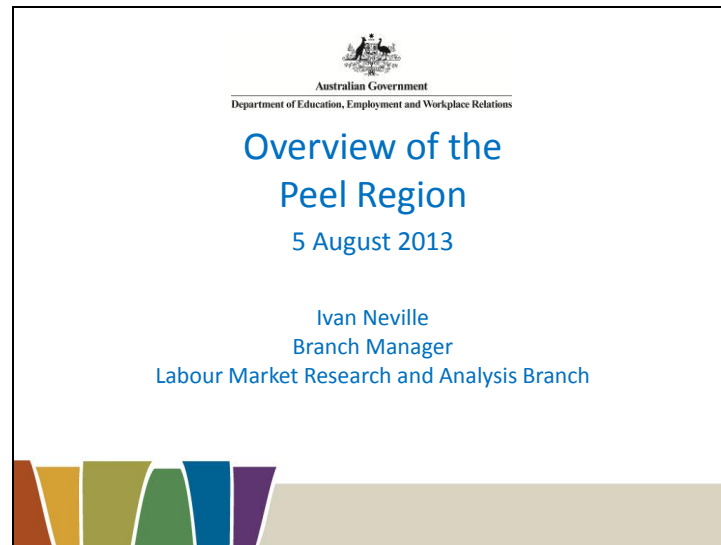


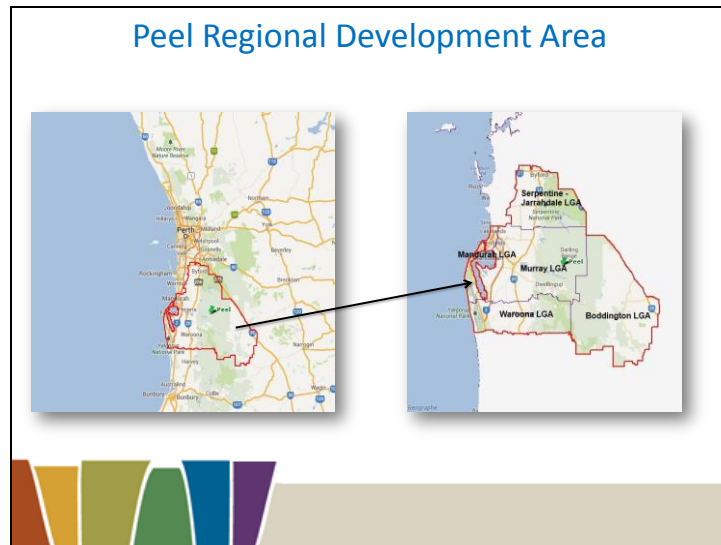
Slide 1



Overview of the Peel Regional Development Australia (RDA) Region

DEEWR, Peel Regional Development Australia (RDA) Region, Survey of Employers' Recruitment Experiences, May 2013

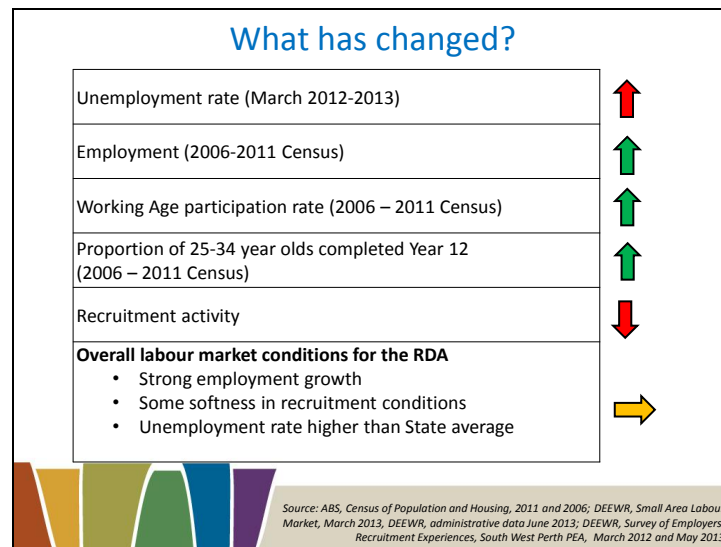
Presenter: Ivan Neville, Branch Manager, Labour Market Research and Analysis Branch



Map of Peel RDA

The Peel RDA comprises five Local Government Areas (LGAs):

- Boddington
- Mandurah
- Murray
- Serpentine-Jarrahdale
- Waroona



What has changed? (Since last survey, March 2012)

Source: ABS, Census of Population and Housing, 2006 and 2011; DEEWR, Small Area Labour Market, March 2013; DEEWR, administrative data, June 2013; DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

Labour market conditions in the Peel RDA were moderate. The May 2013 survey results also suggest some potential softening in the future.

- **The unemployment rate** in the Peel PEA increased to 6.1 per cent in March 2013 from 5.6 per cent in March 2012.
- **Employment** (15+) increased by 10,800 (31 per cent) in the 5 years to 2011.
- **The Working Age participation rate** in the Peel RDA increased from 70.6 per cent to 73.8 per cent in the 5 years to 2011.
- There was an increase in the number of 25-34 year olds in the PEA who had **completed Year 12** (from 45 to 52 per cent) between 2006 and 2011.
- **Recruitment activity** was below other recently surveyed areas of Western Australia.

