




**Australian Government**

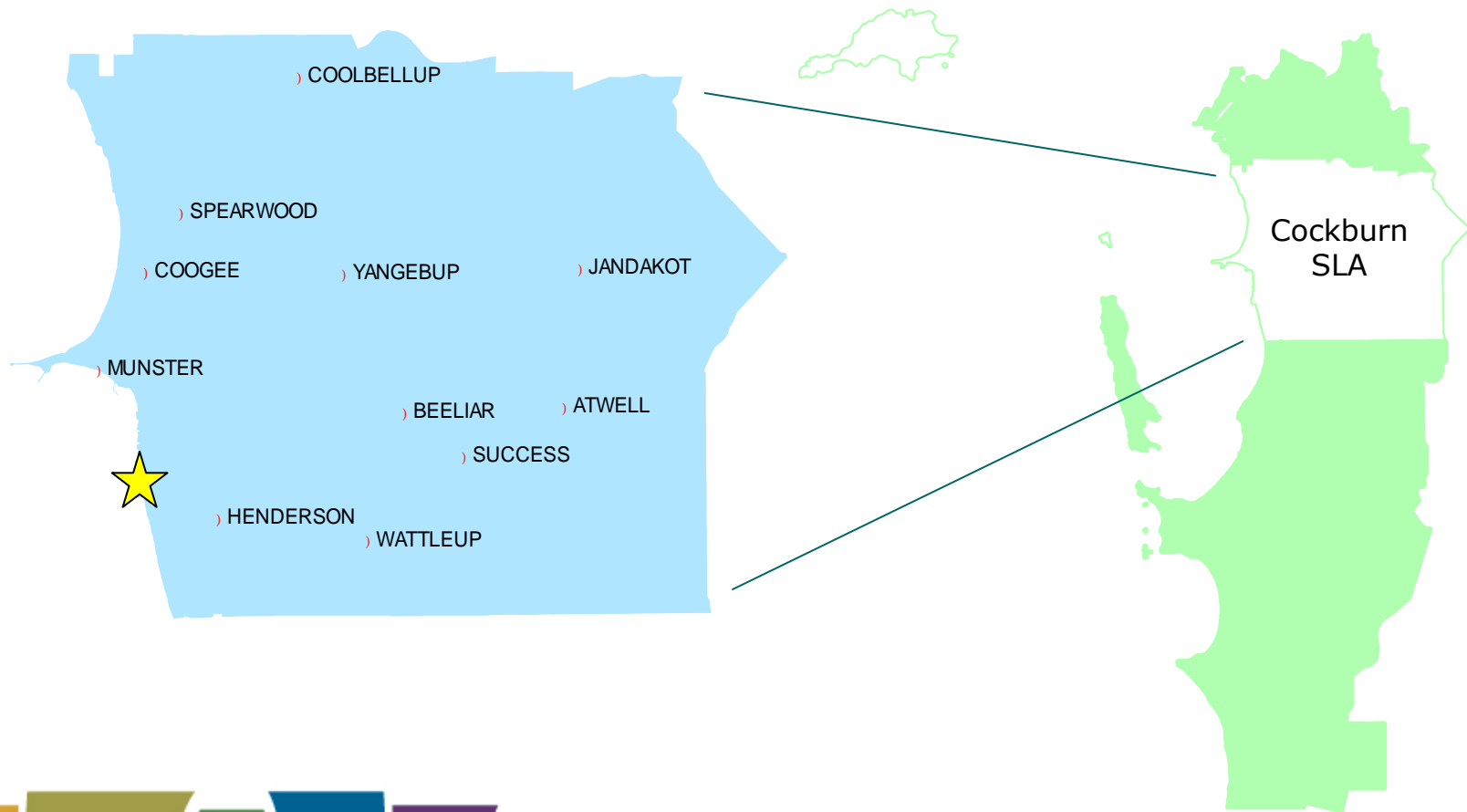
**Department of Education, Employment and Workplace Relations**

# Survey of Employers' Recruitment Experiences



Australian Marine Complex and  
Cockburn SLA

# Cockburn SLA



# Demographic Profile

	<b>Cockburn SLA</b>	<b>SW Corridor</b>	<b>WA</b>
<b>Working Age Population (WAP)</b>	<b>51 000</b>	<b>205 200</b>	<b>1 327 100</b>
<b>% of WAP aged 45 – 64 years</b>	<b>34.0%</b>	<b>37.1%</b>	<b>37.1%</b>
<b>WAP growth</b>	<b>12.5%</b>	<b>9.4%</b>	<b>7.7%</b>



