Overview of the South West Regional Development Australia Labour Market

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

The South West Regional Development Australia (RDA) region is located in the south western corner of Western Australia and is part of the Lower Western WA Labour Force Region (LFR). The RDA accounts for 49 per cent of the LFRs population.

The South West RDA comprises 12 following Local Government Areas (LGAs):

Augusta-Margaret River LGA
Bridgetown-Greenbushes LGA
Boyup Brook LGA
Bunbury LGA
Busselton LGA
Capel LGA
Collie LGA
Dardanup LGA
Donnybrook-Balingup LGA
Harvey LGA
Manjimup LGA
Nannup LGA

The most populous LGAs are Bunbury and Busselton, with the City of Bunbury being the major urban centre. The Bunbury Statistical District, which comprises the City of Bunbury and the adjacent urban and rural residential parts of the Shires of Dardanup, Harvey and Capel within its hinterland, has a population of around 67,600, which is around half of the RDAs population. There is major population growth expected for the region over the coming decades.
The three towns of Collie, Margaret River and Manjimup have been selected for the ‘Supertowns’ initiative. These are towns viewed as having significant growth potential in terms of the population and economy.
Population Profile of the South West RDA

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

The adult population (15 years and over) of the South West RDA was 128,600 as at June 2010 and experienced population growth of 18 per cent between 2005 and 2010. Population growth over the same period for Western Australia and Australia was 15 per cent and 11 per cent respectively.

The LGA of Dardanup had the largest population growth (31 per cent or 10,200 persons) of all the LGAs within the RDA.

At the time of the 2006 Census, the working age (15-64 years) participation rate for the RDA was 76.4 per cent, similar to that of the state (76.8 per cent) and Australia (75.0 per cent). The LGA of Augusta-Margaret River recorded the highest participation rate in the RDA (79.9 per cent) while Nannup recorded the lowest participation rate (70.3 per cent).

At the time of the 2006 Census, the median age of persons in the South West RDA was 38, slightly higher than the median age for Western Australia (36 years) and Australia (37 years). The proportion of the adult population in the South West RDA aged 65 and over (16 per cent) was comparable to that for Western Australia (15 per cent) and Australia (17 per cent). Nevertheless, there are areas with a particularly large proportion of the adult population aged 65 and over, in particular Nannup and Bridgetown-Greenbushes LGAs with 22 per cent.

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Bunbury LGA</td>
<td>28,900</td>
<td>14%</td>
<td>76.1%</td>
<td>17%</td>
<td>37</td>
</tr>
<tr>
<td>Busselton LGA</td>
<td>25,000</td>
<td>22%</td>
<td>78.1%</td>
<td>19%</td>
<td>38</td>
</tr>
<tr>
<td>Harvey LGA</td>
<td>16,700</td>
<td>24%</td>
<td>76.4%</td>
<td>14%</td>
<td>36</td>
</tr>
<tr>
<td>Manjimup LGA</td>
<td>10,200</td>
<td>10%</td>
<td>77.6%</td>
<td>18%</td>
<td>35</td>
</tr>
<tr>
<td>Augusta-Margaret River LGA</td>
<td>10,186</td>
<td>13%</td>
<td>79.9%</td>
<td>15%</td>
<td>37</td>
</tr>
<tr>
<td>Capel LGA</td>
<td>8,800</td>
<td>36%</td>
<td>77.0%</td>
<td>10%</td>
<td>34</td>
</tr>
<tr>
<td>Margaret LGA</td>
<td>6,000</td>
<td>5%</td>
<td>76.1%</td>
<td>18%</td>
<td>38</td>
</tr>
<tr>
<td>Collie LGA</td>
<td>7,400</td>
<td>5%</td>
<td>70.5%</td>
<td>16%</td>
<td>37</td>
</tr>
<tr>
<td>Denmark-Bahringup LGA</td>
<td>4,400</td>
<td>18%</td>
<td>72.5%</td>
<td>17%</td>
<td>41</td>
</tr>
<tr>
<td>Bridgetown-Greenbushes LGA</td>
<td>3,500</td>
<td>11%</td>
<td>72.9%</td>
<td>22%</td>
<td>44</td>
</tr>
<tr>
<td>Boyup Brook LGA</td>
<td>1,300</td>
<td>7%</td>
<td>76.6%</td>
<td>21%</td>
<td>43</td>
</tr>
<tr>
<td>Nannup LGA</td>
<td>1,200</td>
<td>10%</td>
<td>70.3%</td>
<td>22%</td>
<td>46</td>
</tr>
<tr>
<td>South West RDA Total</td>
<td>128,600</td>
<td>18%</td>
<td>76.4%</td>
<td>16%</td>
<td>38</td>
</tr>
<tr>
<td>Western Australia</td>
<td>1,846,000</td>
<td>15%</td>
<td>75.8%</td>
<td>15%</td>
<td>36</td>
</tr>
<tr>
<td>Australia</td>
<td>18,100,000</td>
<td>11%</td>
<td>75.0%</td>
<td>17%</td>
<td>37</td>
</tr>
</tbody>
</table>

