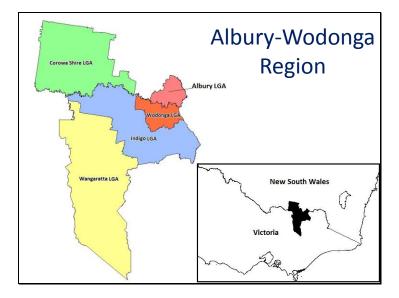


This presentation is based on the results of a *Survey of Employers' Recruitment Experiences* conducted by DEEWR in September 2012 across the North Eastern Victoria Priority Employment Area (PEA). Some 177 businesses surveyed were from the Albury-Wodonga Region. The results are compared with those from three surveys undertaken in the same region prior to 2012 (December 2009, August 2010 and August 2011).



Albury-Wodonga Region

The Albury-Wodonga Region sits within the North Eastern Victoria Priority Employment Area and comprises five LGAs: Albury Corowa Shire Indigo Wangaratta Wodonga

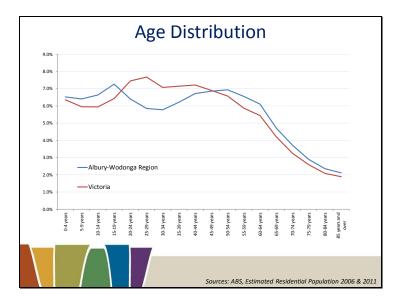
Population Profile					
Region	Adult Population (15+)	Adult Population Growth (2006-2011)	Median Age		
Albury LGA	40,000	4%	37		
Wodonga LGA	28,300	6%	35		
Corowa Shire LGA	9,200	0%	47		
Indigo LGA	12,500	3%	44		
Wangaratta LGA	22,000	1%	43		
Albury-Wodonga Region	112,000	3%	39		
Victoria	4,524,800	9%	37		
Australia	18,111,500	9%	37		
Source	es: ABS, Estimated Res	idential Population 2011 and Hou	; ABS, Census of Po Ising, Usual Residen		

Population Profile

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

In the five years to 2011 the Albury-Wodonga Region experienced slower growth in adult population (15 years and over) than Victorian overall (3 per cent and 9 per cent respectively). Within the region growth has been strongest in the LGAs with major centres (Albury and Wodonga).

The median age in the Albury-Wodonga Region is only slightly higher than the state average, although Corowa Shire LGA and Indigo LGA have significantly higher median ages.



Age Distribution

Sources: ABS, Estimated Residential Population 2006 & 2011

This graph shows the age distribution of Albury-Wodonga Region compared with the age distribution of Victoria. The age distribution of the region shows that a markedly 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.

Ageing Labour Force						
Age	2006	2011	Growth			
15-49 years	64,500	62,800	-3%			
50 years +	44,100	49,300	12%			
Total	108,600	112,000	3%			
	s	ource: ABS, Estimated Resi	dential Population 2006 & 2	2011		

Ageing Labour Force

Source: ABS, Estimated Residential Population 2006 & 2011

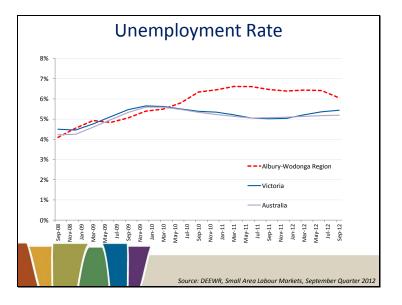
Between 2006 and 2011 the population above 50 years of age increased considerably in the Albury-Wodonga Region. On the other hand, the population 15-49 year declined slightly.

Emp	loyment f	Profile	
Region	Participation Rate (Working Age Population)	Employed in region (2011)	Employment change 2006 to 2011
Albury LGA	77.3%	21,450	-2%
Wodonga LGA	77.1%	16,120	0%
Corowa Shire LGA	75.6%	4,230	2%
Indigo LGA	76.9%	4,600	-1%
Wangaratta LGA	77.9%	11,280	-1%
Albury-Wodonga Region	77.2%	57,670	-1%
Victoria	75.6%	2,451,900	14%
s	ource: ABS, Census of Popu	lation and Housing, Usua	l Residence 2011; Place Work, 2011 and 20

Employment profile

Source: ABS, Census of Population and Housing, Usual Residence, 2011; Place of Work, 2011 and 2006

The Albury-Wodonga Region has a higher participation rate than Victoria overall. However, the number of people employed in the area decreased slightly (-1 per cent) between 2006 and 2011, in contrast to a 14 per cent increase for the state overall.



