

Slide 1



Australian Government
Department of Education, Employment and Workplace Relations

Grampians RDA

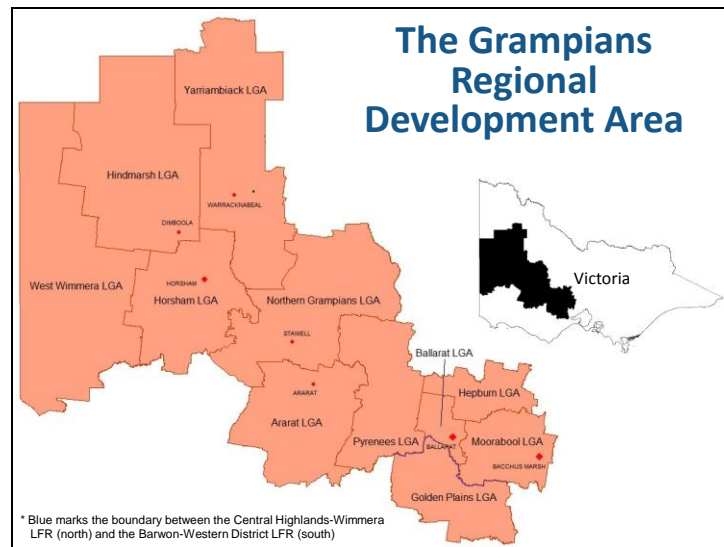
15th March 2013



Presenter: Ivan Neville

Branch Manager

Labour Market Research and Analysis Branch



The Grampians Regional Development Area


The Grampians Regional Development Area comprises 11 Local Government Areas:

- Ararat
- Ballarat
- Golden Plains
- Hepburn
- Hindmarsh
- Horsham
- Moorabool
- Northern Grampians
- Pyrenees
- West Wimmera
- Yarriambiack

With the exception of Golden Plains LGA, which is situated in the Barwon-Western District Labour force region (LFR), these LGAs make up the Central Highlands-Wimmera LFR. The Central Highlands-Wimmera LFR accounts for 91 per cent of the RDA's working age population.

Regional Diversity

| Region | Employed persons (15+) | Employment Growth 2006 to 2011 | Participation Rate (15-64) | Unemployment Rate (15+) | Median Age |
|----------------------|------------------------|--------------------------------|----------------------------|-------------------------|------------|
| Ararat LGA | 4,780 | 2% | 69.9% | 4.7% | 45 |
| Ballarat LGA | 42,290 | 13% | 74.6% | 6.0% | 37 |
| Horsham LGA | 9,180 | 5% | 77.9% | 3.8% | 40 |
| Golden Plains LGA | 8,980 | 18% | 75.6% | 4.0% | 39 |
| Moorabool LGA | 13,330 | 14% | 75.6% | 4.0% | 39 |
| Grampians RDA | 99,840 | 9% | 74.1% | 4.9% | 40 |
| Balance of Victoria | 629,400 | 7% | 74.4% | 5.4% | 41 |
| Victoria | 2,530,600 | 11% | 75.6% | 5.4% | 37 |



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

Labour Market Profile


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

Labour market conditions vary considerably across the Grampians RDA. There has been strong employment growth in the LGAs closest to the Melbourne metropolitan region, such as the Golden Plains LGA and Moorabool LGA. However, growth in employment has been soft in some regional areas, including the Ararat and Horsham LGAs.

Unemployment rates also vary. Ballarat LGA has an unemployment rate of 6.2 per cent, above that of the state (5.4 per cent), while many LGAs, such as Horsham LGA and Moorabool LGA, have unemployment rates well below that of the state.

Ageing population
Grampians RDA

| Age | Population 2011 | Population Increase 2006-2011 | % of total population increase |
|------------|-----------------|-------------------------------|--------------------------------|
| < 45 years | 126,670 | 860 | 9% |
| 45 years + | 97,180 | 8,260 | 91% |