The age distribution of the South West RDA shows a migration away from the region for those aged 15 to 34. The population picks up from age 35 years onwards. Similar demographic patterns exist for many regional areas and are due in part to young adults moving to major urban centres.

**Age Distribution**  
*Source: ABS Estimated Resident Population, 2010*
Unemployment Rate
Source: DEEWR, Small Area Labour Markets, December 2011, smoothed series

In December 2011, the unemployment rate in the South West RDA was 4.8 per cent, higher than the rate for Western Australia (4.2 per cent) but lower than that for Australia (5.1 per cent).

Unemployment rates vary across the RDA, with the highest unemployment rates recorded in the Collie (6.4 per cent) and Bunbury (6.1 per cent) LGAs, and the lowest in the Dardanup LGA (3.1 per cent).

In the 12 months to December 2011 the South West RDA unemployment rate increased by 0.2 percentage points, while the unemployment rate fell by 0.4 percentage points for Western Australia and 0.1 percentage points for Australia.
Teenage Unemployment Rising

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.

As at January 2012, the teenage full-time unemployment rate for the Lower Western WA Labour Force Region (LFR) was 17.6 per cent, increasing by 3.7 percentage points over the preceding 12 months. This was lower than rates for both Western Australia (18.1 per cent) and Australia (23.3 per cent).

The teenage full-time unemployment to population ratio (4.7 per cent) however was slightly higher than Western Australia and Australia (4.3 per cent and 4.1 per cent respectively).

Note: The South West RDA accounts for 49 percent of the Lower Western WA LFR’s population.
Income Support Recipients

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

As at December 2011, 14 per cent of the working age population in the South West RDA were in receipt of an income support benefit. This is comparable to the state average of 13 per cent and lower than the average for Australia (16 per cent).

There are, however, some LGAs within the RDA with a relatively larger proportion of the working age population in receipt of income support, in particular Collie and Manjimup (19 per cent and 17 per cent respectively).

Approximately 4 per cent of the working age population received unemployment benefits, slightly higher when compared with Western Australia (3 per cent) and the same as Australia (4 per cent).
High Levels of Disengagement amongst Young Adults
Source: ABS 2006 Census of Population and Housing

At the time of the 2006 Census, 16 per cent of those aged 20-24 years in the South West RDA were neither working nor studying, a slightly larger proportion than that for Australia overall (13 per cent). Over one fifth of females (21 per cent) aged 20-24 years were neither working nor studying (4 per cent were unemployed and 17 per cent were not in the labour force). This was substantially higher compared with Australia (16 per cent neither working nor studying, comprising 4 per cent unemployed and 12 per cent not in the labour force). The Collie LGA had the largest proportion of 20-24 year olds neither working nor studying (20 per cent). Almost a third of 20-24 year old females in the Collie LGA were neither working nor studying (31 per cent). Of these, 6 per cent were unemployed and 25 per cent were not in the labour force.

In the South West RDA, 39 per cent of females aged between 20-24 who were Not in the Labour Force (NILF) had Year 12 or equivalent education attainment, this was lower compared with Australia (64 per cent).
- The proportion of these females with a bachelor degree or higher was lower than Australia (4 per cent and 10 per cent respectively).
- There was a higher proportion of 20-24 females (21 per cent) who were NILF who had a certificate level qualification when compared with Australia (13 per cent).
Long Term Unemployment

Source: ABS Labour Force Data, January 2012, 12 month averages of original data

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

As at January 2012, the proportion of unemployed who were long-term unemployed in the Lower Western WA LFR (21 per cent) was higher than both the state and national average (15 per cent and 19 per cent respectively).

