



Australian Government

Department of Education, Employment and Workplace Relations

Labour Market Conditions and Employer Recruitment Experiences

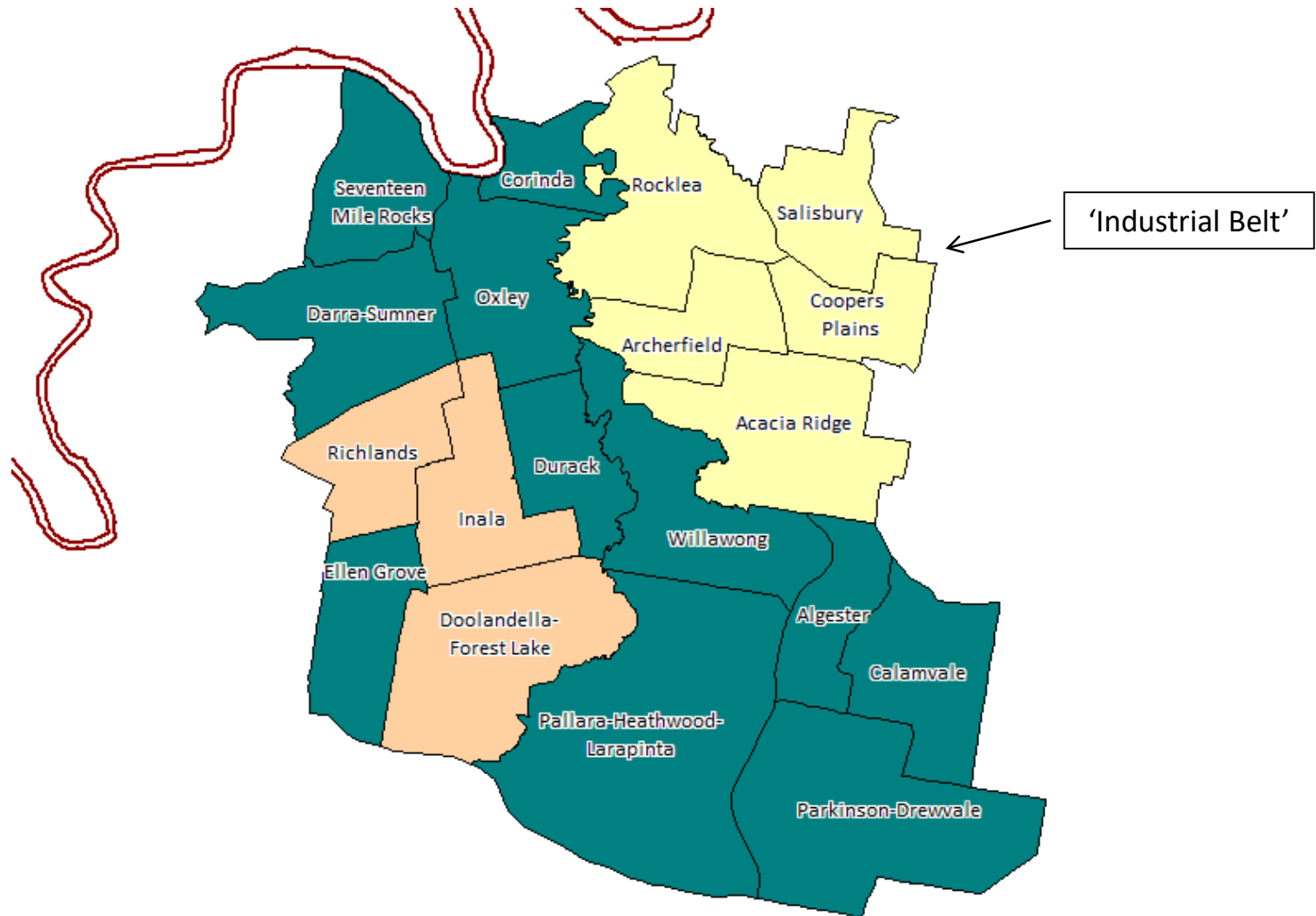
South West Brisbane

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Labour Market Research and Analysis Branch



South West Brisbane Area



South West Brisbane – Selected Residential SLAs

| | 'Industrial Belt' | Inala/ Richlands | Doolandella - Forest Lake | South West Brisbane | Australia |
|--|--------------------------|-----------------------------|--|------------------------------------|------------------|
| Population 15+ (June 2009) | 15 914 | 11 276 | 14 591 | 102 980 | 17 766 042 |
| Population growth over five years (15+) | 5.5% | 6.6% | 15.4% | 16.3% | 10.2% |
| Working age (15-64) Partic. Rate (Census) | 73.5% | 58.1% | 79.6% | 75.8% | 75.0% |
| Unemployment Rate (SALM Sept 2010) | 10.9% | 17.5% | 6.0% | 7.2% | 5.3% |
| % working age pop. born in OTMESC | 22.0% | 36.7% | 21.6% | 25.6% | 16.9% |
| Indigenous % of working age pop. | 2.8% | 6.7% | 1.2% | 1.9% | 2.1% |