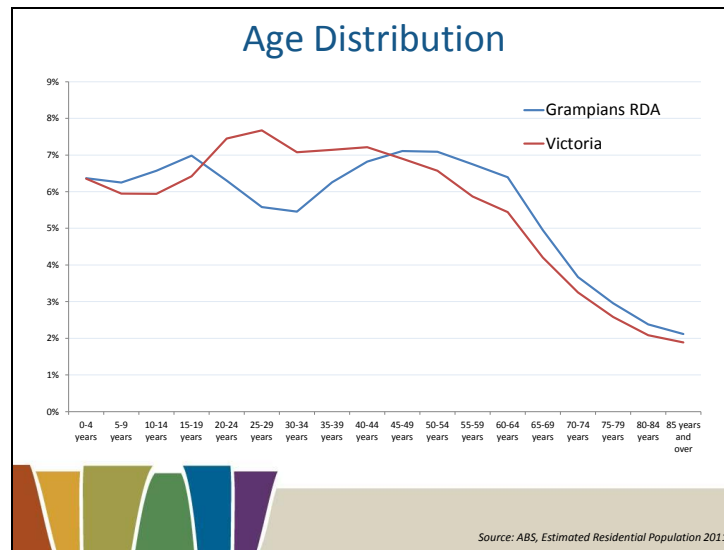


Source: ABS, Estimated Residential Population, 2006 and 2011

Population Change 2006 to 2011

Source: ABS, Estimated Residential Population, 2006 and 2011

The total number of people living in the Grampians RDA has increased by 4 per cent since 2006. Much of this growth is accounted for by an increase in people over 45. This cohort has increased by 9 per cent and accounts for 91 per cent of growth in the RDA compared with 52 per cent for Victoria overall.



Age distribution

Source: ABS, Estimated Residential Population, 2011

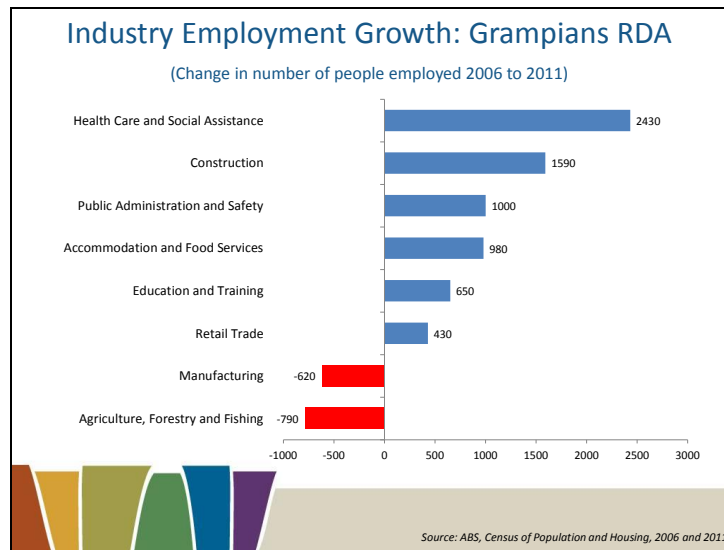
This graph shows the age distribution of the Grampians RDA compared to the age distribution of Victoria. The age distribution of the RDA population shows that a markedly smaller proportion of the population is made up of people aged between 20 and 40 years, when compared with the state distribution. Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres.

Additional Information

Of those who reported their residential status as being in the RDA at the time of the 2006 census, 11 per cent lived elsewhere in 2011. The median age of those who had left the RDA was 29 years. In 2011, 27 per cent of the young adult population aged 20-34 years that had lived in the Grampian RDA 2006 were living elsewhere. Young adult females were slightly more likely to have left the RDA (28 per cent) than young adult males (25 per cent).

Of those living in the RDA in 2011 and had reported their residential status for 2006, 16 per cent lived elsewhere at the time of the 2006 census. The median age of those who had moved to the RDA during this period was 33 years. 12 per cent of those who had arrived had come from overseas.