Unemployment Rate

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

The unemployment rate for the Albury-Wodonga Region has remained consistently above the state and national unemployment rates since May 2010.

Unemployment Rate					
Region	Sept-11	Sept-12	Annual Change		
Albury LGA	7.9%	6.7%	-1.2% pts		
Wodonga LGA	6.6%	6.7%	0.1% pts		
Corowa Shire LGA	5.3%	4.9%	-0.4% pts		
Indigo LGA	3.9%	3.9%	0.0% pts		
Wangaratta LGA	5.5%	5.6%	0.1% pts		
Albury-Wodonga Region	6.5%	6.0%	-0.5% pts		
Victoria	5.0%	5.4%	0.4% pts		
Australia	5.1%	5.2%	0.1% pts		
	Source: DEEWR,	Small Area Labour Mari	kets, September Quarter 2		

Unemployment Rate

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

In September 2012, the unemployment rate in the Albury-Wodonga Region was 6.0 per cent, a figure above the state and national unemployment rates (5.4 per cent and 5.2 per cent respectively).

The Albury and Wodonga LGAs recorded the highest unemployment rates within the Albury-Wodonga Region in September 2012 (both 6.7 per cent). While the Indigo LGA reported the lowest unemployment rate (3.9 per cent).

From September 2011 to September 2012 the region's unemployment rate decreased by 0.5 percentage points while the unemployment rate rose by 0.4 percentage points for Victoria. The largest decrease within the region was in the Albury LGA (-1.2 percentage points).

	Long-term unemployed (52 weeks or more)		Average duration
Region	Persons	Percent of all unemployed	of unemployment
Goulburn-Ovens-Murray LFR	2,200	22%	38 weeks
Murray-Murrumbidgee LFR	1,700	25%	72 weeks
Australia	120,400	19%	37 weeks

Longer Unemployment

Source: ABS, Labour Force Data, January 2013, 12 month averages of original data

Long-term unemployed are those who have been unemployed and looking for work for at least 52 weeks.

The proportion of unemployed people who were long-term unemployed in the Goulburn-Ovens-Murray Labour Force Region (LFR) (22 per cent) was higher compared with the Victorian (17 per cent) and national averages (19 per cent).

The average duration of unemployment in the Goulburn-Ovens-Murray LFR (38 weeks) and Murray-Murrumbidgee LFR (72 weeks) was higher than the Victorian (34 weeks) and national averages (37 weeks).

Note:

Albury LGA and Corowa Shire LGA are situated in the Murray-Murrumbidgee LFR and account for 23 per cent of the LFR's working age population.

Indigo LGA, Wangaratta LGA and Wodonga LGA are situated in the Goulburn-Ovens-Murray LFR and account for 26 per cent of the LFR's working age population.

Teenag	e Labou	ur Mark	et
Region	Teenage full-time unemployment rate (15-19 years)		Full-time Unemployment to Population Ratio
	January 2013	Annual Change	(January 2013)
Goulburn-Ovens-Murray LFR	20.0%	-11.0% pts	4.9%
Murray-Murrumbidgee LFR	14.7%	-16.9% pts	3.5%
Australia	24.0%	0.7% pts	4.3%
			Labour Force Data, January 2013, 2 month averages of original data

Teenage Labour Market

Source: ABS, Labour Force Data, January 2013, 12 month averages of original data

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

The teenage full-time unemployment rate for the Goulburn-Ovens-Murray LFR was 20.0 per cent in January 2013, a decrease of 11.0 percentage points over the preceding 12 months. The teenage full-time unemployment rate in this region was lower than the rate for Victoria (28.5 per cent) and Australia (24.0 per cent).

The teenage full-time unemployment to population ratio, however, was higher in the Goulburn-Ovens-Murray LFR (4.9 per cent) when compared to Victoria (4.1 per cent) and Australia (4.3 per cent).