The average duration of unemployment in the LFR was 44 weeks, higher than both the state average (28 weeks) and national average (37 weeks).
At the time of the 2006 Census, approximately 2 per cent of the working age population (15 to 64 years) in the South West RDA identified as Indigenous. This compares with 3 per cent for Western Australia and 2 per cent for Australia.

Census data show that the labour market outcomes for the Indigenous population in the RDA were not as good as for the non-Indigenous population. The unemployment rate for indigenous persons was 13.0 per cent, compared with 3.6 per cent for non-Indigenous persons. The participation rate was also lower for Indigenous persons, 60.5 per cent compared with 76.6 per cent for non-Indigenous.
Labour Market Outcomes for Persons (aged 15-74) with a Disability, 2009

Source: ABS Customised Tables, Survey of Education and Training, 2009

This slide shows the effect of having a disability on labour market outcomes.
• In 2009, over one in four (28.7%) of employed persons aged 15-74 years reported having a disability.
• 10.4% of employed persons (aged 15-74 years) reported having a disability that restricted their employment or schooling.

By contrast, almost one in three (32.9%) of the total population aged 15-74 years reported having a disability in 2009.
• 15.5% of the population (aged 15-74 years) reported having a disability that restricted their employment or schooling.
• The unemployment rate was much higher and the participation rate was much lower for people with a disability that restricts their employment/schooling.

Please note: data exclude persons aged 65-74 years who are not in or marginally attached to the labour force.
### Jobless Families

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

Overall, less than one in six (15 per cent) of families in the South West RDA did not have an employed parent, which was lower than the rate for Australia (20 per cent) and Western Australia (16 per cent).

Nevertheless, there are areas where a relatively high proportion of families experience unemployment. Jobless families (with children) were more prevalent in the LGAs of Collie and Bunbury (21 per cent and 19 per cent respectively).

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of jobless families (with children)</th>
<th>Proportion of all families (with children) who are jobless</th>
<th>Proportion of couple families (with children) who are jobless</th>
<th>Proportion of lone parent families who are jobless</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bunbury LGA</td>
<td>800</td>
<td>19%</td>
<td>7%</td>
<td>43%</td>
</tr>
<tr>
<td>Busselton LGA</td>
<td>500</td>
<td>14%</td>
<td>5%</td>
<td>35%</td>
</tr>
<tr>
<td>Harvey LGA</td>
<td>400</td>
<td>13%</td>
<td>5%</td>
<td>39%</td>
</tr>
<tr>
<td>Collie LGA</td>
<td>300</td>
<td>21%</td>
<td>8%</td>
<td>52%</td>
</tr>
<tr>
<td>Augusta-Margaret River LGA</td>
<td>200</td>
<td>13%</td>
<td>4%</td>
<td>35%</td>
</tr>
<tr>
<td>Jasper LGA</td>
<td>200</td>
<td>5%</td>
<td>4%</td>
<td>39%</td>
</tr>
<tr>
<td>Collie LGA</td>
<td>200</td>
<td>10%</td>
<td>4%</td>
<td>49%</td>
</tr>
<tr>
<td>Manjimup LGA</td>
<td>100</td>
<td>13%</td>
<td>5%</td>
<td>48%</td>
</tr>
<tr>
<td>Donnybrook-Dalbyngu LGA</td>
<td>100</td>
<td>13%</td>
<td>5%</td>
<td>48%</td>
</tr>
<tr>
<td>South West RDA</td>
<td>2,900</td>
<td>15%</td>
<td>6%</td>
<td>42%</td>
</tr>
<tr>
<td>Western Australia</td>
<td>46,400</td>
<td>16%</td>
<td>7%</td>
<td>42%</td>
</tr>
<tr>
<td>Australia</td>
<td>596,300</td>
<td>16%</td>
<td>7%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Source: ABS 2006 Census of Population and Housing
Lower Levels of Educational Attainment—persons aged 25-34 years

Source: ABS 2006 Census of Population and Housing

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 economic shock. For example, upon retrenchment, those with lower educational attainment will find it significantly more difficult to find subsequent employment than their more highly skilled counterparts. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less able to adjust to economic slowdowns and face greater labour market difficulties.

At the time of the 2006 Census, the proportion 25 to 34 year olds in the South West RDA who completed Year 12 or equivalent was 51 per cent, a smaller proportion when compared to the state (64 per cent) and Australia (69 per cent). Year 12 completion was lowest in the LGA of Collie with only 36 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 attained an Advanced Diploma, Diploma or Certificate in the South West RDA (37 per cent) was larger than state and national proportions (33 per cent and 32 per cent respectively). Attainment of an Advanced Diploma, Diploma or Certificate was greatest in the LGA of Dardanup (40 per cent).