Slide 6

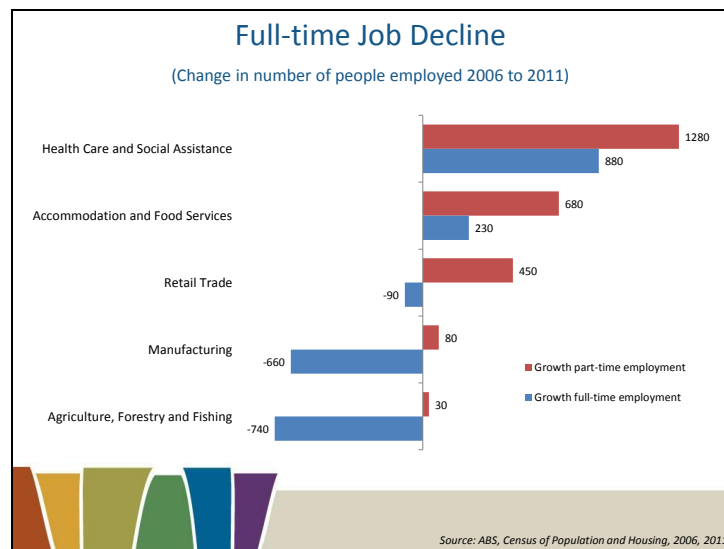


Industry employment growth

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

This graph shows the change in the number of people employed in key industries in the Grampians RDA over the period 2006 to 2011. Much of the growth in employment in the RDA was concentrated in the Health Care and Social Assistance, and Construction industries. By contrast, employment in the Agriculture, Forestry and Fishing, and Manufacturing industries had declined.

Slide 7



Full-time job decline

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

Accompanying the differences in growth across industries in the Grampians RDA has been a structural change in employment marked by a transition from full-time employment to part-time employment.

| Long-term unemployment | | | |
|----------------------------------|--|-------------------------------|-------------------------------------|
| Region | Long-term unemployed (52 weeks or more) | | Average duration of unemployment |
| | Persons | Per cent of all unemployed | |
| Central Highlands-Wimmera LFR | 1,500 | 23% | 65 weeks |
| Victoria | 29,100 | 17% | 34 weeks |
| Australia | 120,400 | 19% | 37 weeks |

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

Long-term Unemployment

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

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

The proportion of unemployed persons who were long-term unemployed in the Central Highlands Wimmera LFR (23 per cent) was higher compared with Victoria (17 per cent) and Australia (19 per cent).

The average duration of unemployment in the Central Highlands Wimmera LFR (65 weeks) was considerably higher than the Victorian (34 weeks) and national averages (37 weeks).

*****Additional Info*****

The Grampians RDA accounts for 100 per cent of the Central Highlands-Wimmera LFR’s working age population.

The Central Highlands-Wimmera LFR accounts for 91 per cent of the RDA’s working age population.

| Teenage Full-Time Unemployment an Issue Persons aged 15 – 19 years | | | |
|---|--|---------------|---|
| Region | Teenage full-time unemployment rate (15-19 years) | | Full-time Unemployment to Population Ratio (December 2012) |
| | December 2012 | Annual Change | |
| Central Highlands-Wimmera LFR | 46% | 10%pts | 7% |
| Victoria | 27% | 2%pts | 4% |
| Australia | 24% | 1%pts | 4% |

Source: ABS, Labour Force Survey, January 2013, (12 month averages of original data)

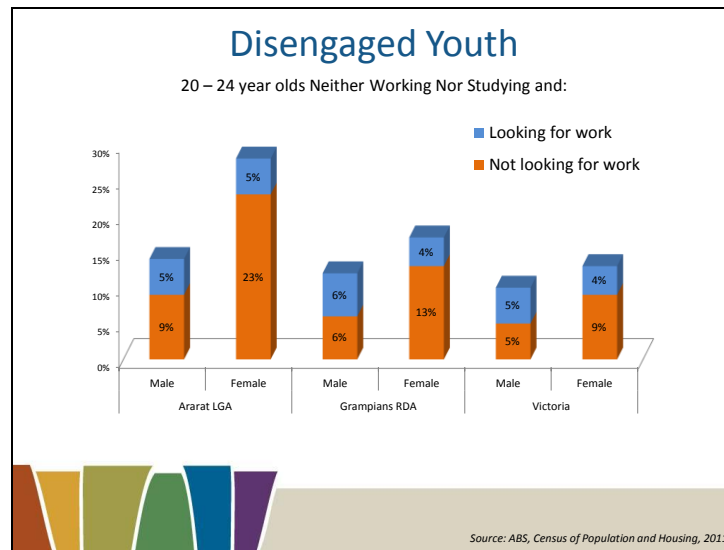
Teens looking for full-time work - Persons aged 15 – 19 years

Source: ABS, Labour Force Survey, 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 Central Highlands-Wimmera LFR was 46 per cent in January 2013, an increase of 10 percentage points since December 2011. This was higher than the rate for Victoria (27 per cent) and Australia (24 per cent).

The teenage full-time unemployment to teenage population ratio was also higher in the Central Highlands-Wimmera LFR (6.9 per cent) when compared with Victoria (3.9 per cent) and Australia (4.3 per cent).



Proportion of 20-24 year olds neither working nor studying

Source: ABS, Census of Population and Housing, 2011

In the Grampians RDA 15 per cent of 20-24 year olds were neither working nor studying. This compared with 11 per cent for Victoria.