Source: ABS Population by Age and Sex, Regions of Australia, 2009 (cat. no. 3235.0), DEEWR Small Area Labour Markets, September Quarter 2010 and ABS Census of Population and Housing 2006

Unemployment Rate – Selected Residential SLAs

| Statistical Local Areas | September 2009 | September 2010 |
|-------------------------|----------------|----------------|
| Richlands | 16.0% | 17.7% |
| Durack | 15.7% | 17.5% |
| Inala | 15.7% | 17.4% |
| Acacia Ridge | 14.9% | 17.4% |
| Willawong | 14.8% | 17.2% |
| Algester | 3.3% | 4.2% |
| Calamvale | 3.1% | 4.2% |
| Corinda | 3.6% | 3.8% |
| Oxley | 3.0% | 3.6% |
| Seventeen Mile Rocks | 1.2% | 1.7% |

Vulnerable in the Labour Market (Census 2006)

| | 'Industrial Belt' | Inala/ Richlands | Doolandella - Forest Lake | South West Brisbane | Australia |
|---|--------------------------|-----------------------------|--|------------------------------------|------------------|
| Country of Birth OTMESC – Working Age Participation Rate | 63.8% | 55.5% | 71.8% | 67.9% | 67.2% |
| Indigenous – Working Age Participation Rate | 58.2% | 52.6% | 76.5% | 63.4% | 56.8% |
| Whole working age population – Participation Rate | 73.5% | 58.1% | 79.6% | 75.8% | 75.0% |
| | | | | | |
| Country of Birth OTMESC – Working Age UE Rate | 8.9% | 10.8% | 5.3% | 7.0% | 7.6% |
| Indigenous – Working Age Unemployment Rate | 14.7% | 24.7% | 0% | 13.4% | 15.7% |
| Whole working age population – Unemployment Rate | 5.9% | 11.0% | 3.5% | 4.7% | 5.3% |

Teenage Unemployment - Brisbane

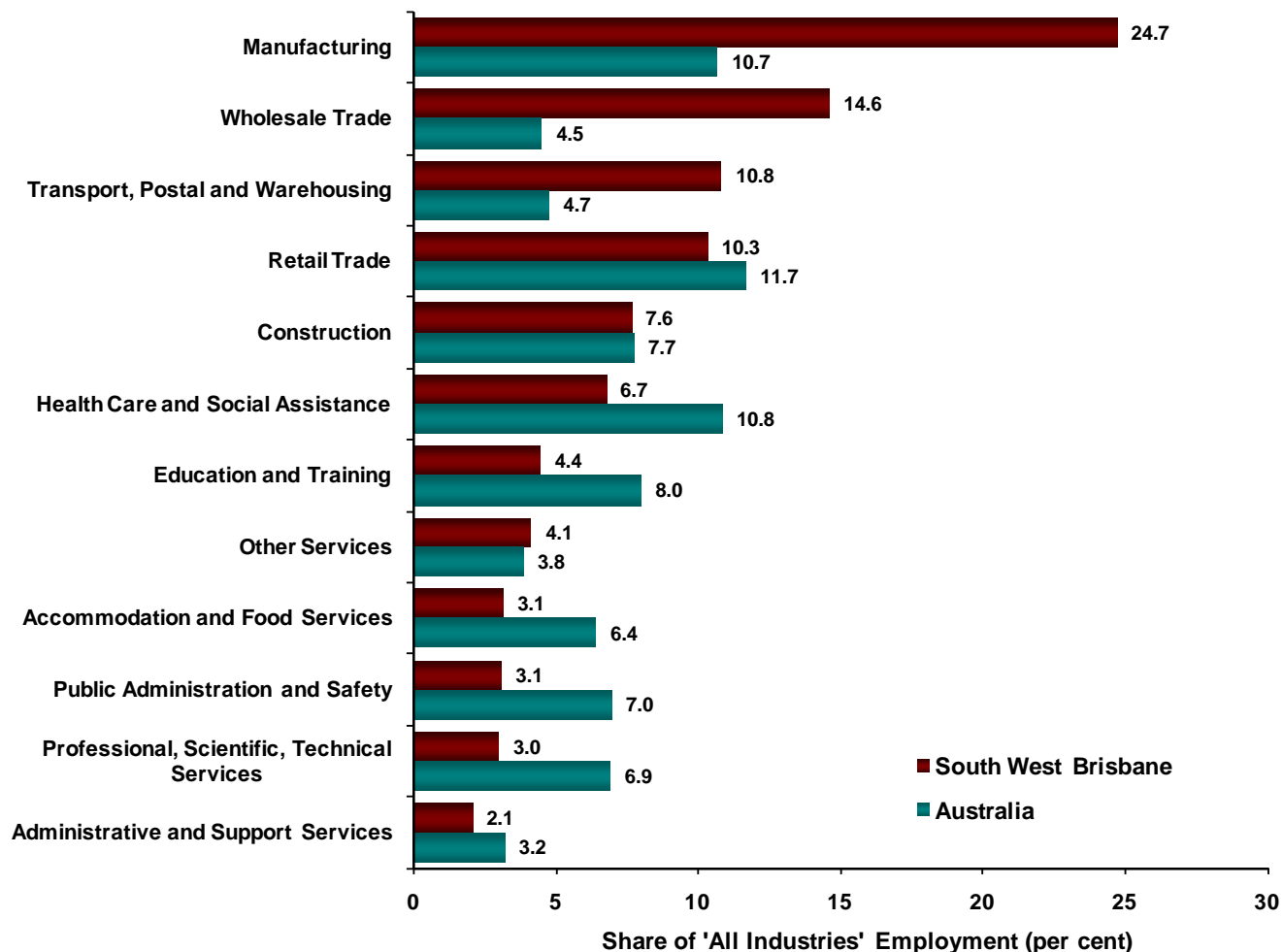
| | Teenage full-time unemployment rate (%) | % of teens unemployed and looking for full-time work |
|---------------------|---|--|
| Outer Brisbane City | 27.0% | 3.8% |
| Greater Brisbane | 25.1% | 5.1% |
| Queensland | 24.9% | 6.0% |
| Australia | 23.7% | 4.5% |

