and those who did not complete Year 12 without any further post school qualification (14.7%).

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.

Region	Proportion of working age population OTMESC	Unemployment Rate		Participation Rate	
		OTMESC	Non-OTMESC	OTMESC	Non-OTMESC
Greater Shepparton LGA	11%	11.1%	5.2%	55.3%	76.8%
North Eastern Victoria PEA	6%	8.3%	5.1%	62.9%	76.6%
Victoria	23%	7.9%	4.9%	68.4%	77.9%
Australia	19%	7.7%	5.3%	69.2%	77.5%

Source: ABS, Census of Population and Housing, 2011

OTMESC Labour Market Outcomes

Source: ABS, Census of Population and Housing, 2011

This table compares the labour market outcomes for those people born in an other than main English speaking country (OTMESC) with those born in a main English speaking country (MESC) in the PEA.

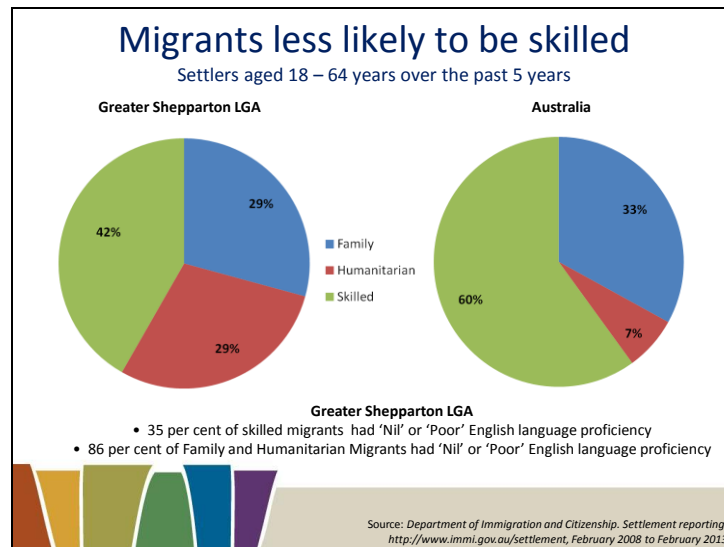
MESC countries are Australia, Canada, Ireland, New Zealand, South Africa, United Kingdom and the United States of America.

At the time of the 2011 Census, the Greater Shepparton LGA had a smaller proportion (11 per cent) of working age persons born in OTMESC countries than both Victoria (23 per cent) and Australia (19 per cent). Nevertheless, the Greater Shepparton LGA has a larger proportion of its working age population born in OTMESC countries compared with the North Eastern Victoria PEA overall (6 per cent).

Persons born in OTMESC countries have a higher unemployment rate and lower participation rate when compared with those born in MESC countries.

In the Greater Shepparton LGA the unemployment rate for the OTMESC working age population was particularly high (11.1 per cent) when compared to the PEA overall (8.3 per cent) and the state and national figures (7.9 per cent and 7.7 per cent respectively).

The participation rate for the OTMESC working age population in the Greater Shepparton LGA (55.3 per cent) was also well below that for the PEA overall (62.9 per cent), Victoria (68.4 per cent) and Australia (69.2 per cent).



Migrants less likely to be skilled

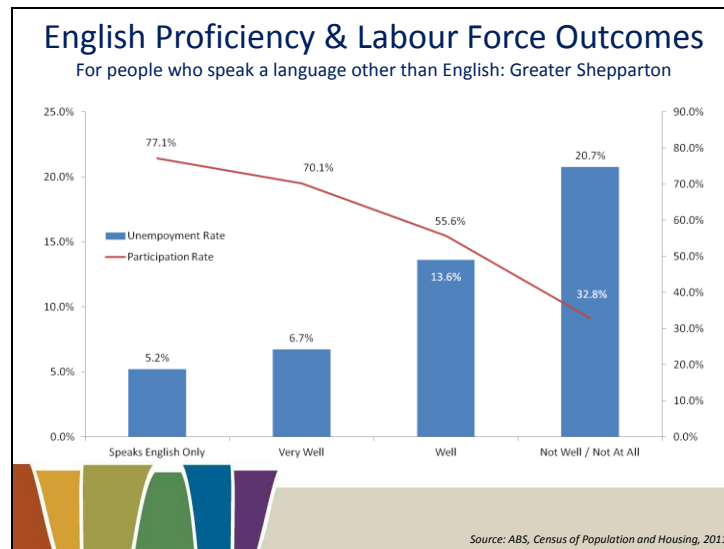
Source: Department of Immigration and Citizenship. Settlement reporting: <http://www.immi.gov.au/settlement>, February 2008 to February 2013