Profile of Peel RDA

Region	Adult Population (2011)	Adult Population Growth (2006 - 2011)	Median Age (2011)	Participation Rate (15-64 years) (2011)
Boddington LGA	1,900	70%	38	85.8%
Mandurah LGA	60,000	24%	42	72.3%
Murray LGA	11,900	16%	43	73.1%
Serpentine-Jarrahdale LGA	14,200	38%	35	77.7%
Waroona LGA	3,000	3%	42	71.8%
Peel RDA	91,000	25%	40	73.7%
South West Perth PEA	244,800	24%	36	76.8%
Western Australia	1,901,300	15%	36	78.1%

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

Profile of Peel RDA

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

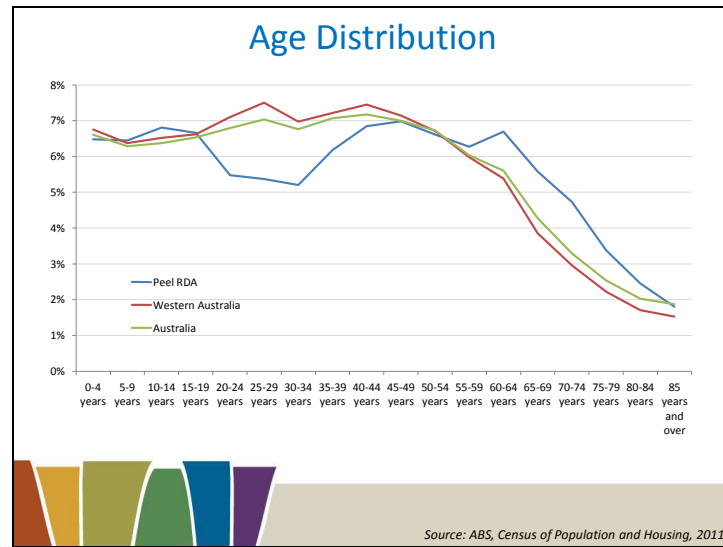
In June 2011, the adult population (15+ years) in the Peel RDA was 91,000.

The RDA experienced adult population growth of 25 per cent between 2006 and 2011, which was considerably higher than the growth for Western Australia (15 per cent) but similar to the South West Perth Priority Employment Area (PEA) (24 per cent).

At the time of the 2011 Census, the median age for people living in the Peel RDA was 40 years.

The working age participation rate in the RDA was 73.7 per cent, lower than that for Western Australia (78.1 per cent).

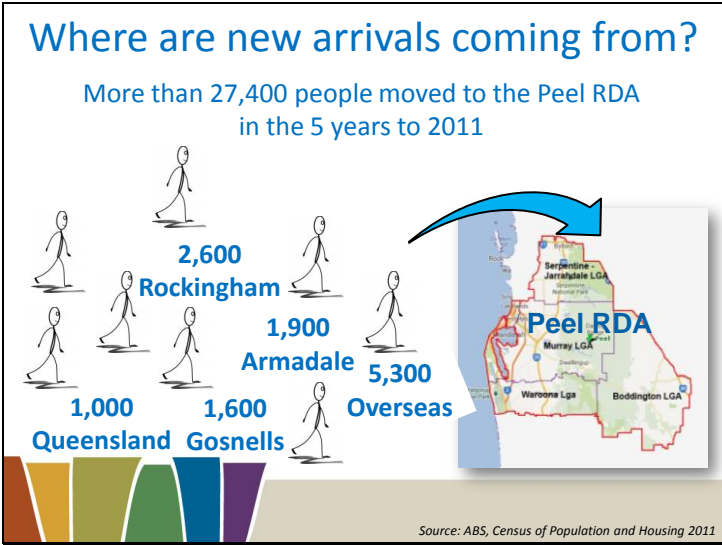
Only 1 per cent of the Peel RDA adult population identified as Indigenous (2011 Census).



Age distribution

Source: ABS, Census of Population and Housing, 2011

This graph shows the age distributions of the Peel region compared to the age distribution of Western Australia and Australia. The age distribution of the RDA’s population shows that a smaller proportion of the population is made up of people aged between 20 and 39 years, but a larger proportion of 60-74 year olds, when compared with Western Australia and Australia.



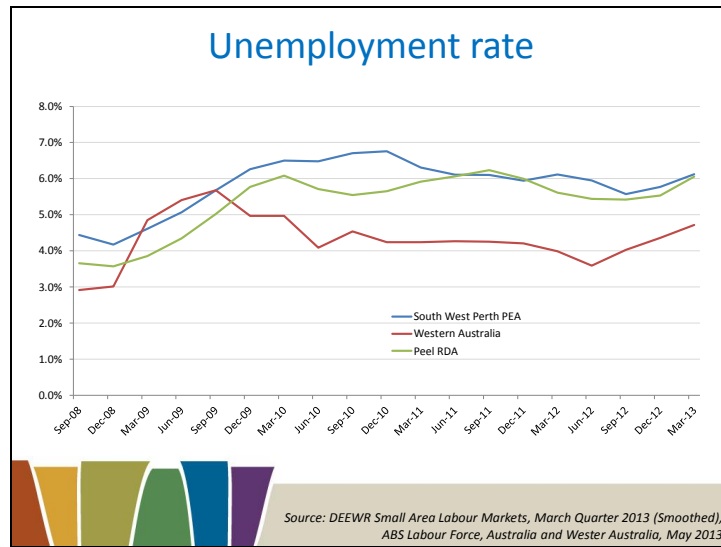
Where are new arrivals coming from?

Source: ABS Census of Population and Housing, 2011

In the five years to the 2011 Census, 27,400 people (30 per cent of the population) of all ages moved to the Peel RDA.

The majority of people came from the following localities:

Region	People	% of people who moved to the Peel RDA
Overseas	5,300	(19%)
Rockingham LGA	2,600	(10%)
Armadale LGA	1,900	(7%)
Gosnells LGA	1,600	(6%)
Queensland	1,000	(4%)



Unemployment Rate

Source: DEEWR Small Area Labour Markets, March Quarter 2013 (Smoothed), ABS Labour Force, June 2013 (Seasonally Adjusted)

The unemployment rate for the Peel PEA has increased since September 2008. The rate troughed at 3.6 per cent in December 2008 and peaked at 6.2 per cent in September 2011.