At the time of the 2006 Census, 6.7 per cent of teenagers in Greater Brisbane were neither working nor studying.

Teenagers in SW Brisbane – Part Time/Full Time Student status and Labour Force Status (Census)

| | Full Time Student | Part Time Student | Not attending institution | TOTAL |
|--------------------------|-------------------|-------------------|---------------------------|---------------|
| Employed Full Time | 0.7% | 2.3% | 13.5% | 16.6% |
| Employed Part Time | 25.1% | 1.3% | 5.3% | 31.7% |
| UE looking for full time | 0.1% | 0.1% | 2.3% | 2.5% |
| UE looking for part time | 3.3% | 0.2% | 0.7% | 4.2% |
| Not in the Labour Force | 40.0% | 0.5% | 4.6% | 45.1% |
| TOTAL | 69.2% | 4.4% | 26.4% | 100.0% |

Employment by Industry in South West Brisbane (Census Place of Work)



Source: ABS 2006 Census of Population and Housing (place of work data)

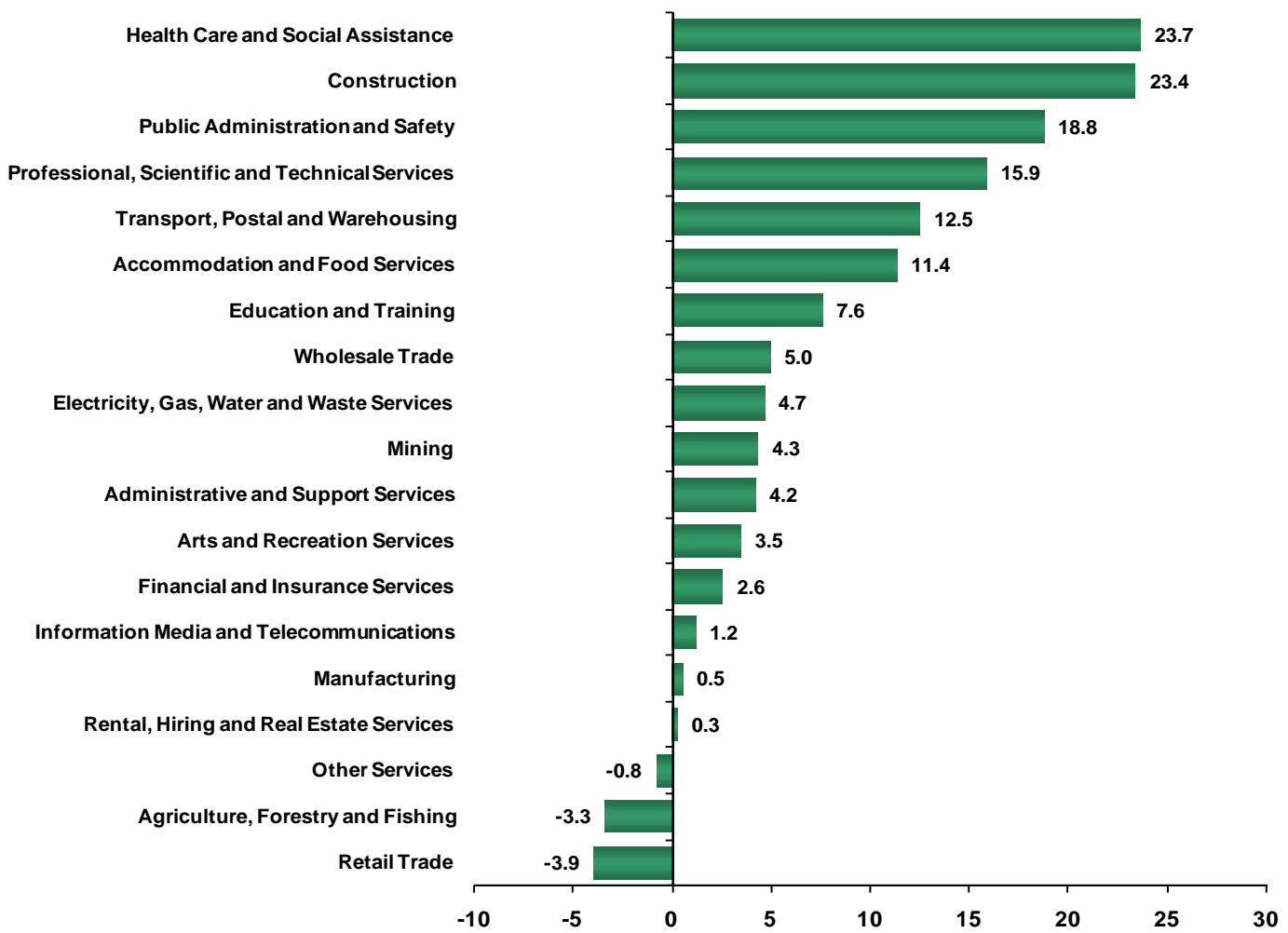
'Industrial Belt' Workers – Key Industries and Commuting Patterns (Census 2006 – percentages)

| Industry | Percentage of local employment | Residential location of workforce | | |
|-----------------------------------|--------------------------------|-----------------------------------|--|----------------|
| | | Live in 'Industrial Belt' | Live in remainder of South West Brisbane | Live elsewhere |
| Manufacturing | 29.3% | 4.4% | 13.5% | 82.1% |
| Wholesale Trade | 18.3% | 3.5% | 13.2% | 83.3% |
| Transport, Postal and Warehousing | 13.1% | 5.3% | 12.1% | 82.6% |
| Total Employment | 100% | 5.6% | 12.7% | 81.6% |

Source: ABS 2006 Census of Population and Housing (place of work and place of usual residence data)