Over **1,250 migrants** (aged 18-64 years) settled in the Greater Shepparton LGA over the past 5 years:

- 42 per cent (521 migrants) settled under the skilled migration stream, compared with 60 per cent for Australia.
- 29 per cent (365 migrants) settled under the family migration stream, compared with 33 per cent for Australia.
- 29 per cent (362 migrants) settled under the humanitarian migration stream, compared with 7 per cent for Australia.

Greater Shepparton LGA migrants:

- 35 per cent of skilled migrants had 'nil' or 'poor' English language proficiency.
- 86 per cent of family and humanitarian migrants had 'nil' or 'poor' English language proficiency.



English Proficiency & Labour Force Outcomes (For people who speak a language other than English: Greater Shepparton)

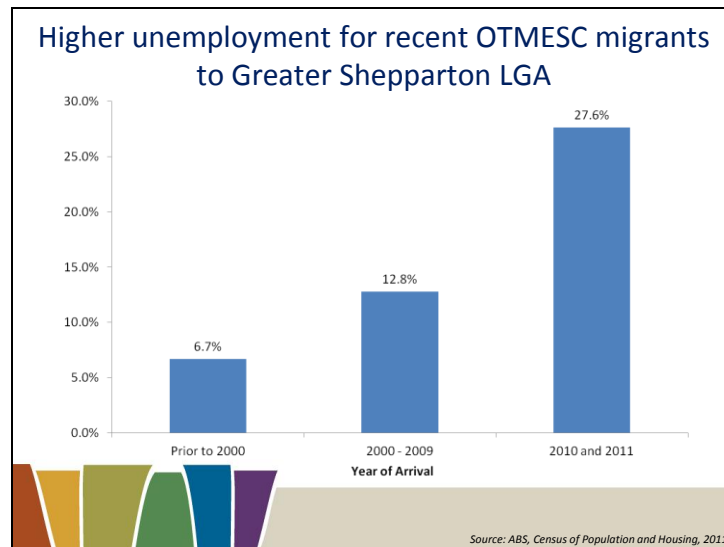
Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, persons in the Greater Shepparton LGA with lower levels of English proficiency were less likely to be successful in the labour market. People with low English proficiency are far more likely to be unemployed or not participating in the labour market.

People who speak other languages but still speak English well are also likely to have poorer labour force outcomes than those who only speak English.

In the Greater Shepparton LGA, the unemployment rate for working age persons with poor English proficiency was 20.7 per cent and the participation rate was 32.8 per cent.

For working age persons who only spoke English, the unemployment rate (5.2 per cent) and participation rate (77.1 per cent) were considerably better.