Despite the higher proportion of persons who attained Advanced Diploma, Diploma or Certificate level qualifications only 15 per cent of 25 to 34 year olds had attained a Bachelor Degree or higher qualification in the South West RDA. This figure is significantly lower than the attainment levels for Western Australia and Australia (26 per cent and 29 per cent respectively). In Dardanup, only 12 per cent had attained a Bachelor Degree or higher qualification.
Education and Labour Market Outcomes

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

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the South West RDA, there were relatively high unemployment rates for those who did not complete Year 12 (7.4 per cent), while those that had completed Year 12 were far more likely to be employed (3.2 per cent). For those who went on to attain a Bachelor degree or Certificate Level III or IV, the unemployment rates were considerably lower at 1.2 and 2.6 per cent respectively.

These figures emphasise the value of continuing education in enhancing the employment prospects of job seekers.
**Area Profiles**


Bunbury, Collie and Manjimup LGAs had overall higher levels of disadvantage when compared with other LGAs within the South West RDA. In particular, these LGAs had higher unemployment rates, a greater reliance on public housing, and relatively low Year 12 completion rates.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Bunbury LGA</th>
<th>Collie LGA</th>
<th>Manjimup LGA</th>
<th>Augusta-Margaret River LGA</th>
<th>Western Australia</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>37</td>
<td>37</td>
<td>39</td>
<td>37</td>
<td>36</td>
<td>37</td>
</tr>
<tr>
<td>Unemployment rate (15+)</td>
<td>6.1%</td>
<td>6.4%</td>
<td>5.0%</td>
<td>5.0%</td>
<td>4.2%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Median household income/week</td>
<td>$980</td>
<td>$985</td>
<td>$792</td>
<td>$922</td>
<td>$1,066</td>
<td>$1,027</td>
</tr>
<tr>
<td>Completed Yr 12 or equivalent (15-34)</td>
<td>49%</td>
<td>36%</td>
<td>52%</td>
<td>62%</td>
<td>64%</td>
<td>69%</td>
</tr>
<tr>
<td>% of all families (with children) where no parent is working</td>
<td>19%</td>
<td>23%</td>
<td>17%</td>
<td>13%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>% of rented dwellings that were State housing authority</td>
<td>17.8%</td>
<td>28.1%</td>
<td>36.9%</td>
<td>6.4%</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>% Year 9 students who did not meet minimum standard for reading in 2011</td>
<td>7%</td>
<td>11%</td>
<td>5%</td>
<td>3%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>- Who did not meet minimum standard for numeracy</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>1%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>
**Industry of Employment**

*Source: ABS Labour Force Data, November quarter 2011, 4 quarter averages of original data*

The largest employing industries in the Lower Western WA LFR were Construction (13 per cent), Retail Trade (12 per cent) and Manufacturing (10 per cent). These industries accounted for a greater proportion of employment within the LFR than they did for Western Australia as a whole.
Changes in Employment Over Last Five Years

Source: ABS Labour Force Data, November quarter 2011, 4 quarter averages of original data

The industries that have experienced the largest growth in the Lower Western WA LFR in the past five years are Mining (4,700 persons) and Construction (4,500 persons). The Agriculture, Forestry and Fishing industry experienced the largest drop in employment over the past five years in the LFR (10,100 persons).
At the time of the 2006 Census, 20 per cent of the resident population of Augusta-Margaret River LGA travel outside the LGA for work, 17 per cent travel outside of the Collie LGA for work and 10 per cent travel outside the Manjimup LGA for work.
**Place of Work**  
*Source: ABS 2006 Census of Population and Housing*

At the time of the 2006 Census, the Bunbury LGA was the place of work for over a third of people residing within the South West RDA (36 per cent). The LGAs of Augusta Margaret-River, Collie and Manjimup combined was the place of employment for less than a quarter (23 per cent) of people who reside in the South West RDA.
Survey results - Recruitment and Retention Experiences 12 Months Preceding the Survey
Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011

256 employers from the South West RDA were surveyed in June 2011.
• Bunbury: 107
• Busselton: 54
• Augusta-Margaret River: 31

The proportion of employers in the South West RDA who recruited in the 12 months preceding the survey (80 per cent) was higher when compared with all regions surveyed in the twelve months to June (74 per cent).