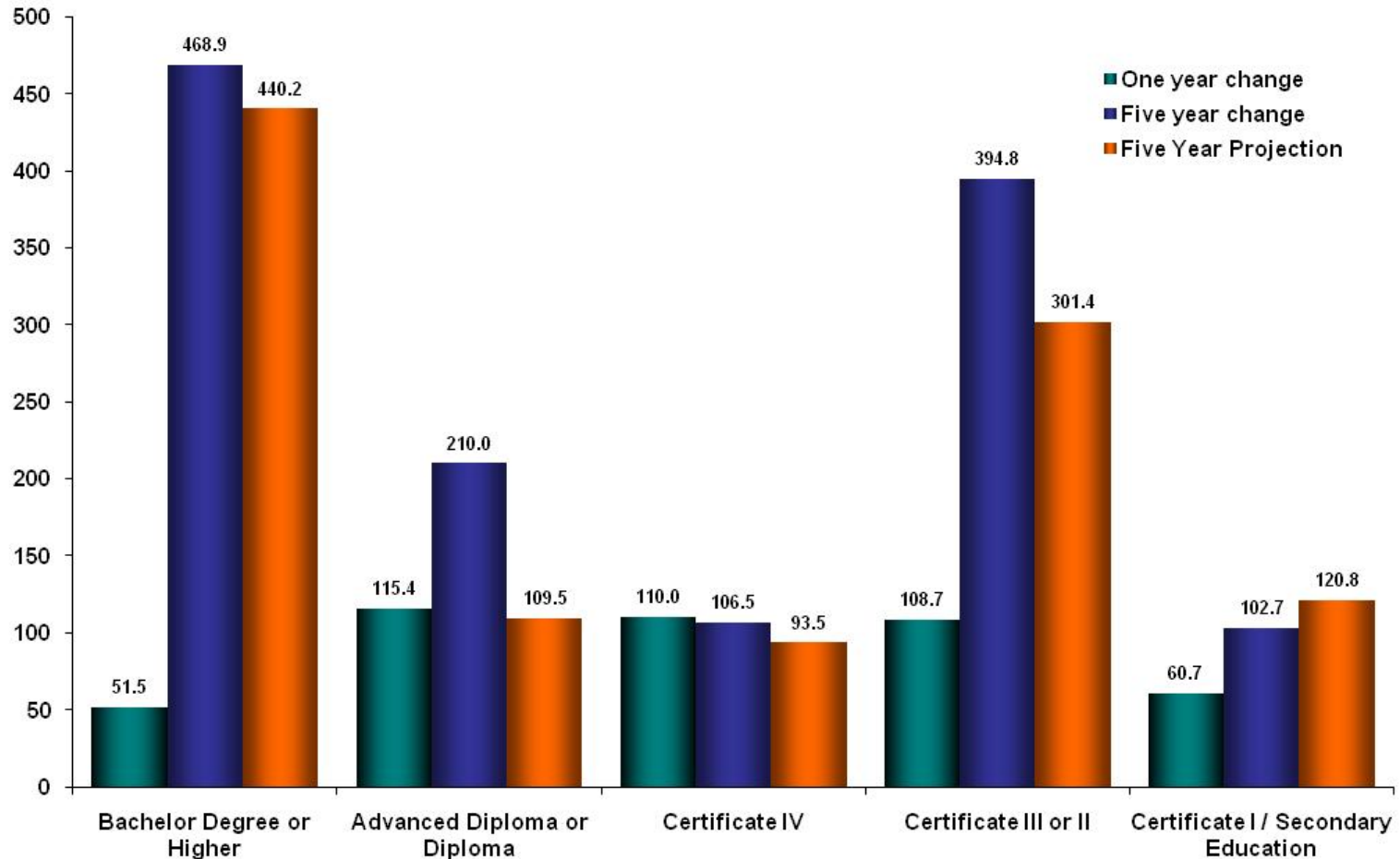


Five Year Employment Growth, Greater Brisbane by Industry Division ('000 persons)



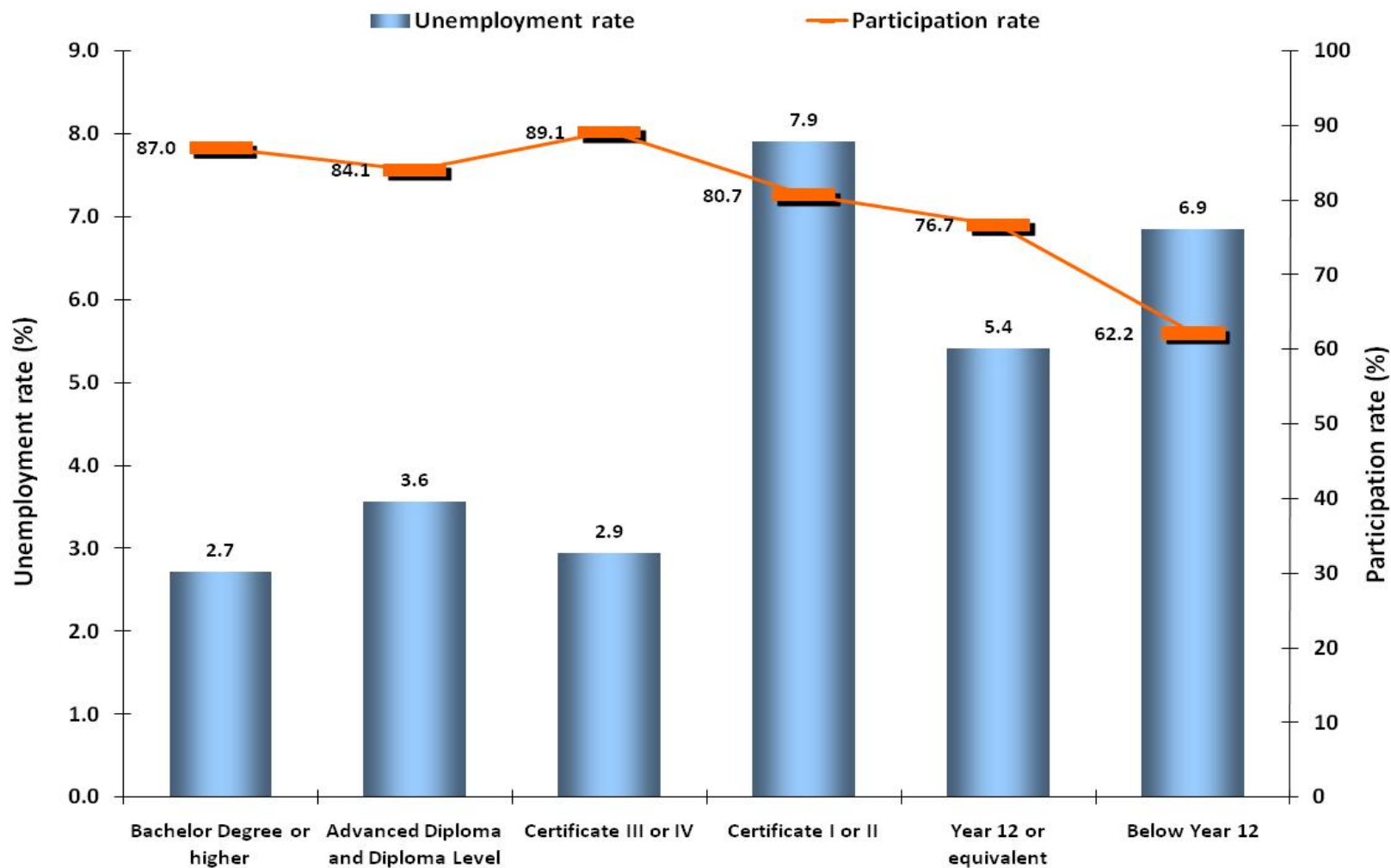
Source: ABS Labour Force, Australia, Detailed, Quarterly, November 2010 (Cat No.6291.0.55.003) – four quarter averages of original estimates.