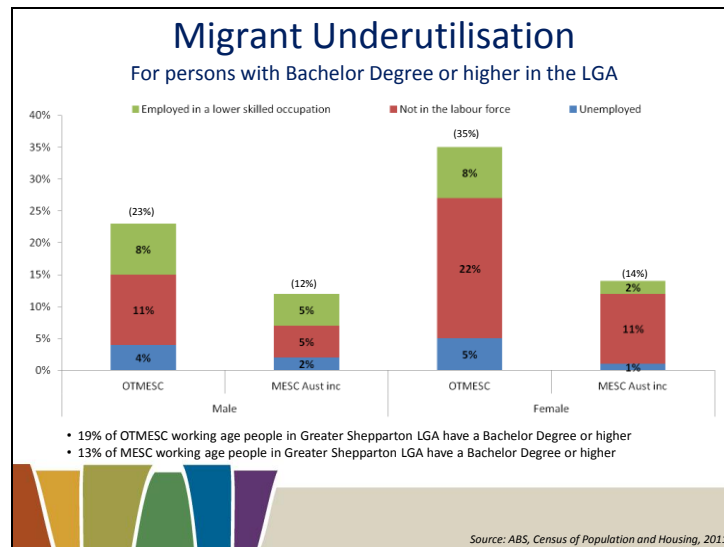
Higher unemployment for recent migrants to Greater Shepparton LGA

Source: ABS, Census of Population and Housing, 2011

Recent OTMESC migrants to the Greater Shepparton LGA have a higher unemployment rate than those who have been in Australia for longer. OTMESC migrants who have been in Australia for 12 years or more have unemployment rates very similar to those who were born in Australia.

For those migrants who had arrived in 2010 and 2011 the unemployment rate was over 27 per cent.

Labour market outcomes for migrants who arrived between 2000 and 2009 greatly improved with an unemployment rate of 12.8 per cent and for migrants who arrived prior to 2000 the unemployment rate had reduced to 6.7 per cent.



Migrant Underutilisation (For Persons with a Bachelor Degree or higher in the LGA)

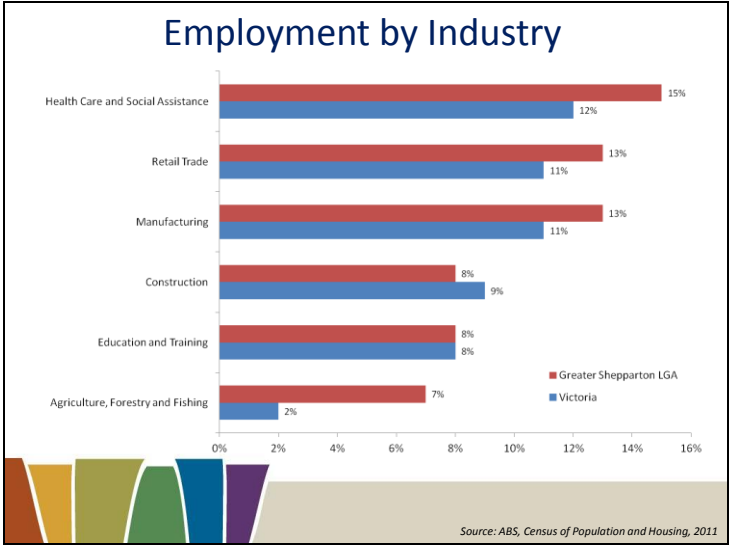
Source: ABS, Census of Population and Housing, 2011

This chart illustrates migrant underutilisation by comparing labour market participation of those with a Bachelor Degree or higher by whether they were a migrant from an Other Than Main English Speaking Country (OTMESC) or not.

Overall, 19 per cent of the OTMESC working age population in the Greater Shepparton LGA have obtained a Bachelor Degree or higher qualification, this compares with 13 per cent for the non-OTMESC population.

There was a lower level of labour market participation for highly qualified OTMESC persons compared with the non-OTMESC population. For both males and females, a higher proportion of the OTMESC population with a Bachelor Degree or higher were either not in the labour force, unemployed or employer in a low skilled occupation.

Lower Skilled Occupation refers to those in the Machinery Operators and Drivers, Sales Workers and Labourers occupation groups.