Region	Proportion of the WAP on a benefit (December 2012)	Proportion of the WAP on an unemployment benefit (December 2012)
Albury LGA	21%	6%
Wodonga LGA	20%	6%
Corowa Shire LGA	17%	5%
Indigo LGA	14%	4%
Wangaratta LGA	20%	6%
Albury-Wodonga Region	20%	6%
Victoria	16%	5%
Australia	16%	5%

Higher Rates of Income Support

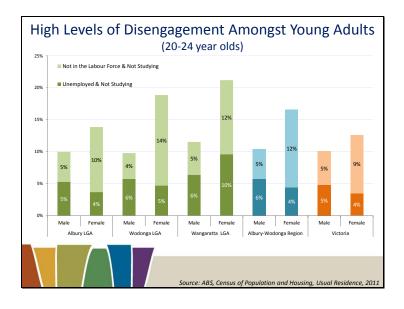
Source: DEEWR, administrative data, December 2012; Estimated Residential Population, 2011

In September 2012, 20 per cent of the working age population were in receipt of a Centrelink benefit in the Albury-Wodonga Region. This was larger when compared with state and national levels (both 16 per cent).

Overall, the proportion of the working age population on a Centrelink benefit had remained unchanged since September 2011.

Some 6 per cent of the region's working age population were in receipt of an unemployment benefit, above both state and national levels (both 5 per cent).





High Levels of Disengagement Amongst Young Adults

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

At the time of the 2011 Census, 13 per cent of young adults (persons aged 20 to 24 years) in the Albury-Wodonga Region were neither working or studying. This figure was higher when compared with Victoria (11 per cent).

For young adult males in the Albury-Wodonga Region, 5 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 region, 12 per cent were not in the labour force and not studying and a further 4 per cent were unemployed and not studying.

	% WAP	Unemployn	nent rate (%)	Participatio	on rate (%)
	Indigenous	Indigenous	Non- Indigenous	Indigenous	Non- Indigenou:
Albury LGA	2.1%	20.7%	5.7%	52.7%	77.9%
Wodonga LGA	1.6%	27.6%	5.4%	56.1%	77.5%
Corowa Shire LGA	1.3%	23.7%	4.6%	71.1%	75.9%
Indigo LGA	1.0%	9.1%	4.1%	62.5%	77.1%
Wangaratta LGA	1.0%	12.2%	4.9%	54.3%	78.1%
Albury-Wodonga Region	1.6%	21.0%	5.2%	55.7%	77.6%
Victoria	0.7%	14.2%	5.5%	59.0%	75.8%

Weaker Labour Market Outcomes for Indigenous Working Age Population

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

This slide shows labour market outcomes of the Indigenous working age population in Albury-Wodonga Region, Victoria and Australia.

Some 1.6 per cent of the working age population in Albury-Wodonga Region identify themselves as Indigenous, a figure larger than that for the state (0.7 per cent).

For Albury-Wodonga Region, the unemployment rate for Indigenous people was 21.0 per cent, 4 times the unemployment rate for non-Indigenous people (5.2 per cent). This disparity is greater compared with the state Indigenous and non-Indigenous unemployment rates.

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
Albury LGA	740	16%	5%	47%
Wodonga LGA	660	17%	4%	47%
Wangaratta LGA	350	14%	4%	45%
Albury-Wodonga Region	2,020	15%	4%	45%
Victoria	66,720	13%	5%	43%
Australia	294,880	14%	5%	44%

Jobless Families

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

Jobless families are families where the parents are unemployed or not in the labour force, with children under 15 years of age.

Some 15 per cent of all families (with children under 15 years) in the Albury-Wodonga Region were jobless, a figure slightly larger than that for Victoria (13 per cent) and Australia (14 per cent). However, family joblessness varied greatly between LGAs.

Joblessness was particularly pronounced in lone parent families. Overall, 45 per cent of lone parent families were jobless in the Albury-Wodonga Region, again a figure slightly larger than those for Victoria and Australia (43 per cent and 44 per cent respectively). The rate of joblessness for lone parent families was highest in the Albury and Wodonga LGAs (both 47 per cent). Joblessness for lone parent families was lower in the Indigo and Corowa Shire LGAs (36 per cent and 39 per cent respectively).

Region	Completed Yr 12	Attained Advanced Diploma, Diploma or Certificate III & IV Level	Attained Bachelor Degree or Higher
Albury LGA	65%	37%	26%
Wodonga LGA	60%	41%	19%
Corowa Shire LGA	53%	44%	15%
Indigo LGA	61%	39%	24%
Wangaratta LGA	63%	40%	22%
Albury-Wodonga Region	62%	39%	23%
Victoria	79%	29%	40%
Australia	75%	30%	35%

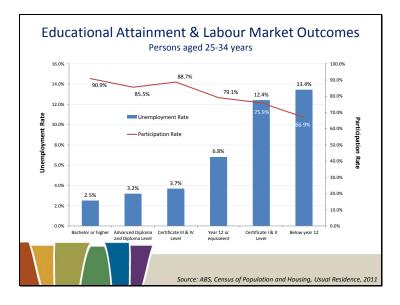
Lower Educational Attainment – persons aged 25-34 years

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

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

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Albury-Wodonga Region who had completed Year 12 or equivalent was 62 per cent, smaller than for Victoria (79 per cent) and Australia (75 per cent).