For females in the RDA aged 20 to 24, the proportion of those neither working nor studying (17 per cent) was higher when compared with males (12 per cent).

In the Ararat LGA the proportion of 20-24 years olds neither studying nor working (21 per cent) was well above that for the Grampians RDA overall. For females aged 20-24 years in the Ararat LGA over one quarter (28 per cent) were neither studying nor working.

| Educational Attainment Persons aged 25-34 years | | | |
|--|------------|-----------------------|----------------------------|
| Region | Year 12 | Certificate III or IV | Bachelor Degree and Higher |
| Ararat LGA | 63% | 26% | 19% |
| Ballarat LGA | 70% | 25% | 29% |
| Horsham LGA | 64% | 28% | 21% |
| Golden Plains LGA | 63% | 31% | 19% |
| Moorabool LGA | 64% | 30% | 22% |
| Grampians RDA | 66% | 27% | 25% |
| Victoria | 79% | 18% | 40% |

Source: ABS, Census of Population and Housing, 2011

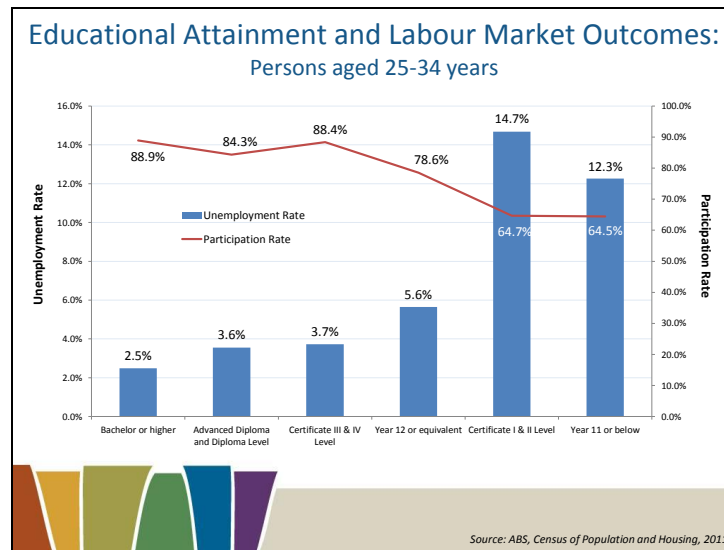
Educational Attainment – persons aged 25-34 years

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 Grampians RDA who had completed Year 12 or equivalent was 66 per cent. This was well below the levels for both Victoria (79 per cent) and Australia (75 per cent).

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.

The proportion of 25 to 34-year-olds who had attained a certificate level III/IV in the Grampians RDA (27 per cent) was higher than the state and national averages (18 per cent and 20 per cent respectively). The proportion who had attained a bachelor’s degree or higher (25 per cent) was 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, 2011

There is a strong relationship between educational attainment and employment outcomes. For people aged 25 to 34 years in the Grampians RDA, there were high unemployment rates for those who had completed Certificate I or II but did not complete Year 12 (14.7 per cent) and those who did not complete Year 12 without any further post-school qualification (12.3 per cent).

Unemployment rates are lower for people who have completed a tertiary education at the Bachelor degree, Advanced Diploma and Diploma. This emphasises the importance further education has in ensuring employment success. It should also be noted that employment outcomes are vastly better for those who have attained Certificate Levels III or IV than for those who have not completed Year 12 or only attained Certificate Levels I or II.

What are local employers telling us?

- Many employers having difficulty filling vacancies
 - Pockets of unmet demand and widespread recruitment difficulties
 - Low applicant numbers for some occupations
 - Vacancies for Professionals and Technicians and Trades Workers proving particularly difficult to fill.



Source: DEEWR, Survey of Employers' Recruitment Experiences, Grampians ESA & Central Victoria PEA, October 2012

Survey Results

Source: DEEWR, Survey of Employers' Recruitment Experiences, Grampians ESA & Central Victoria PEA, October 2012