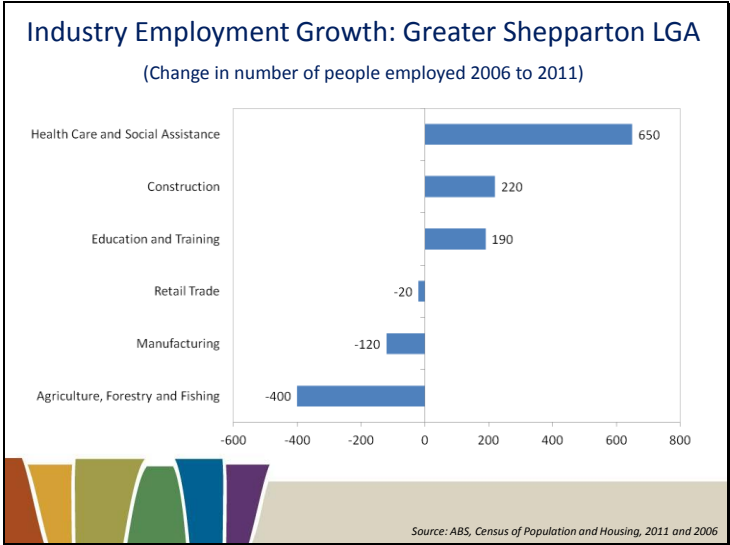


Employment by Industry (Working Age Population)

Source: ABS, Census of Population and Housing, 2011 (Place of usual residence)

In the Greater Shepparton LGA the Health Care and Social Assistance, Retail Trade and Manufacturing industries were the largest employing industries.

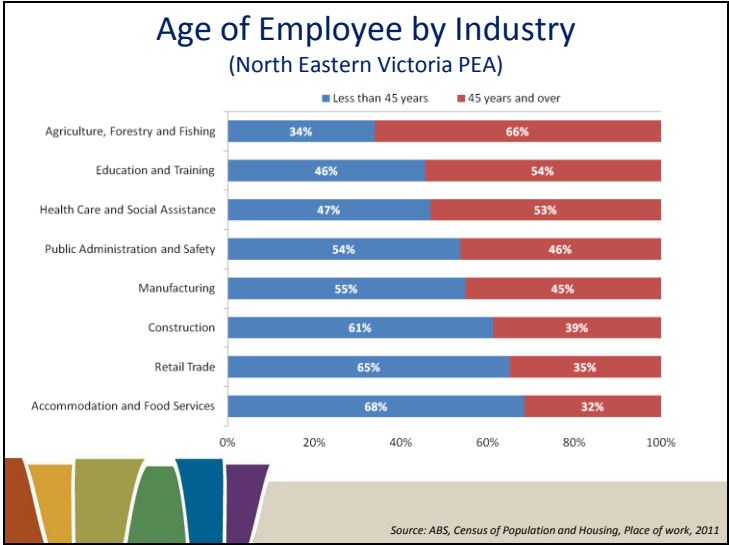
The Agriculture, Forestry and Fishing industry was also an important industry and accounted for a far greater proportion of employment within the LGA compared with Victoria overall.



Industry Employment Growth: Greater Shepparton LGA (change in number of people employed 2006 to 2011) (Working Age Population)

Source: ABS, Census of Population and Housing, 2011 and 2006 (Place of usual residence)

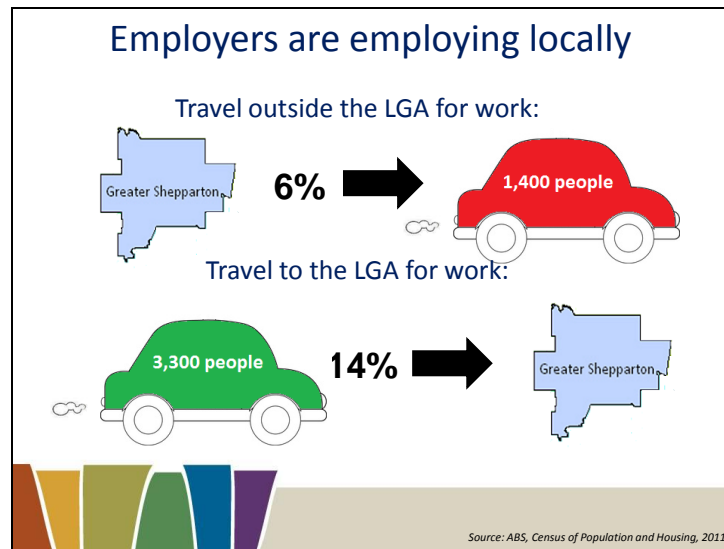
This graph shows the change in the number of people employed in each sector in the Greater Shepparton LGA between 2006 and 2011. Much of the growth in employment in the LGA was concentrated in the Health Care and Social Assistance industry. By contrast, employment in the Agriculture, Forestry and Fishing, Manufacturing and Retail industries has reduced.