At the time of the 2011 Census, the proportion of 25 to 34 year olds who had attained an Advanced Diploma, Diploma or Certificate level III or IV in the Albury-Wodonga Region (39 per cent) was larger than state and national averages (29 per cent and 30 per cent respectively), while the proportion who had attained a Bachelor Degree or higher (23 per cent) was far lower than the state and national averages (40 per cent and 35 per cent respectively).

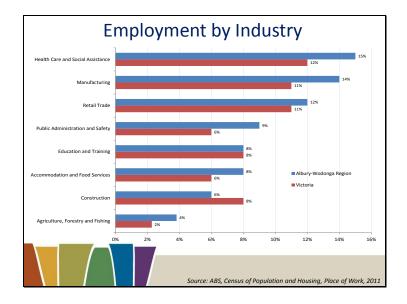


Educational Attainment and Labour Market Outcomes

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

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Albury-Wodonga Region, there were high unemployment rates for those who had completed Certificate I & II, but had not completed Year 12 (12.4%) and those who did not complete Year 12 without any further post school qualification (13.4%).

Unemployment rates were 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.

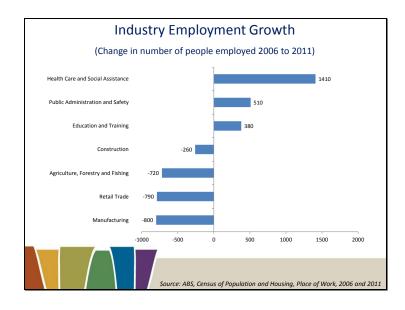


Employment by Industry

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

In the Albury-Wodonga Region the largest employing industries are Health Care and Social Assistance, Manufacturing and Retail Trade industries. At the time of the 2011 Census, they each accounted for a greater proportion of employment in the region than they did at the state level. Public Administration and Safety also accounted for a substantial proportion of employment.



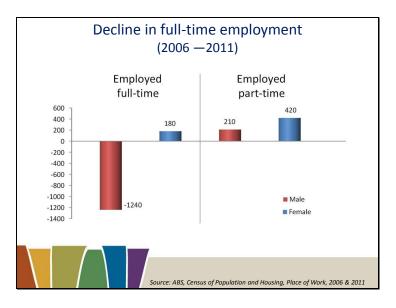


Industry Employment Growth

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

This graph shows changes in the numbers of people employed in particular industries over the period 2006 to 2011. Much of the growth in employment in the Albury-Wodonga Region was concentrated in the Health Care and Social Assistance, Public Administration and Safety and Education and Training industries. By contrast, employment in the Manufacturing, Retail Trade, Agriculture, Forestry and Fishing, and Construction industries reduced substantially.





Decline in full-time employment

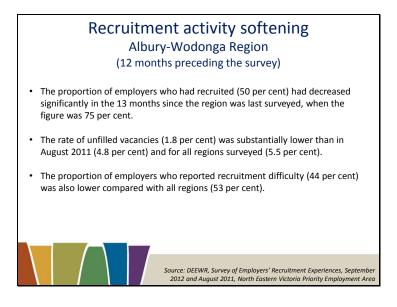
Source: ABS, Census of Population and Housing, Place of work, 2006 & 2011

Between 2006 and 2011 there was a marked decline in full-time employment in the Albury-Wodonga Region. This was only partially matched by a modest increase in part-time employment.

There was a notable decline in male full-time employment and only a slight increase in male part-time employment over the 5 years to 2011. There were moderate increases in both part-time and full-time female employment.

The loss of male full-time employment was almost entirely accounted for by males under the age of 45 (93 per cent).

In terms of industry, the largest declines in male full-time employment took place in Manufacturing (500 full-time male jobs lost), Agriculture, Forestry and Fishing (-420) and Construction (-260). The largest increases in male full-time employment took place in Public Administration and Safety (200 full-time male jobs gained) and Health Care and Social Assistance (140).