Unemployment Rate

Region	March 2013	March 2012	Annual Change
Boddington LGA	3.2%	2.7%	0.5% pts
Mandurah LGA	6.9%	6.4%	0.5% pts
Murray LGA	6.8%	6.0%	0.8% pts
Serpentine-Jarrahdale LGA	2.9%	3.0%	-1.0% pts
Waroona LGA	5.7%	5.0%	0.7% pts
Peel RDA	6.1%	5.6%	0.5% pts
South West Perth PEA	6.1%	6.1%	0.0% pts
Western Australia (June 2013 & June 2012, seasonally adjusted)	4.6%	3.6%	1.0% pts
Australia (June 2013 & June 2012, seasonally adjusted)	5.7%	5.2%	0.5% pts

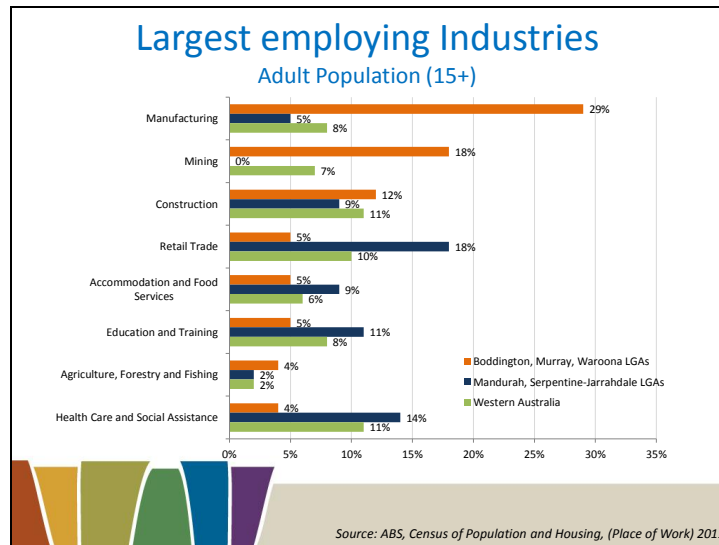
Source: DEEWR, Small Area Labour Markets, March 2013; ABS, Labour Force Survey, June 2013 (seasonally adjusted)

Unemployment Rate

Source: DEEWR, Small Area Labour Markets, March 2013; ABS, Labour Force Survey, June 2013 (seasonally adjusted)

In March 2013, the Peel RDA had an unemployment rate of 6.1 per cent, in line with the South West Perth PEA, but higher than that for Western Australia (4.7 per cent) and Australia (5.6 per cent).

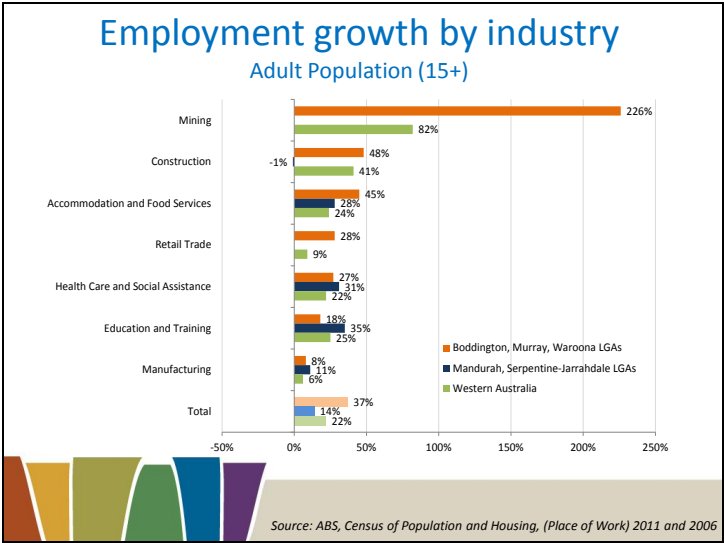
Unemployment rates within the Peel RDA varied considerably. In March 2013, the Mandurah LGA had the highest unemployment rate (6.9 per cent), while the Serpentine-Jarrahdale LGA had the lowest unemployment rate (2.9 per cent).



Employment by Industry – Adult Population (15+)

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

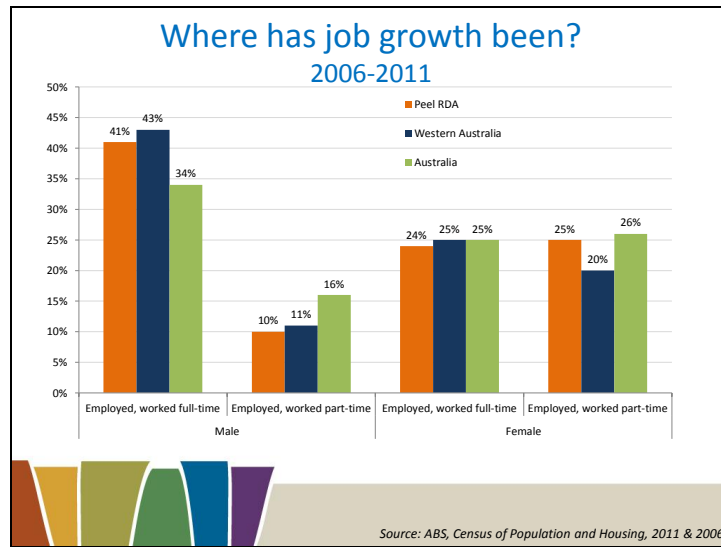
Within the Peel RDA the largest employing industries in the Boddington, Murray and Waroona LGAs were Manufacturing and Mining (29 per cent and 18 per cent respectively). In the Mandurah and Serpentine-Jarrahdale LGAs Retail Trade and Health Care and Social Assistance (18 per cent and 14 per cent respectively) were the largest employing industries.