Age of Employee by Industry (North Eastern Victoria PEA) (All ages)

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

This graph shows the proportion of workers in each major industry sector who are less than 45 years old (blue) and who are over 45 years old (red). Several of the important industries in the North Eastern Victoria PEA (particularly Agriculture, Forestry and Fishing; Education and Training; and Health Care and Social Assistance) have a very high proportion of employees aged over 45 years of age.



Employers are employing locally (Working Age Population)

Source: ABS, Census of Population and Housing, 2011

Travel outside the LGA for work:

At the time of the 2006 Census, there were 22,200 employed people residing in the Greater Shepparton LGA. 94 per cent (20,700 people) also worked in the LGA and the remaining 6 per cent (1,400 people) travelled outside the LGA for work. Majority travelled to the surrounding LGAs of Campaspe, Moira and Strathbogie.

Travel to the LGA for work:

At the time of the 2011 Census, over 24,000 people worked in the Greater Shepparton LGA. Of those, 86 per cent (20,700) also reside in the LGA. The remaining 14 per cent (3,300) travel to work from outside the LGA, majority from the surrounding LGAs of Moira and Campaspe.

Recruitment activity has declined since 2011

	Greater Shepparton LGA		All Regions Sep 2012
	Sep 2012	Aug 2011	
Employers who recruited	53%	74%	63%
Vacancies per 100 staff	10	23	18
Vacancies unfilled	4.4%	11.0%	5.5%
Experienced difficulty	50%	62%	53%

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, Greater Shepparton LGA and North Eastern Victoria Priority Employment Area, All regions surveyed in the 12 months to September 2012.

Recruitment activity has declined since 2011

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, Greater Shepparton LGA and North Eastern Victoria Priority Employment Area, All regions surveyed in the 12 months to September 2012.

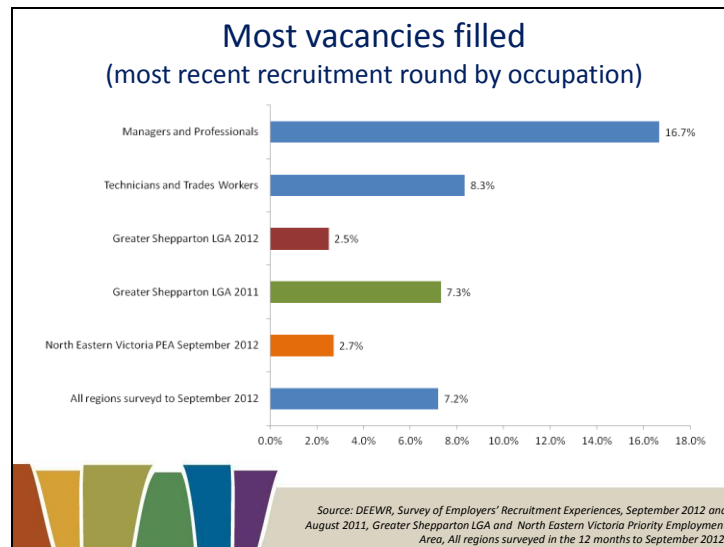
386 employers were surveyed in the North Eastern Victoria PEA in September 2012, 94 of whom were in the Greater Shepparton LGA.

The proportion of employers who had recruited in the past 12 months in the Greater Shepparton LGA (53 per cent) had fallen significantly since the area was last surveyed (74 per cent) and was also lower than the figure for the combined regions surveyed 12 months to September 2012 (63 per cent).