Employment Growth and Projections, by Skill Level - Australia



Source: DEEWR Trend Data, November Quarter 2010 and DEEWR Employment Projections to 2014-15

Education Attainment and Labour Market Outcomes – South West Brisbane (working age population)



Source: ABS 2006 Census of Population and Housing. Data applies to working age population (aged 15-64)

Indicators of Disadvantage – Selected Residential SLAs

| <i>Indicator</i> | 'Industrial Belt' | Inala/ Richlands | Doolandella - Forest Lake | South West Brisbane | Australia |
|---|--------------------------|-----------------------------|--|------------------------------------|------------------|
| % of families with children where no parent is working | 29.2% | 48.9% | 12.5% | 20.8% | 19.8% |
| % of population aged 15-64 who have not completed Year 10 | 12.8% | 24.6% | 8.4% | 10.6% | 11.9% |
| % of population aged 15-64 on a Centrelink allowance | 23.8% | 36.9% | 15.0% | 17.0% | 16.8% |
| % of yr 9 Govt School Students below min standard for Reading | 12% | 33% | 8% | n/a | 8% |
| -for numeracy | 9% | 23% | 7% | n/a | 5% |

Sources: Centrelink - DEEWR Administrative data, December 2010 and ABS *Estimated Resident Population, June 2009*; Other - ABS *2006 Census of Population and Housing, MySchool Website*



Employer Survey Results - Brisbane

Key Results:

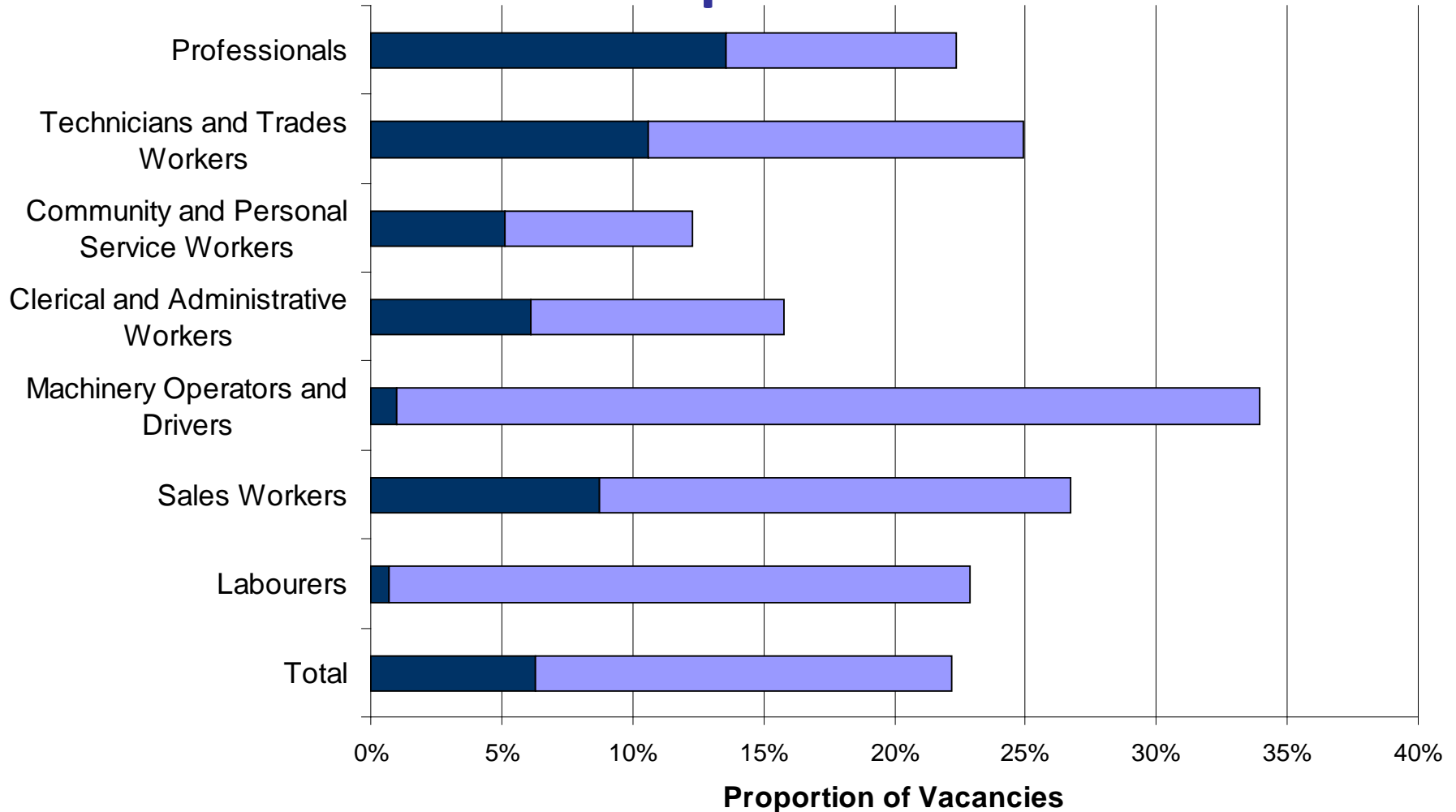
- Recruited 78%
- Vacancies Unfilled 4.4%
- Recruitment Difficult 34%

Impact of Recruitment Difficulties:

- Resulted in unmet demand 15%
- Prevented investment or business growth 12%



Vacancies Unfilled and Filled with Staff Lacking the Desired Skills or Capabilities - Brisbane



■ Vacancies Unfilled ■ Vacancies filled with workers who lacked desired skills/capabilities