The proportion of employers who recruited to increase staff was comparable to that for all regions surveyed (52 per cent and 53 per cent).

The proportion of vacancies in the South West RDA that remained unfilled (8.9 per cent) was slightly higher when compared to all regions surveyed (8.3 per cent).

A higher proportion of employers in the South West RDA reported recruitment difficulty when compared with all regions surveyed (67 per cent compared with 60 per cent).
The proportion of vacancies remaining unfilled after employers most recent recruitment was the same as that for all regions surveyed to June 2011 (both 10.0 per cent).

At the occupation level, employers had the least success filling vacancies for Technicians and Trades (25.0 per cent) and Managers and Professionals (22.4 per cent). These rates were well above those for all regions surveyed in the twelve months to June 2011 (16.8 per cent and 11.3 per cent respectively). By contrast, almost all Sales Workers vacancies were filled (1.5 per cent of vacancies unfilled).
Competition for Vacancies

*Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011*

- The average number of applicants per vacancy (3.9) was lower in the South West RDA when compared with all regions surveyed to June 2011 (6.2). The average number of suitable applicants (1.5) was also lower than for all regions surveyed (2.0).

- There was a high level of competition for Clerical and Administrative Worker vacancies, with an average of 8.5 applicants per vacancy. However, an average of only 2.1 applicants per Clerical and Administrative Worker vacancy were considered suitable.

- There was a particularly low level of competition for Machinery Operators and Drivers with an average of 2.9 applicants per vacancy. Of these, only 1.0 applicants were considered suitable. Competition for Technician and Trades Workers vacancies was also low (3.2 applicants per vacancy of whom 1.2 applicants were considered suitable).
Reasons Applicants Were Unsuitable

*Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011*

More than half (54 per cent) of all employers who recruited had one or more applicants whom they considered unsuitable for the vacancy in their most recent recruitment round.

- More than half (51 per cent) reported that applicants had insufficient experience;
- Just over a fifth (22 per cent) reported that applicants had insufficient qualifications or training to perform job duties.
- 14 per cent reported that applicants had limited interest in the job.
Basic Employability Skills

Source: DEEWR, Survey of Employers’ Recruitment Experiences, December 2010

Most importance placed on:
- 30% personal traits and qualities only
- 28% technical skills only
- 41% both equally important

Personal traits and qualities applicants lacked:
- Communication
- Motivation
- Enthusiasm
- Confidence
This slide shows occupations that employers in the South West RDA most commonly reported as being difficult to fill.

**Bachelor Degree or Higher VET Qualifications**
- Motor Mechanics
- Chefs
- Electricians
- Retail Managers
- Real Estate Sales Agents
- Registered Nurses

**Other Occupations**
- Sales Assistants (General)
- Checkout Operators and Office Cashiers
- General Clerks
- Kitchenhands
- Nursing Support and Personal Care Workers

Employers were also asked about the reasons they considered the vacancy difficult to fill. The most common reasons for difficulty filling the vacancy were wages/remuneration not competitive (37 per cent), technical skill requirements for the job (32 per cent) and tight labour market/not enough applicants (28 per cent).

*Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011*
Apprentices and Trainees

- 38% of businesses employed at least one apprentice or trainee
  (35% for all regions surveyed to June 2011)
  - 36% of these employers reported they had experienced challenges, compared with 54% for all regions
  - The challenges most commonly reported were apprentices and trainees lacked work readiness, don’t stay long enough or complete their training and lacked general communication and people skills
- Prospects for Apprentices and Trainees were relatively good and are likely to improve further in the 12 months following the survey
  - 28% of businesses expected to recruit at least one apprentice or trainee in the following 12 months following the survey, compared with 23 per cent for all regions
  - 16% of businesses expected to increase the number of apprentices or trainees employed

Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011

Apprentices, Trainees and Staff Training

Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011

- 38 per cent of all businesses surveyed employed an Apprentice or Trainee, compared with 35 per cent for all regions surveyed to June 2011.
  - Just over one third (36 per cent) of employers who employed an Apprentice or Trainee said that there were challenges in employing them, compared with 54 per cent for all regions.
  - The main challenges reported were that Apprentices and Trainees lacked general work readiness (40 per cent), did not stay long enough or complete their training (28 per cent) and lacked general communication and people skills (18 per cent)