Recruitment activity softening - Albury–Wodonga Region (12 months preceding the survey)

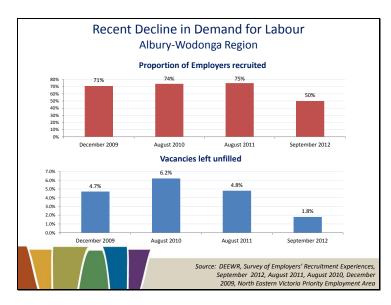
Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.

177 employers were surveyed in Albury-Wodonga Region, as part of the North Eastern Victoria PEA survey in September 2012.

The proportion of employers who had recruited (50 per cent) had decreased significantly in the 13 months since the region was last surveyed, when the figure was 75 per cent, and was smaller than the results for all previous surveys in the region back to December 2009.

The rate of unfilled vacancies (1.8 per cent) was lower than in August 2011 (4.8 per cent) and for all regions surveyed (5.5 per cent).

The proportion of employers who reported recruitment difficulty (44 per cent) was also lower compared with all regions (53 per cent).

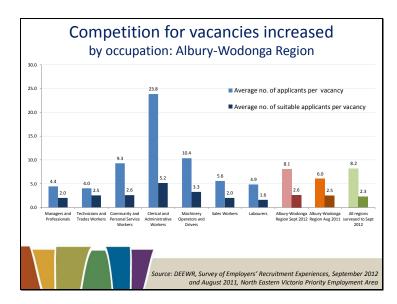


Recent Decline in Demand for Labour – Albury-Wodonga Region

Source: DEEWR, Survey of Employers' Recruitment Experiences, 12 months before the survey, September 2012, August 2011, August 2010, December 2009, North Eastern Victoria Priority Employment Area (Albury-Wodonga region)

The graphs compares indicators of recruitment activity from the September 2012 survey (*proportion of employers who had recruited* and *vacancies left unfilled* in the past twelve months) with those of three previous surveys going back to December 2009.

The results indicate a notable and recent decline in recruitment activity and the proportion of unfilled vacancies in the Albury-Wodonga Region.



Competition for vacancies increased

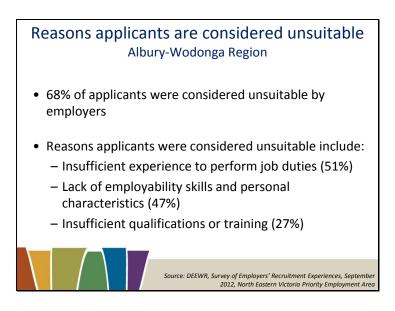
Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.

There was, on average, more competition for vacancies in the Albury-Wodonga Region (8.1 applicants per vacancy) compared with the last time the region was surveyed (6.0 applicants per vacancy). However, the average number of applicants per vacancy (2.6) was very similar to the previous survey (2.5)

There was a high level of competition for Clerical and Administrative Workers vacancies, with an average of 23.8 applicants per vacancy.

Employers recruiting for Technicians and Trade Workers had little choice of applicants with an average of 4.0 applicants.





Reasons applicants are considered unsuitable

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

Over two-thirds (68 per cent) of applicants were regarded by employers as unsuitable in the Albury-Wodonga region.

Reasons applicants were considered unsuitable include:

- Insufficient experience to perform job duties (51 per cent)
- Lack of employability skills and personal characteristics (47 per cent)
- Insufficient qualifications or training (27 per cent)





Basic Employability Skills

Source: All regions surveyed in the 12 months to December 2010

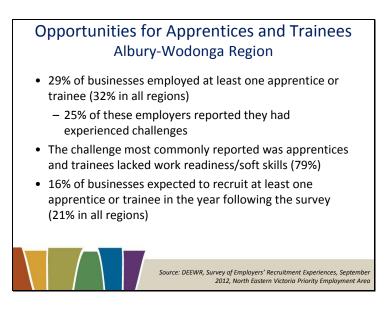
Most importance placed on:

- 30 per cent personal traits and qualities only
- 28 per cent technical skills only
- 41 per cent both equally important

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork





Opportunities for Apprentices and Trainees – Albury-Wodonga Region

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

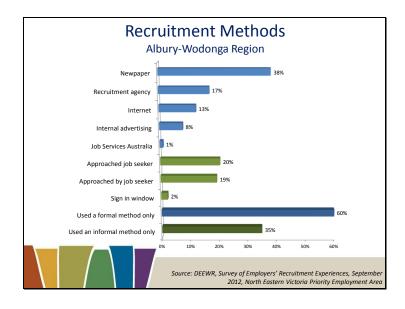
29 per cent of businesses employed at least one apprentice or trainee (32 per cent in all regions)