There were a smaller number of vacancies per 100 staff for the Greater Shepparton LGA (10 vacancies per 100 staff) compared with the results for the previous survey (23 vacancies for 100 staff) and all regions surveyed (18 vacancies per 100 staff).

The proportion of unfilled vacancies over the past 12 months for the Greater Shepparton LGA (4.4 per cent) was smaller compared with when the August 2011 survey of the region (11 per cent) and lower than for all regions (5.5 per cent).

The proportion of employers who reported recruitment difficulty was smaller for the LGA (50 per cent) compared with the previous survey (62 per cent) and all regions surveyed (53 per cent).



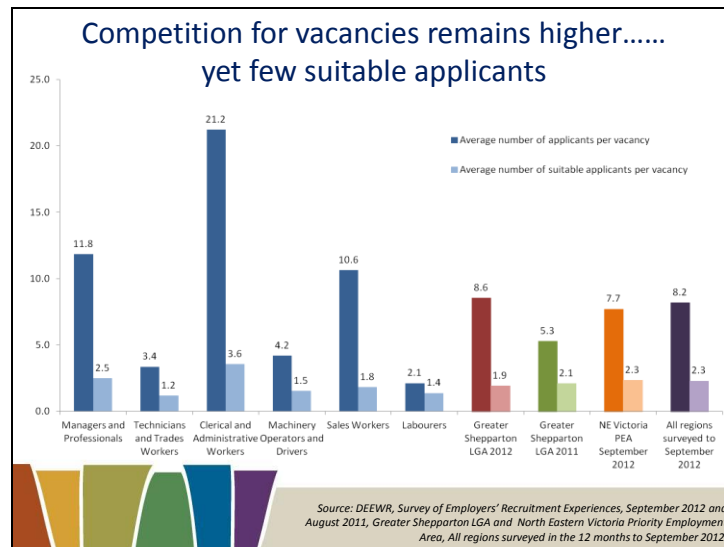
Vacancies not filled by occupation (most recent recruitment round)

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, Greater Shepparton LGA and North Eastern Victoria Priority Employment Area, All regions surveyed in the 12 months to September 2012.

Overall, in the Greater Shepparton LGA, only 2.5 per cent of vacancies remained unfilled in employers' most recent recruitment round. This rate was comparable to the North Eastern Victoria PEA (2.7 per cent), but significantly lower compared with all regions surveyed in the 12 months to September 2012 (7.2 per cent).

Employers recruiting for Managers and Professionals experienced the highest level of unfilled vacancies with 16.7 per cent remaining unfilled, followed by 8.3 per cent of vacancies Technicians and Trade Workers going unfilled.

Employers reported being able to fill all recent vacancies for Community and Personal Services Workers, Sales Workers, Machinery Operators and Drivers, and Labourers.



Competition for vacancies remains high, yet few suitable applicants

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, Greater Shepparton LGA and North Eastern Victoria Priority Employment Area, All regions surveyed in the 12 months to September 2012.

There was, on average, slightly more competition for vacancies in the Greater Shepparton LGA (8.6 applicants per vacancy) compared with all regions surveyed (8.2 applicants per vacancy). The average number of applicants had also increased since 2011 (5.3 applicants per vacancy).


There was a high level of competition for Clerical and Administrative Workers, with an average of 21.2 applicants per vacancy.

Employers recruiting for Technicians and Trade Workers had little choice of applicants with an average of 3.4 applicants of which only 1.2 were considered suitable.

Formal recruitment methods were most commonly used for employers' most recent recruitment round. This included newspapers (42 per cent), internet (26 per cent) and recruitment agencies (14 per cent). Word of mouth was the most frequently used informal method by employers (28 per cent).