# Labour Force Overview

	<b>Cockburn SLA</b>	<b>SW Corridor</b>	<b>WA</b>
<b>Employment Growth</b>	<b>20.0%</b>	<b>16.2%</b>	<b>12.9%</b>
<b>Unemployment rate</b>	<b>3.4%</b>	<b>4.0%</b>	<b>3.3%</b>
<b>% of WAP on Centrelink payments</b>	<b>16.2%</b>	<b>13.2%</b>	<b>13.8%</b>



Source: 2006 Census, 2001 Census, DEEWR Small Area Labour Markets, June 2008; ABS Labour Force Survey June 2008, Centrelink administrative data  
June 2008

# Industry Profile

Proportion of total employment					
	Cockburn SLA	SW Corridor	WA	Cockburn SLA Inter Census Growth (01-06)	SW Corridor Inter Census Growth (01-06)
Retail Trade	15.1%	14.4%	14.0%	11.4%	9.5%
Manufacturing	14.3%	12.2%	9.9%	12.9%	10.6%
Health & Community Services	10.4%	10.8%	10.4%	37.9%	25.7%
Property & Business Services	9.4%	10.8%	10.7%	18.6%	12.1%
Construction	9.4%	8.8%	9.0%	39.5%	44.1%



Source: 2001 Census, 2006 Census

# Australian Marine Complex – Survey of Employers’ Recruitment Experiences

124 employers from the Australian Marine Complex were contacted

58 employers responded, majority in the Manufacturing Industry

Survey conducted mid July 2008

The survey focused on non-business support occupations



## Recruitment Experiences – 12 months prior to survey

76% of employers had recruited or attempted to recruit

- 30% solely due to turnover
- 16% solely due to growth
- 53% due to both turnover and growth

21% (or 140) of 670 vacancies remained unfilled

30% of employers reported one or more unfilled vacancies

71% had positions they were unable to fill on the first attempt



# Recruitment Experiences – 12 months prior to survey

84% of recruiting employers reported recruitment was difficult

Reasons for difficulty:

- Lack of applicants
- Lack of skilled applicants
- Wages not competitive
- Competition with mining sector

33% said public transport was a problem for attracting and retaining staff



Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

# Recruitment Experiences – 12 months prior to survey

55% of vacancies were filled with local job seekers

44% of recruiting employers had employed staff from overseas

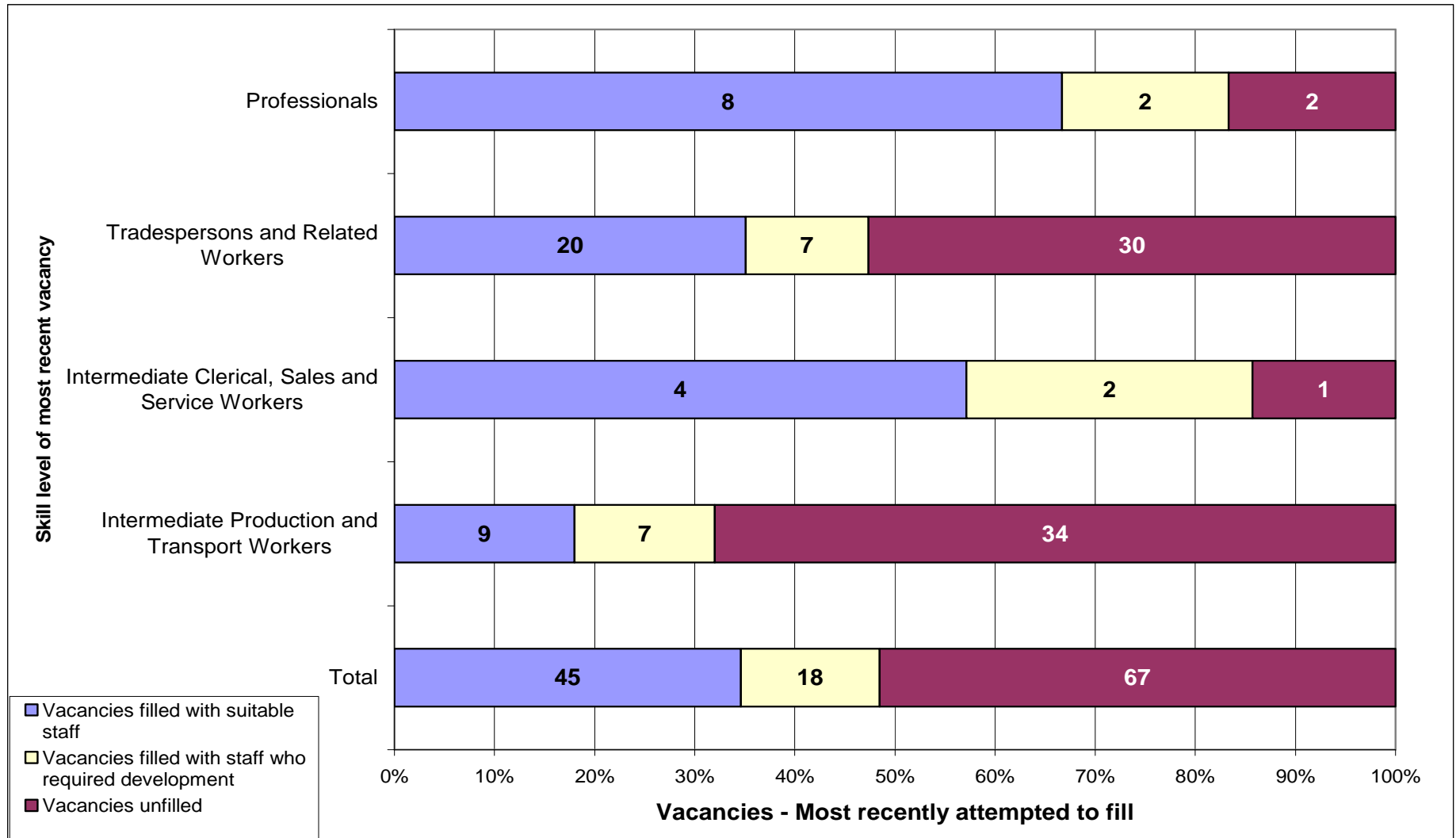
- 81% through an employer sponsored visa