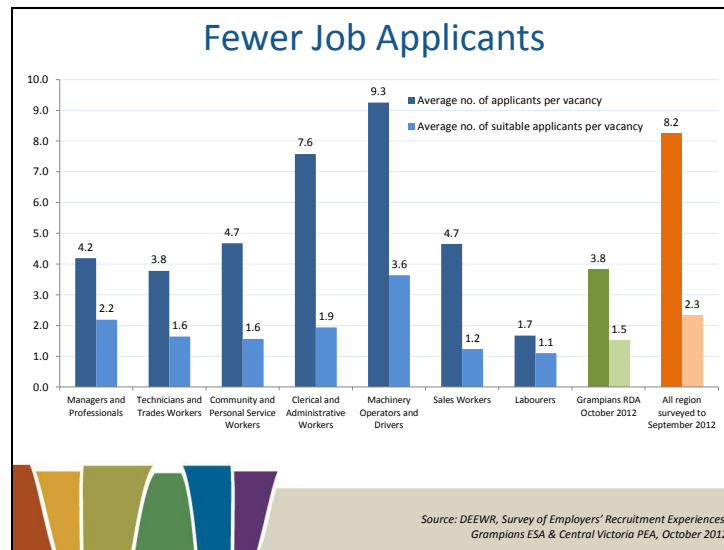
Many employers having difficulty filling vacancies

- More than half stated that their most recent recruitment round was difficult
- Low applicant numbers
- Contrasts with other parts of regional Australia

Pockets of unmet demand

- Employers cannot fill some vacancies locally

Some Technicians and Trades Workers vacancies remained unfilled



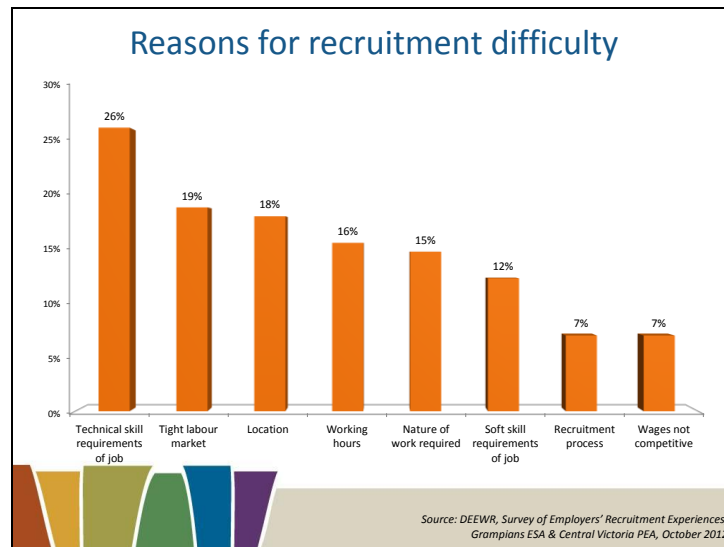
Fewer job applicants

Source: DEEWR, Survey of Employers' Recruitment Experiences, Grampians ESA & Central Victoria PEA, October 2012

There was, on average, less competition for vacancies in the Grampians RDA (3.8 applicants per vacancy and 1.5 applicants considered suitable) compared with all regions surveyed (8.2 applicants per vacancy and 2.3 applicants considered suitable).

There was a relatively high level of competition for Machinery Operators and Drivers, with an average of 9.3 applicants and 3.6 suitable applicants.

Employers recruiting for Labourers had far less choice, with an average of 1.7 applicants of whom 1.1 were considered suitable.



Reasons for recruitment difficulty

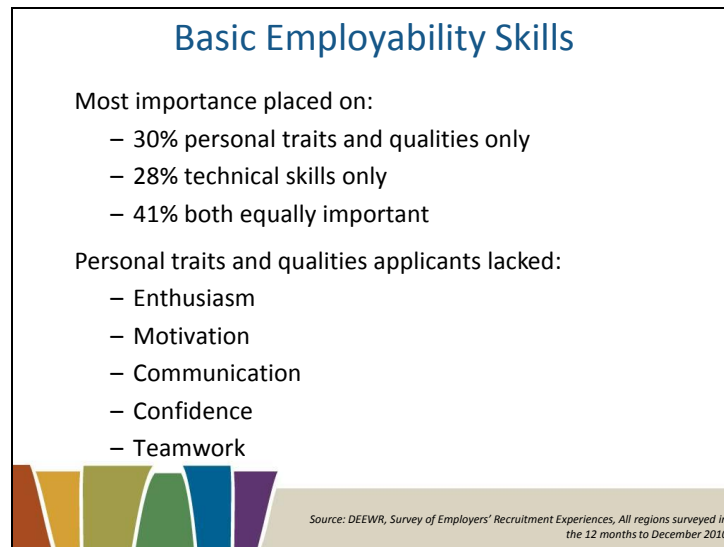
Source: DEEWR, Survey of Employers' Recruitment Experiences, Grampians ESA & Central Victoria PEA, October 2012

Employers cited a range of reasons for recruitment difficulty. The three most common reasons were the technical skill requirements of the job, a tight labour market and the location of the job.