Industry employment growth – Adult population (15+)

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

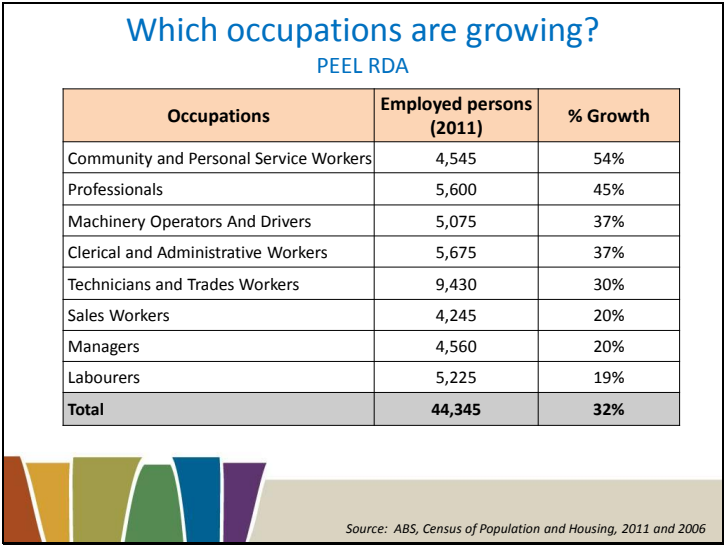
This graph shows the percentage change in the number of people employed in selected industries in two subregions of the Peel RDA, over the period 2006 to 2011. In the subregion of the Boddington, Murray and Waroona LGAs most of the growth in employment was concentrated in the Mining, Construction and Accommodation and Food Services industries. In the subregion of the Mandurah and Serpentine-Jarrahdale LGAs most of the growth in employment was concentrated in the Education and Training, and Health Care and Social Assistance industries.



Where has job growth been? (2006-2011)- Adult Population (15+)

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

Job growth in the Peel RDA in the 5 years to the 2011 Census was primarily driven by male full-time employment (41 per cent).



Which occupations are growing? (Adult population 15+)

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

In the 5 years to 2011, the occupations that had the largest job growth in the Peel RDA were Community and Personal Service Workers (54 per cent), and Professionals (45 per cent).

Pockets of High Family Joblessness

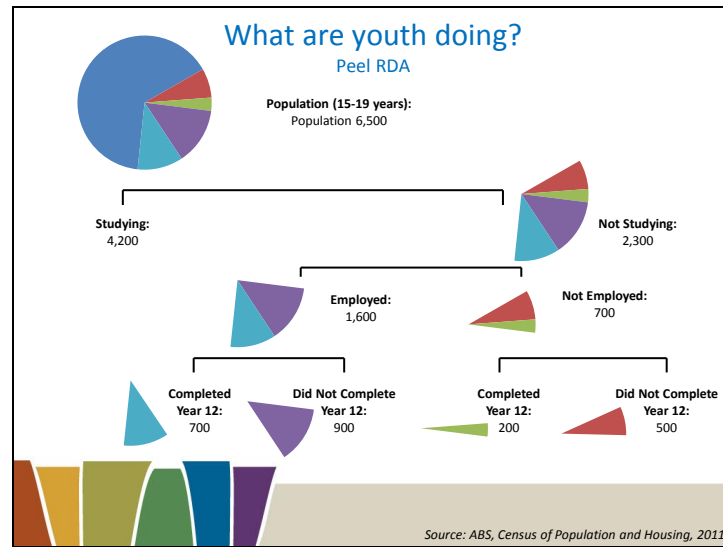
Region	Number of jobless families	Proportion of all families who are jobless	Proportion of couple families who are jobless	Proportion of lone parent families who are jobless
Mandurah LGA	6,210	19%	6%	48%
Murray LGA	1,260	16%	5%	54%
Waroona LGA	340	18%	6%	52%
Peel RDA	9,910	16%	5%	48%
South West Perth PEA	4,190	14%	4%	45%
Western Australia	26,010	12%	4%	42%

Source: ABS, Census of Population and Housing, 2011

Pockets of High Family Joblessness

Source: ABS, Census of Population of Housing, 2011

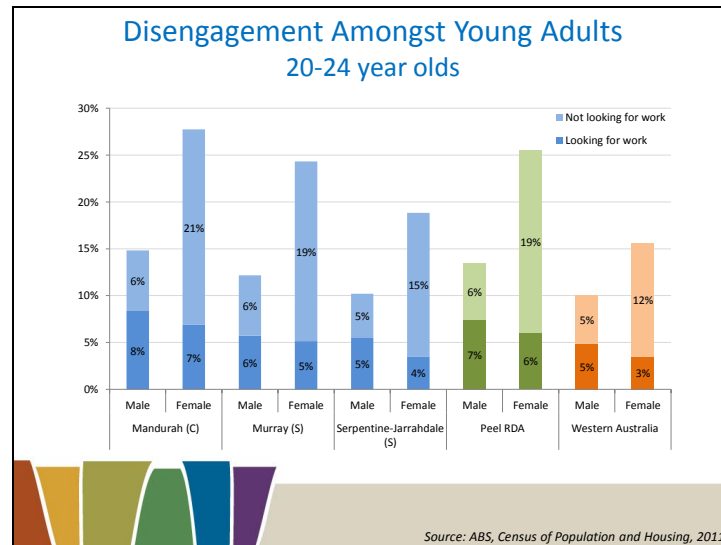
At the time of the 2011 Census, the proportion of families with children under 15 in the Peel RDA who were jobless (16 per cent) was above the state overall (12 per cent). There were areas where family joblessness was particularly pronounced. The Mandurah LGA had the highest level of joblessness amongst families (19 per cent) and the Murray LGA had the largest proportion of lone parent jobless families (54 per cent).