- Encouragingly, the survey results suggest that employers in the South West RDA recognise the benefits of up-skilling workers through Apprenticeships and Traineeships. Prospects for Apprentices and Trainees were relatively good and are likely to improve further in the 12 months following the survey.
  - Around one quarter (28 per cent) of all businesses surveyed expected to recruit an Apprentice or Trainee in the following 12 months compared with 23 per cent for all regions surveyed.
  - 16 per cent of employers expected to increase the number of Apprentices or Trainees they employed in the following 12 months compared with 13 per cent for all regions surveyed.
Future Recruitment Expectations

<table>
<thead>
<tr>
<th></th>
<th>Bunbury LGA</th>
<th>Busselton LGA</th>
<th>Augusta-Margaret River LGA</th>
<th>South West RDA</th>
<th>All regions surveyed to June 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expects to recruit</td>
<td>68%</td>
<td>59%</td>
<td>68%</td>
<td>63%</td>
<td>52%</td>
</tr>
<tr>
<td>- Expects future</td>
<td>42%</td>
<td>66%</td>
<td>48%</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Will increase staff</td>
<td>42%</td>
<td>37%</td>
<td>35%</td>
<td>37%</td>
<td>29%</td>
</tr>
<tr>
<td>Will decrease staff</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Uncertain about</td>
<td>8%</td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>recruitment</td>
<td></td>
<td></td>
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</tbody>
</table>

Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011

Future Recruitment Expectations

Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011

- Recruitment expectations for the 12 months following the survey were high in the South West RDA.
- A high proportion of employers (63 per cent) expected to recruit compared with all regions surveyed to June 2011 (52 per cent).
- Of employers who expected to recruit, 44 per cent expected recruitment difficulty, lower than for all regions surveyed (47 per cent).
- More than a third (37 per cent) of employers expected to increase staff numbers, higher than for all regions surveyed (29 per cent).
**Occupations Employers Expect to Recruit for in the Next 12 Months**

*Source: DEEWR, Survey of Employers’ Recruitment Experiences, June 2011*

- This slide shows what occupations employers across South West RDA commonly anticipate recruiting for in the 12 months following the survey. These occupations cross a range of skill levels and a range of industries and include Motor Mechanics, Chefs, Sales Assistants and General Clerks.

**Bachelor Degree or Higher VET Qualifications**

<table>
<thead>
<tr>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Mechanics</td>
</tr>
<tr>
<td>Chefs</td>
</tr>
<tr>
<td>Advertising and Marketing professionals</td>
</tr>
<tr>
<td>Structural Steel and Welding Trades Workers</td>
</tr>
<tr>
<td>Electricians</td>
</tr>
</tbody>
</table>

**Other Occupations**

<table>
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<tbody>
<tr>
<td>Sales Assistants (General)</td>
</tr>
<tr>
<td>General Clerks</td>
</tr>
<tr>
<td>Truck Drivers</td>
</tr>
<tr>
<td>Earthmoving Plant Operators</td>
</tr>
<tr>
<td>Kitchenhands</td>
</tr>
<tr>
<td>Bar Attendants and Baristas</td>
</tr>
<tr>
<td>Nursing Support and Personal Care Workers</td>
</tr>
</tbody>
</table>

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- **Bachelor Degree or Higher VET Qualifications**
  - Motor Mechanics
  - Chefs
  - Advertising and Marketing professionals
  - Structural Steel and Welding Trades Workers
  - Electricians

- **Other occupations**
  - Sales Assistants (General)
  - General Clerks
  - Truck Drivers
  - Earthmoving Plant Operators
  - Kitchenhands
  - Bar Attendants and Baristas
  - Nursing Support and Personal Care Workers
Conclusion

• The labour market is relatively strong and is likely to strengthen further
• Population growth will provide both opportunities and challenges:
  - supertowns and broadening of economy
• Increase in demand for labour likely to lead to labour supply and skill shortages
• Opportunities:
  - across all skill levels, with low competition for vacancies for some occupations and broad range of occupations difficult to fill
  - employers expecting to recruit apprentices
• Risk of some groups missing out:
  - Indigenous, long-term unemployed, jobless families, people with disabilities, teenagers and disengaged youth
• Job seekers need to be job ready
  - work experience / training / apprenticeships
  - literacy and numeracy skills
  - employability skills
• Further engagement with employers regarding needs, expectations and recruitment methods
Further information

More information on labour market conditions and other research on small areas can be found on these web sites

- www.deewr.gov.au/LMIP
- 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 South West RDA will be published at deewr.gov.au/regionalreports.

Thank you.