The technical skill requirements of the job were a common cause of recruitment difficulty for employers recruiting Managers and Professionals or Technicians and Trades Workers. A tight labour market was often cited as a reason for difficulty by employers recruiting across most occupation groups.

Employers recruiting for Managers and Professionals occupations were most likely to cite location as a reason for difficulty, in particular those recruiting Registered Nurses. Employers recruiting for Labourers also most commonly mentioned location as an issue, in particular those recruiting Housekeepers. Another occupation group for which location was a cause of recruitment difficulty was Technicians and Trades Workers.

Employers recruiting for Sales Workers, in particularly those seeking to recruit Checkout Operators and Office Cashiers, and Sales Assistants (General), commonly mentioned that the soft skills requirements of the job were a reason for recruitment difficulty. Soft skills were also an issue for employers recruiting for Technicians and Trades Workers, in particular those seeking to recruit Motor Mechanics.



Basic employability skills

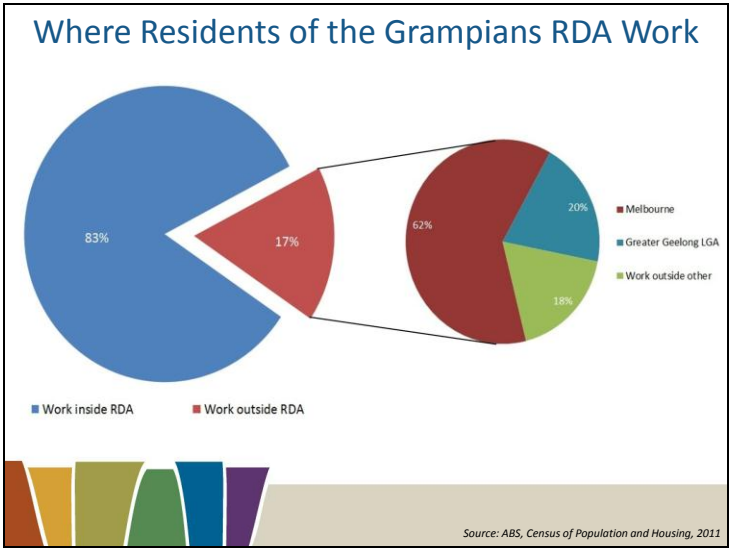
Source: DEEWR, Survey of Employers' Recruitment Experiences, All regions surveyed in the 12 months to December 2010

Most importance placed on:

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

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork




Where Residents of the Grampians RDA work

Source: ABS, Census of Population and Housing, 2011

A substantial proportion of employed people living in the Grampians RDA worked outside of the RDA. The majority of those working outside of the RDA were working in Melbourne and the Greater Geelong LGA.

Conclusion

- Overall, labour market conditions are quite good.
 - Diversity across the large region
 - Full-time employment declines in Agriculture and Manufacturing
- Vulnerable groups:
 - Teenagers, disengaged youth, jobless families, lower educated, long term unemployed.
- Opportunities
 - Pockets of unmet demand
 - Growth industries such as Health Care and Social Assistance.
- Job Seekers need to be job ready.
 - Education, training / apprenticeships, work experience.
 - Employability skills
- Collaboration with key stakeholders and Local Employment Coordinator



Conclusion

- Overall, labour market conditions are quite good.
 - Diversity across the large region
 - Full-time employment declines in Agriculture and Manufacturing
- Vulnerable groups:
 - Teenagers, disengaged youth, jobless families, lower educated, long term unemployed.
- Opportunities
 - Pockets of unmet demand
 - Growth industries such as Health Care and Social Assistance.
- Job Seekers need to be job ready.
 - Education, training / apprenticeships, work experience.
 - Employability skills
- Collaboration with key stakeholders and Local Employment Coordinator

A rectangular box containing the title 'Further Information' at the top center. Below the title is a list of five hyperlinks, each preceded by a hyphen. At the bottom of the box is a decorative graphic consisting of several overlapping, semi-transparent shapes in various colors (orange, yellow, green, blue, purple) on the left, and a solid light brown bar extending to the right.

Further Information

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

A report on the survey findings for the Grampians RDA 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