What are youth doing? – Peel RDA (15-19 years old)

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, 35 per cent (2,300) of 15 to 19 years olds in the PEEL RDA were not studying. In particular, almost one quarter (24 per cent, 1,550 people) of people aged 15 to 19 were either not studying and not employed or not studying and had not completed Year 12. This was higher compared with Western Australia (17 per cent, 23,200 people).



Disengagement Amongst Young Adults (20-24 year olds)

Source: ABS, Census of Population and Housing, 2011

The proportion of 20 to 24 year olds (young adults) in the Peel RDA neither working nor studying (20 per cent) was higher than for Western Australia (13 per cent).

The proportion of young adult males not looking for work (not in the labour force) or studying in the Peel RDA (6 per cent) was slightly higher than at the state level (5 per cent).

The proportion of young adult females not working or studying in the RDA (19 per cent) was also higher than at the state level (12 per cent).

The Mandurah LGA had a particularly large proportion of young adult females not studying or working (21 per cent).

Educational Attainment
(aged 25-34 years)

Region	% completed Yr 12		% attained Advanced Diploma, Diploma or Certificate Level III/IV	% attained Bachelor Degree or higher
	2006	2011		
Boddington LGA	56%	63%	41%	21%
Mandurah LGA	45%	53%	36%	14%
Murray LGA	41%	46%	38%	10%
Serpentine-Jarrahdale LGA	47%	55%	39%	14%
Waroona LGA	42%	43%	40%	10%
Peel RDA	45%	52%	37%	14%
South West Perth PEA	53%	62%	36%	21%
Western Australia	64%	70%	31%	31%

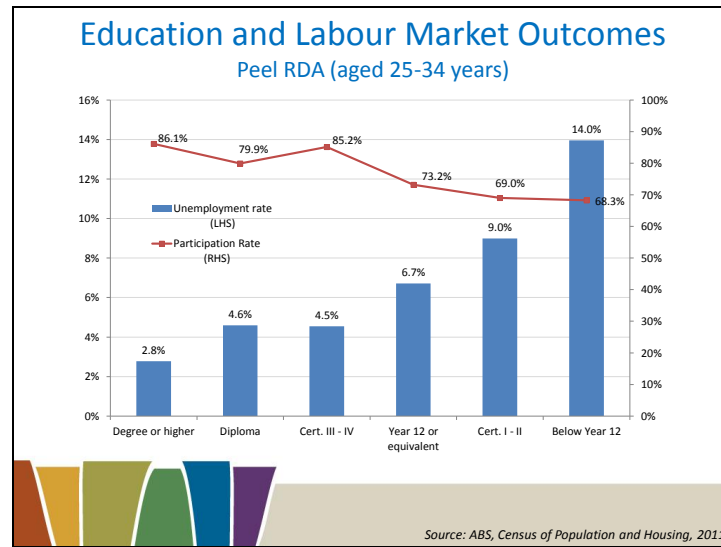
Source: ABS, Census of Population and Housing, 2006 and 2011

Educational Attainment – (aged 25-34 years)

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

The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic downturn. Upon retrenchment, those with lower educational attainment will usually find it significantly more difficult to find subsequent employment than their higher skilled counterparts. Accordingly, regions with relatively low levels of educational attainment tend to be less flexible in the face of economic slowdowns and face greater labour market difficulties.

Educational attainment in the Peel RDA was below the South West Perth PEA and state levels, with a lower proportion of people aged 25 to 34 years having completed Year 12 (52 per cent) compared with the South West Perth PEA (62 per cent) and Western Australia (70 per cent). While the proportion of people aged 25 to 34 years with an advanced diploma, diploma or certificate III/IV (37 per cent) was larger than the state (31 per cent), the proportion with a bachelor degree or higher (14 per cent) was less than half the proportion for Western Australia (31 per cent).



Education and Labour Market Outcomes – Peel RDA (aged 25-34 years)

Source: ABS, Census of Population and Housing, 2011

The graph highlights that there is a strong relationship between educational attainment and employment outcomes. In the Peel RDA, people aged 25-34 with a Bachelor Degree or higher had an unemployment rate of just 2.8 per cent. However, people aged 25-34 who had not completed Year 12, or any other qualification, had an unemployment rate of 14.0 per cent.

Student reading and numeracy below average in some areas

Region	% of Year 9 govt school students who did not meet the minimum standard for:	% of Year 9 govt school students who did not meet the minimum standard for:
	Reading	Numeracy
	2012	
Mandurah LGA	27%	20%
Waroona LGA	26%	7%
Western Australia	8%	6%

Source: Myschool website, www.myschool.edu.au
 * These figures are not an average, they are the result of a selected school within the LGA

Student reading and numeracy below average

Source: Myschool website, www.myschool.edu.au * These figures are not an average, they are the result of a selected school within the LGA

The table highlights that Year 9 reading and numeracy levels are below average in some schools within the Peel RDA.


Recruitment Activity
Recruitment experiences 12 months preceding the survey

Proportion of employers who recruited (60 per cent) was in line with all regions average (58 per cent).

Recruitment rate (15 vacancies per 100 staff) was slightly lower than for all regions (17 vacancies per 100 staff).