-25 per cent of these employers reported they had experienced challenges

The challenge most commonly reported was apprentices and trainees lacked work readiness/soft skills (79 per cent)

16 per cent of businesses expected to recruit at least one apprentice or trainee in the year following the survey (21 per cent in all regions)





Recruitment Methods – Albury-Wodonga Region

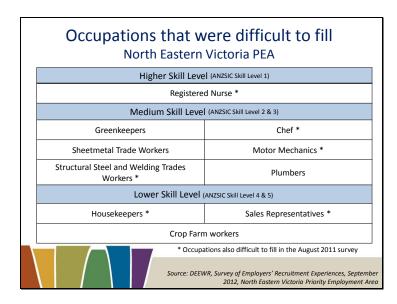
Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

Over one third of employers (35 per cent) in the Albury-Wodonga Region used informal methods *only* in their most recent recruitment round.

Informal recruitment methods most commonly mentioned were:

- Employer approached job seeker
- Employer approached directly by a job seeker

In particular, employers recruiting Sales Workers reported the highest use of informal methods *only* (50 per cent). The sole use of informal methods was also high for employers recruiting Professionals (45 per cent) and Community and Personal Service Workers (44 per cent). In contrast, employers recruiting Managers used formal methods *only*.



Occupations that were 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 throughout 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

Future Recruit		onga Region	All Regions	
	September 2012	August 2011	(September 2012)	
Expected to recruit	33%	52%	47%	
Expected to increase staff	18%	32%	25%	
Expected to decrease staff	3%	3%	4%	
Expected difficulty	33%	40%	43%	
Sol		Employers' Recruitment (011, North Eastern Victo		

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 soft in the Albury-Wodonga Region. A substantially smaller proportion of employers (33 per cent) expected to recruit compared with all regions surveyed (47 per cent) and when the region was last surveyed in 2011 (52 per cent).

Of those employers expecting to recruit, a modest proportion of expected to increase staff numbers (18 per cent) compared with when the region was last surveyed (32 per cent).





Occupations employers expect to recruit for in the 12 months 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 throughout 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 (General) Truck Drivers General Clerks Housekeepers Crop Farm Workers Waiters Shelf Fillers Bar Attendants and Baristas Slide 30

Conclusion

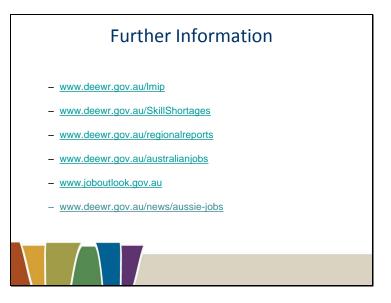
- Labour market conditions in the region subdued
- The unemployment rate is above the state average and employment growth is flat
- Recruitment activity has softened and is slowing
- Most vacancies filled over the past year
- Significant decline in male full-time unemployment
- Disadvantaged groups: jobless families, disengaged youth, Indigenous, less educated
- Opportunities exist in a range of occupations across the region
- Job seekers need to be job ready
 - Opportunities for work experience Education and training, including re-training
 - Employability skills
- Further engagement with employers regarding needs, expectations, recruitment methods
- Collaboration with key stakeholders and Local Employment Coordinator



Conclusion

- Labour market conditions in the region subdued
- The unemployment rate is above the state average
- Recruitment activity has softened and is slowing
- Most vacancies filled in over the past year
- Significant decline in male full-time unemployment
- Untapped labour supply and disadvantaged groups: jobless families, disengaged youth, Indigenous, less educated
- Opportunities still exist in a range of occupations across the broader North Eastern Victoria Priority Employment Area
- Job seekers need to be job ready
 - Opportunities for work experience
 - Education and training
 - Employability skills
- Further engagement with employers regarding needs, expectations and informal recruitment methods
- Collaboration with key stakeholders and Local Employment Coordinators





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.joboutlook.gov.au
- www.deewr.gov.au/news/aussie-jobs-publication-highlights-employment-growth

A report on the survey findings for the Albury-Wodonga Region and North Eastern Victoria Priority Employment Area has been placed on the regional reports section of the DEEWR>Regional Reports website.