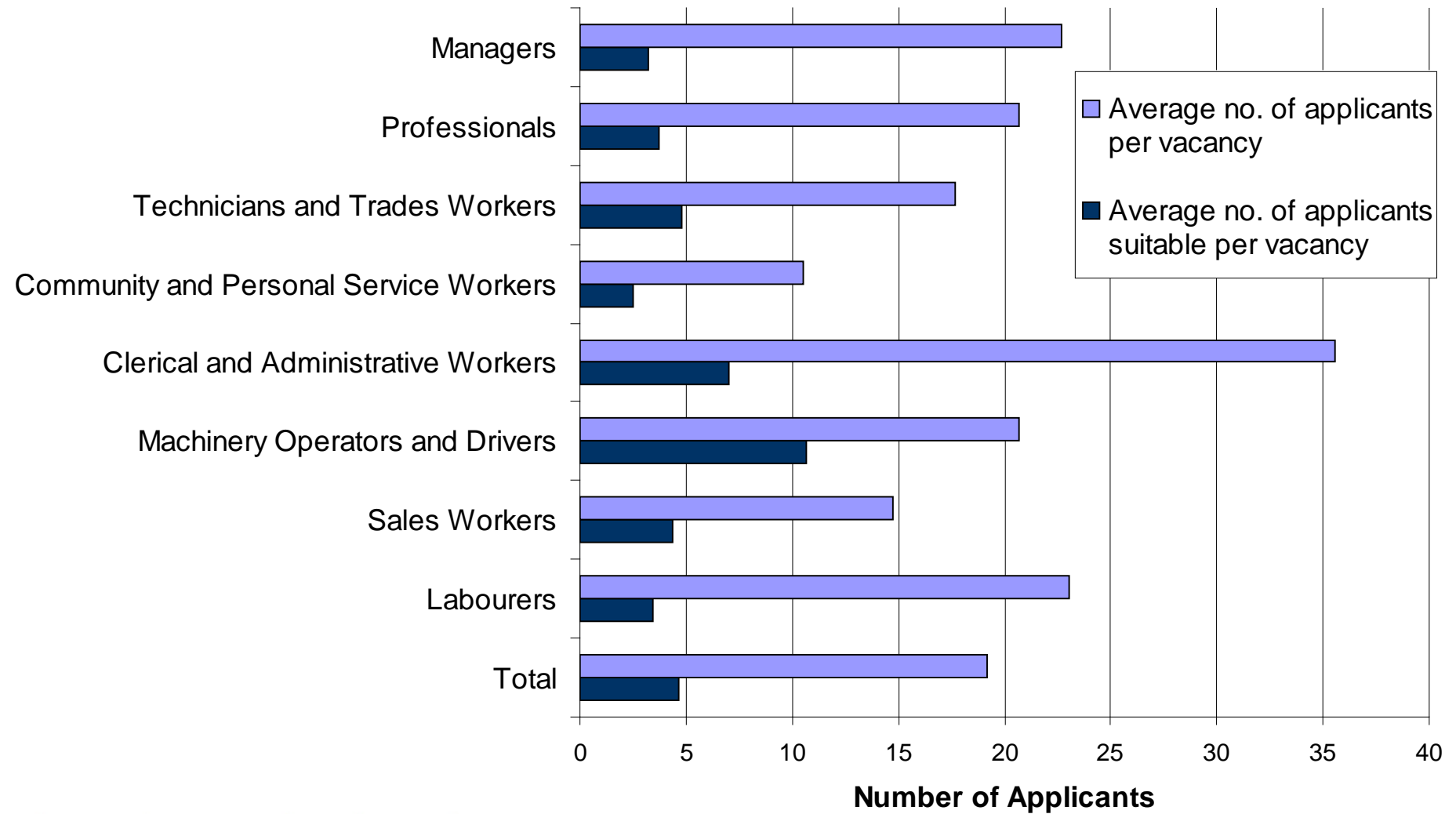
Source: DEEWR, Survey of Employers' Recruitment Experiences in Capital Cities, March 2010.

Selected Occupations Difficult to Fill - Brisbane

| Bachelor Degree or Higher VET Qualifications | | | |
|--|---|------------------------------|-------------------|
| Engineers | Structural Steel and Welding Trades Workers | Metal Fitters and Machinists | Registered Nurses |
| Other Occupations | | | |
| Truck Drivers | Tourism and Travel Advisors | Receptionists | Store Persons |
| Factory Machine Operators | Sales Representatives | Sales Assistants | |

Source: DEEWR, Survey of Employers' Recruitment Experiences in Capital Cities, March 2010, Skill Shortage List May 2010.

Competition for Vacancies



Source: DEEWR, Survey of Employers' Recruitment Experiences in Capital Cities, March 2010.



Reasons Applicants Unsuitable

Less than 25% of job seekers were regarded as 'suitable' by employers

Reasons for unsuitability included:

- Applicants having insufficient experience
- Applicants having insufficient technical skills or expertise
- Basic employability skills



Basic Employability Skills

Most importance placed on:


- 35% personality traits and qualities only
- 23% technical skills only
- 41% both equally important

Personality traits and qualities employers wanted:

- Communication skills
- Enthusiasm
- Motivation
- Teamwork
- Reliability



Conclusion

- Labour market conditions should improve in SW Brisbane over 2011:
 - Overall employment growth will continue but outcomes will vary between industries
 - The January flood has affected output and employment in some industries and locations but reconstruction will provide stimulus in the medium term
 - Still significant pockets of labour market disadvantage
 - Some groups remain vulnerable
 - Teenagers; Long-term unemployed; Indigenous; Less educated
 - Opportunities are available
 - Occupations difficult to fill; Growth industries (i.e. Health); Apprenticeships
 - Untapped potential in the top employing industries of the region
 - Some employers having difficulty finding suitable workers
 - Recruitment difficulties having negative impact on businesses.
 - Take advantage of these opportunities
 - Work experience, training, employability skills
 - Continue to work with employers regarding their needs and expectations
- 



Further Information

- For more information:
 - www.deewr.gov.au/Imip
 - www.deewr.gov.au/SkillShortages
 - www.deewr.gov.au/regionalreports
 - www.deewr.gov.au/australianjobs
 - www.joboutlook.gov.au
 - www.skillsinfo.gov.au
 - www.jobsearch.gov.au
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