Employers received more than 10 applicants per vacancy on average.

Proportion of employers who experienced recruitment difficulty (55 per cent), was higher than across all regions (49 per cent).



Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013, All regions surveyed to March 2013

Recruitment Activity

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013 ; All regions surveyed to March 2013

Survey results from the Peel RDA survey in May 2013 show some variation when compared to all regions surveyed.

Proportion of employers who recruited (60 per cent) was in line with all regions average (58 per cent).

Recruitment rate (15 vacancies per 100 staff) was slightly lower than for all regions (17 vacancies per 100 staff).

Employers received more than 10 applicants per vacancy on average.

Proportion of employers who experienced recruitment difficulty (55 per cent), was higher than across all regions (49 per cent).

Recruitment Conditions Across the Region

	Past 12 months		Most recent recruitment round	
	Recruitment Activity (vacancies per 100 staff)	Unfilled vacancy rate	Average no. of applicants per vacancy	Recruitment Difficulty
Boddington, Murray and Waroona	24	11.0%	6.9	50%
Mandurah and Serpentine-Jarrahdale	13	5.7%	13.1	42%
Peel RDA	15	7.5%	10.7	45%

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

Recruitment Conditions Across the Region

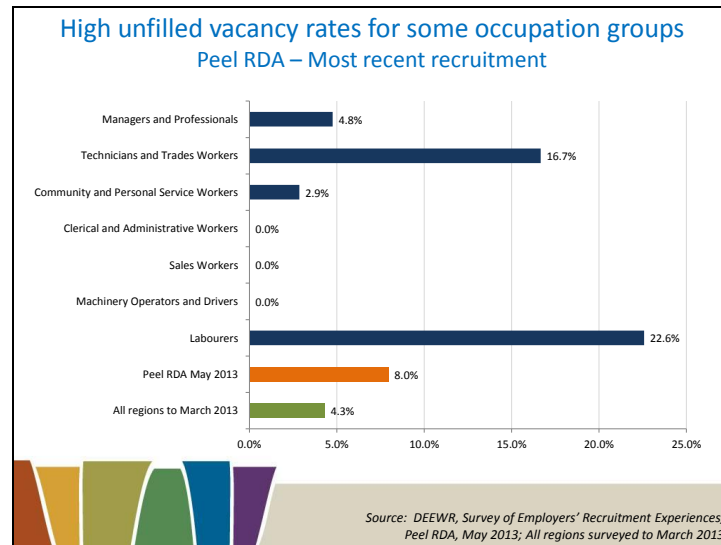
Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

Boddington, Murray and Waroona

Recruitment activity was considerably stronger in the areas of Boddington, Murray and Waroona (24 vacancies per 100 staff). Average applicant numbers for vacancies were also much lower (6.9 applicants per vacancy). A higher proportion of employers reported recruitment difficulty in their most recent recruitment round (50 per cent). Fewer applicants and greater recruitment difficulty resulted in a higher unfilled vacancy rate over the past year (11.0 per cent).

Mandurah and Serpentine-Jarrahdale

Recruitment activity was particularly subdued in Mandurah and Serpentine-Jarrahdale (13 vacancies per 100 staff). In line with subdued recruitment activity, average applicant numbers for vacancies were very high (13.1 applicants per vacancy). This resulted in a lower unfilled vacancy rate over the past year (5.7 per cent).

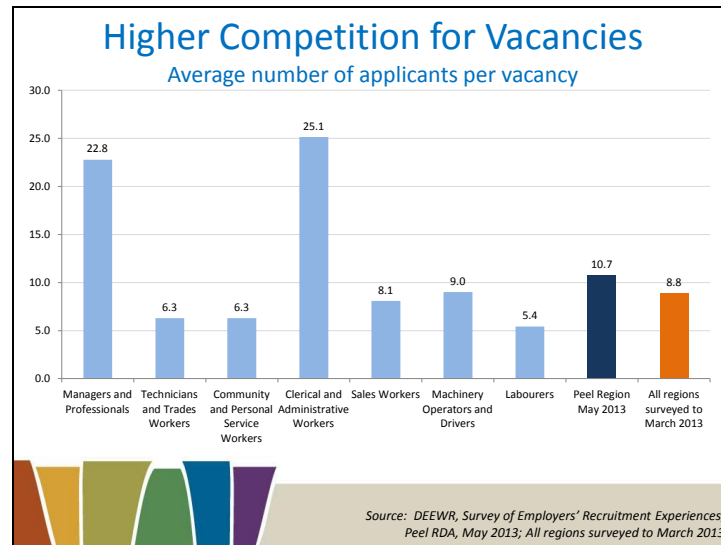


High unfilled vacancy rates for some occupation groups – Peel RDA

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013; All regions surveyed to March 2013

Unfilled vacancy rates were particularly high for Labourers (22.6 per cent) and Technicians and Trades Workers (16.7 per cent).

In the Peel RDA 8.0 per cent of all recent vacancies remain unfilled, almost double the rate for all regions surveyed across Australia.