Reasons applicants are considered unsuitable

- 57% of employers received applications from job seekers who they regarded as unsuitable
- Reasons applicants were considered unsuitable include:
 - Insufficient experience to perform job duties (60%)
 - Lack of employability skills and personal characteristics (56%)
 - Insufficient qualifications or training (16%)



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, Greater Shepparton LGA

Reasons applicants are considered unsuitable

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, Greater Shepparton LGA

Some 57 per cent of applicants were regarded by employers as unsuitable in the Greater Shepparton LGA.

The reasons applicants were considered unsuitable include:

- Insufficient experience to perform job duties (60 per cent)
- Lack of employability skills and personal characteristics (56 per cent)
- Insufficient qualifications or training (16 per cent)

Occupations difficult to fill (North Eastern Victoria PEA)	
Higher Skill Level (ANZSIC Skill Level 1)	
Registered Nurse *	
Medium Skill Level (ANZSIC Skill Level 2 & 3)	
Greenkeepers	Chef *
Sheetmetal Trade Workers	Motor Mechanics *
Structural Steel and Welding Trades Workers *	Plumbers
Lower Skill Level (ANZSIC Skill Level 4 & 5)	
Housekeepers *	Sales Representatives *
Crop Farm workers	

* Occupations also difficult to fill in the August 2011 survey

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

Occupations difficult to fill (North Eastern Victoria PEA)

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

This slide shows the vacancies that employers considered difficult to fill in the North Eastern Victoria PEA

(*Occupations also difficult to fill in the August 2011 Survey)

Higher Skill Level (1) - Bachelor Degree or Higher

Registered Nurses *

Medium Skill Level (2&3) – Certificate IV to Associate Degree

Plumbers

Motor Mechanics *

Chefs *

Greenkeepers

Sheetmetal Trade Workers

Structural Steel and Welding Trades Workers *

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


Housekeepers *

Sales Representatives *

Crop Farm workers

Apprentices and Trainees

- 26% of businesses employed at least one apprentice or trainee in the Greater Shepparton LGA (32% in all regions)
- 48% of these employers reported they had experienced challenges
- Challenges commonly reported:
 - apprentices and trainees lacked work readiness (42%)
 - lack of communication skills (33%)
- Only 12% of businesses in the LGA 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, September 2012, Greater Shepparton LGA, All regions surveyed in the 12 months to September 2012

Apprentices and Trainees

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, Greater Shepparton LGA, All regions surveyed in the 12 months to September 2012

The proportion of surveyed employers with an apprentice or trainee on staff (26 per cent) in the Greater Shepparton LGA was lower than for all regions (32 per cent).

Almost half (49 per cent) of these employers reported they had experienced challenges employing an apprentice or trainee.

Lack of work readiness and poor communication skills were the most commonly reported challenges for employers.

A smaller proportion (12 per cent) of employers in the Greater Shepparton LGA expected to recruit at least one apprentice or trainee in the 12 months following the survey compared with all regions surveyed (21 per cent).

Future recruitment expectations soft

	Greater Shepparton LGA		NE Victoria PEA Sep 2012	All Regions Sep 2012
	Sep 2012	Aug 2011		
Expected to recruit	31%	62%	33%	47%
Expected to increase staff	23%	33%	21%	25%
Expected to decrease staff	3%	3%	3%	4%
Expected difficulty	28%	40%	35%	43%

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area

Future recruitment expectations soft

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.

Recruitment expectations for the 12 months following the survey were subdued for the Greater Shepparton LGA and the North Eastern Victoria PEA.

A substantially smaller proportion of employers in the Greater Shepparton LGA (31 per cent) expected to recruit compared to the outlook when the region was previously surveyed in August 2011 (62 per cent). The proportion of employers in the LGA expecting to recruit was also smaller compared with all regions surveyed (47 per cent).