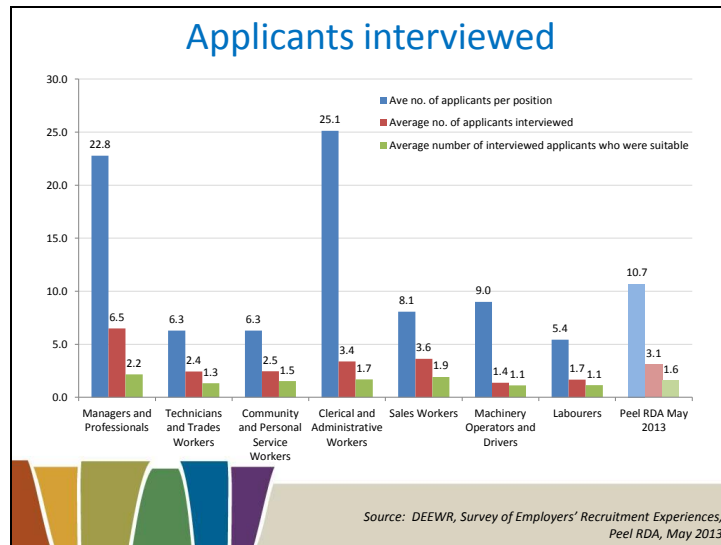
Higher competition for vacancies

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013; All regions surveyed to March 2013

Consistent with a softer labour market, competition for vacancies was stronger, as indicated by the high average number of applicants per vacancy (10.7) compared with all regions surveyed to March 2013 (8.8)

There was a particularly high average number of applicants for Clerical and Administrative Worker vacancies (25.1) and Managers and Professionals (22.8). By contrast, the average number of applicants was relatively low for Labourers (5.4), Community and Personal Service Workers and Technicians and Trades Workers (both 6.3).

Of the 10.7 average applicants per vacancy in the Peel region, only an average of 1.6 applicants were deemed suitable. This was lower than for all regions (2.4).



Applicants interviewed

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

On average there were 10.7 applicants per vacancy in employers' most recent recruitment round. Of those an average of 3.1 applicants were interviewed and 1.6 were deemed suitable.

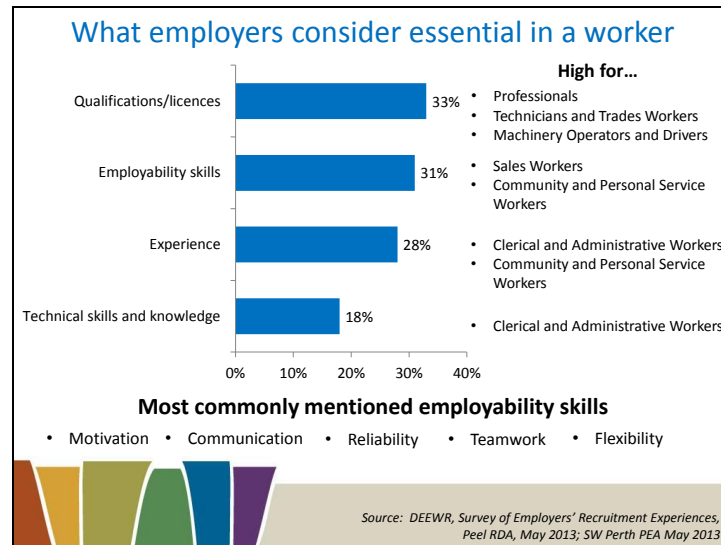
Clerical and Administrative Workers had the largest average number of applicants per vacancy (25.1), but only a small average number of applicants were interviewed (3.4). Of these only 1.7 applicants were deemed suitable.



Reasons Applicants Unsuitable

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

- 71% of applicants were not selected for an interview due to:
 - Lack of relevant experience (49%)
 - Applicant located overseas/interstate or out of area (29%)
 - Insufficient qualifications or training (17%)
 - Poor application (13%)



What employers consider essential in a worker

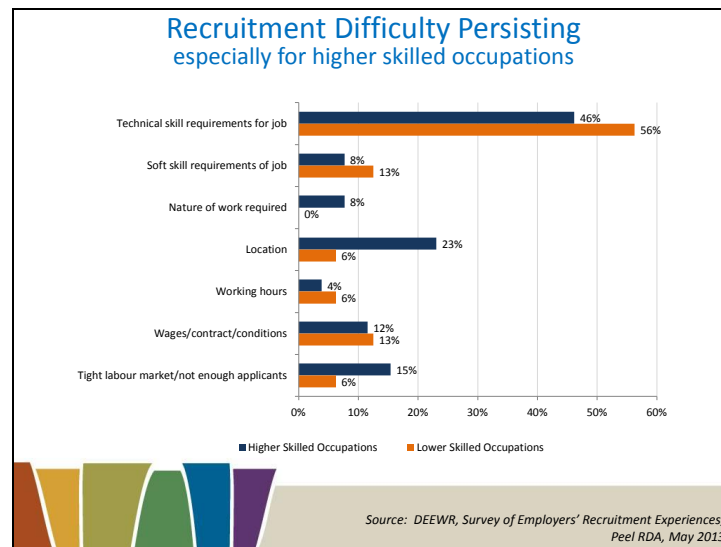
Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013; SW Perth PEA May 2013

Combined survey results from the South West Perth PEA and the Peel RDA in May 2013 showed that employers most commonly considered essential in a worker:

- Qualifications (33 per cent)
- Employability skills (31 per cent)
- Experience (28 per cent)
- Technical skills and knowledge (18 per cent)

Most commonly mentioned employability skills are:

- Motivation
- Communication
- Reliability
- Teamwork
- Flexibility



Recruitment Difficulty Persisting – especially for higher skilled occupations

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

Despite the softening labour market conditions, some 45 per cent of employers reported difficulty during their most recent recruitment round.

Overall, 59 per cent of employers recruiting for higher skilled occupations experienced difficulty while one third (31 per cent) of employers recruiting for lower skilled occupations experienced difficulty.

The extent and nature of recruitment difficulty varied according to the skill level of occupation. For employers recruiting for both higher and lower skilled occupations the job's *technical skill requirements* was the most commonly reported cause of difficulty. Those recruiting for higher skilled occupations also commonly cited *Location* as a cause of difficulty. Other common reasons for recruitment difficulty were *wages/conditions; working hours* being offered and *soft skill requirements*.