Expected recruitment following the survey (North Eastern Victoria PEA)	
Higher Skill Level (ANZSIC Skill Level 1)	
Agricultural and Forestry Scientists	
Medium Skill Level (ANZSIC Skill Level 2 & 3)	
Structural Steel and Welding Trade Workers	Real Estate Sales Agents
Lower Skill Level (ANZSIC Skill Level 4 & 5)	
Sales Assistants (General)	Housekeepers
General Clerks	Truck Drivers
Crop Farm Workers	Waiters
Shelf Filler	Bar Attendants and Baristas

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

Occupations employers expect to recruit for following the survey (North Eastern Victoria PEA)

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

This slide shows the vacancies that employers most commonly expected to recruit for in the North Eastern Victoria PEA in the 12 months following the survey.

Higher Skill Level (1) - Bachelor Degree or Higher

Agricultural and Forestry Scientists

Medium Skill Level (2 & 3) – Certificate IV to Associate Degree

Real Estate Sales Agents

Structural Steel and Welding Trade Workers

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

Sales Assistants

Truck Drivers

General Clerks

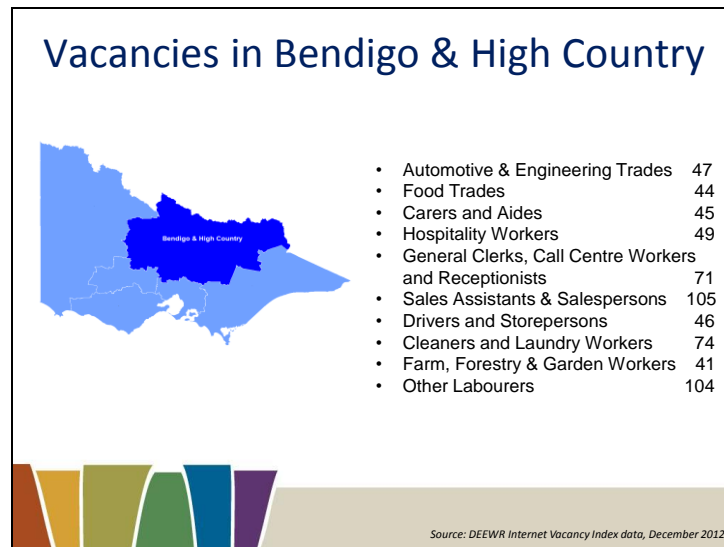
Housekeepers

Crop Farm Workers

Waiters

Shelf Fillers

Bar Attendants and Baristas



Vacancies

Source: DEEWR Internet Vacancy Index, December 2012

This slide shows some examples of occupations where there are a relatively high number of potential employment opportunities in the IVI region 'Bendigo & High Country'.

The data are based on counts of newly lodged online vacancies advertised on SEEK, My Career, CareerOne and Australian JobSearch. These data are an average of October, November and December 2012 data.

Vacancies in Bendigo & High Country


Automotive and Engineering Trades	47
Food Trades	44
Carers and Aides	45
Hospitality Workers	49
General Clerks, Call Centre Workers and Receptionists	71
Sales Assistants and Salespersons	105
Drivers and Storepersons	46
Cleaners and Laundry Workers	74
Farm, Forestry and Garden Workers	41
Other Labourers	104

Conclusion

- Recruitment activity low and slowing
- Unemployment rate well above state average
- Most vacancies filled and strong competition for jobs (yet many applicants are considered unsuitable)
- Opportunities are limited and at the higher skill level
- Disadvantaged groups: jobless families, OTMESC, disengaged youth, Indigenous, less educated

Job seekers need to be job ready:

- education and training, further engagement with employers about work experience and apprenticeships, literacy and Numeracy (migrants)
- relocation as an option



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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 left of the box is a decorative graphic consisting of several overlapping, semi-transparent colored shapes in shades of orange, yellow, green, blue, and purple. The bottom right of the box is a solid light beige rectangular area.

Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/australianjobs
- www.deewr.gov.au/news/aussie-jobs
- www.joboutlook.gov.au

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
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/RegionalReports
- www.deewr.gov.au/australianjobs
- www.deewr.gov.au/news/aussie-jobs
- www.joboutlook.gov.au

A report on the survey findings for the Greater Shepparton LGA and North Eastern Victoria 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