Fewer lower skilled occupations considered difficult to fill

Bachelor Degree or Higher VET Qualifications	
Child Carers	Early Childhood (Pre-primary School) Teachers
Registered Nurses	Chefs
Motor Mechanics	Structural Steel and Welding Trades Workers
Other occupations	
Cooks	Waiters
General Clerks	

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

Fewer lower skilled occupations considered difficult to fill

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

Employers surveyed in the Peel RDA highlighted a range of occupations that they found difficult to fill, including Child Carers, Chefs, Registered Nurses, Early Childhood (Pre-primary School) Teachers, Motor Mechanics, Structural Steel and Welding Trades Workers, Cooks, Waiters and General Clerks.

Recruitment Outlook Cautious
for the 12 months following the survey

	Peel RDA May 2013	All Regions Surveyed March 2013
Expects to recruit	35%	42%
Will increase staff numbers	19%	21%
Single greatest concern	41% demand/economic conditions	N/A

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013; All regions surveyed to March 2013

Recruitment Outlook Cautious

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013; All regions surveyed to March 2013

The proportion of employers who expected to recruit in the year following the survey was lower when compared to all regions surveyed. Likewise, the proportion of employers who expected to increase staff was slightly lower than the all region average.

Some 41 per cent of employers said that their single greatest concern for the next year was demand/economic conditions.

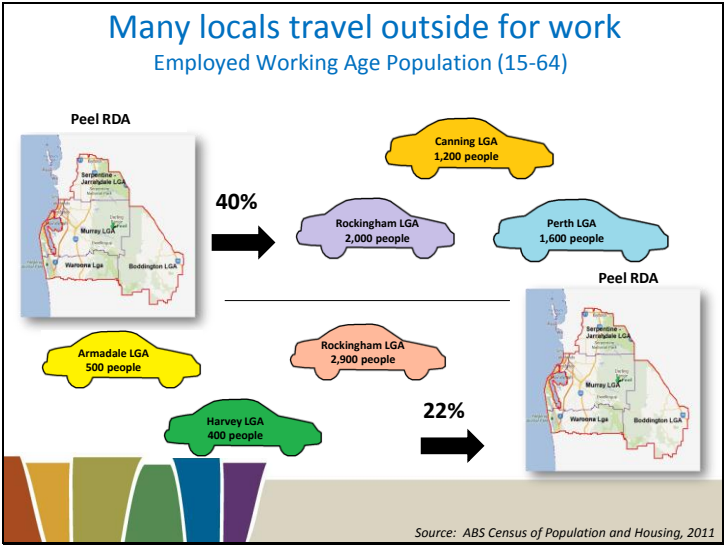
Occupations Employers Commonly Expect to Recruit	
Bachelor Degree or Higher VET Qualifications	
Child Carers	Structural Steel and Welding Trades Workers
Metal Fitters and Machinists	Motor Mechanics
Other occupations	
Sales Assistants	Waiters
Bar Attendants and Baristas	General Clerks
Kitchenhands	Pharmacy Sales Assistants

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

Occupations Employers Commonly Expect to Recruit

Source: DEEWR, Survey of Employers' Recruitment Experiences, Peel RDA, May 2013

This slide shows the occupations that employers in the Peel RDA commonly expect to recruit for in the year following the survey, including Child Carers, Metal Fitters and Machinists, Sales Assistants, Waiters, and Bar Attendants and Baristas.



Employers not employing local job seekers – Employed Working Age Population (15-64)

Source: ABS Census of Population and Housing, 2011

Some 40 per cent (14,900) of the 37, 200 employed working age population living in the Peel RDA travel outside the RDA for work. The most common destinations are the Rockingham (2000 people), Perth (1,600 people) and Canning (1,200 people) LGAs.

Some 22 per cent (6,400) of the 28, 700 employed working age population who work within the Peel RDA travel from outside the RDA for work. These people most commonly come from the Rockingham (2,900 people), Armadale (500 people) and Harvey (400 people) LGAs.

Conclusion

Some signs of labour market weakness in the region.

- Unemployment rate has increased in the past year
- However, there was strong employment growth in the 5 years to 2011
- Survey results show recruitment conditions are softer than other recently surveyed WA regions

Challenges


- Conditions varied considerably across the region
- Jobless families, education, employability skills, literacy and numeracy and youth disengagement
- Recruitment difficulty and applicant unsuitability (lack of qualifications and/or experience and skill shortages in some sectors)
- Vacancies remaining unfilled for Technicians and Trades Workers
- Future recruitment expectations cautious, due to uncertainty about future economic conditions
- Fewer opportunities for lower skilled job seekers

Opportunities

- Growth industries: Mining, Health Care and Social Assistance, Construction
- Broader Perth labour market

Collaboration

- Further engagement between stakeholders, particularly regarding opportunities for work experience and apprenticeships/traineeships



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Further Information

- www.deewr.gov.au/regional-reports-employers-recruitment-experiences
- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/australianjobs
- www.skillsinfo.gov.au
- www.joboutlook.gov.au
- www.deewr.gov.au/news/aussie-jobs




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/regional-reports-employers-recruitment-experiences
- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/australianjobs
- www.skillsinfo.gov.au
- www.joboutlook.gov.au
- www.deewr.gov.au/news/aussie-jobs


This presentation will be placed on the regional reports section of the DEEWR website www.deewr.gov.au/regional-reports-employers-recruitment-experiences.

Thank you.



Australian Government
Department of Education, Employment and Workplace Relations

If you have any questions about the presentation please contact the Employer Surveys Section on 1800 059 439 or email recruitmentsurveys@deewr.gov.au



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