21% of recruiting employers had engaged someone from interstate or overseas to complete a specialised short term job

- 80% thought this expertise could have been developed locally

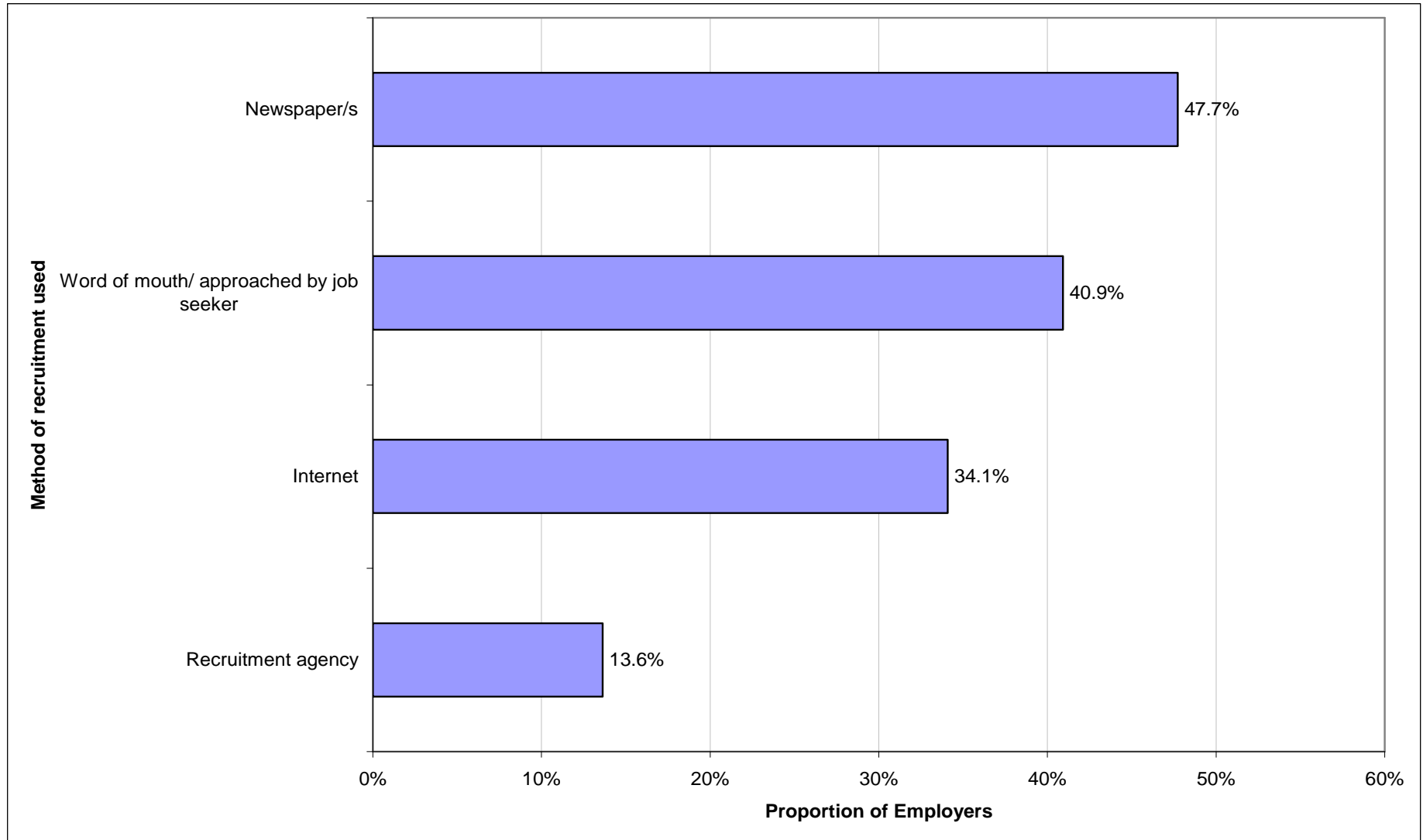


# Success filling recent vacancies



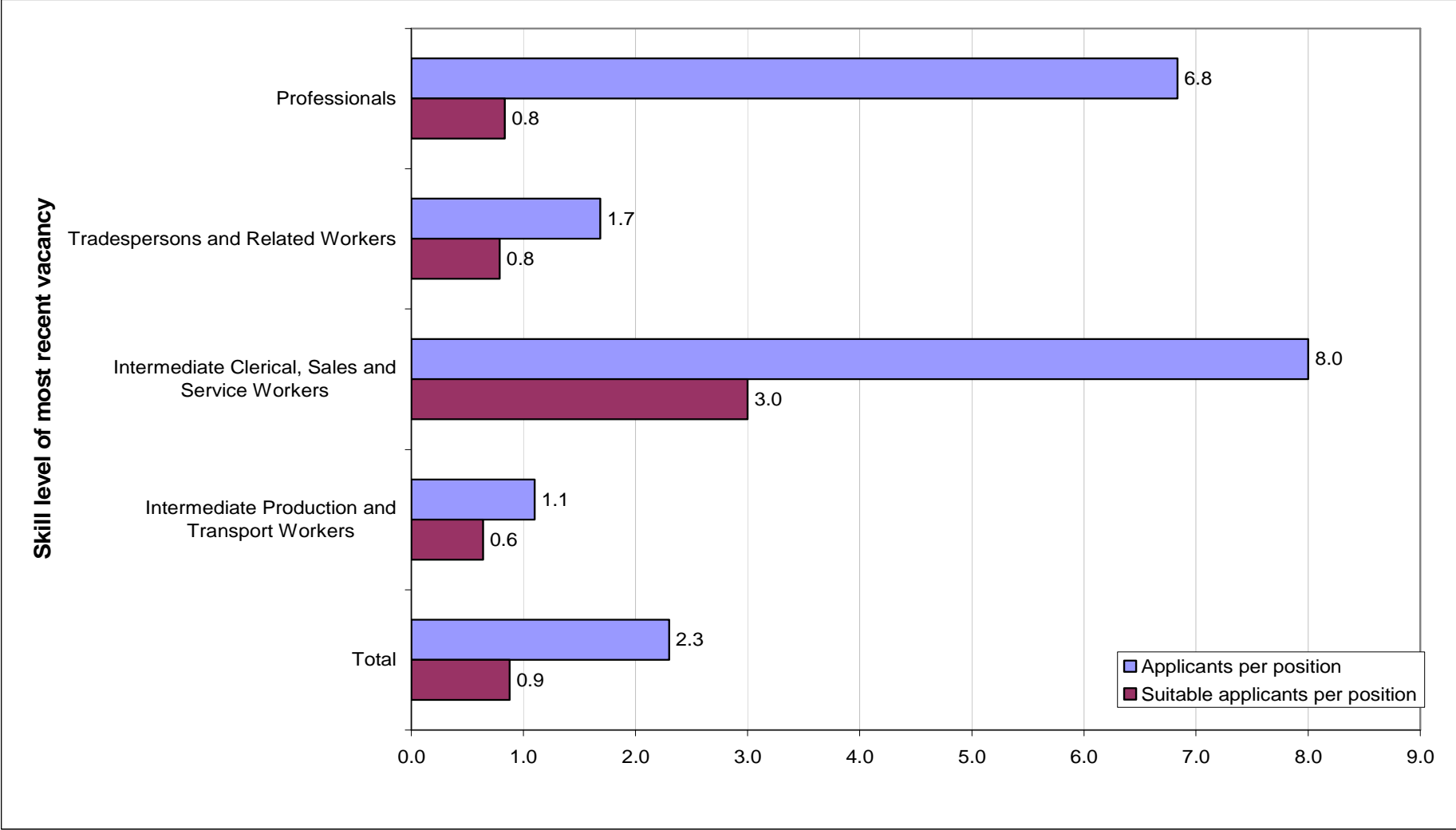
Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

# Recruitment methods



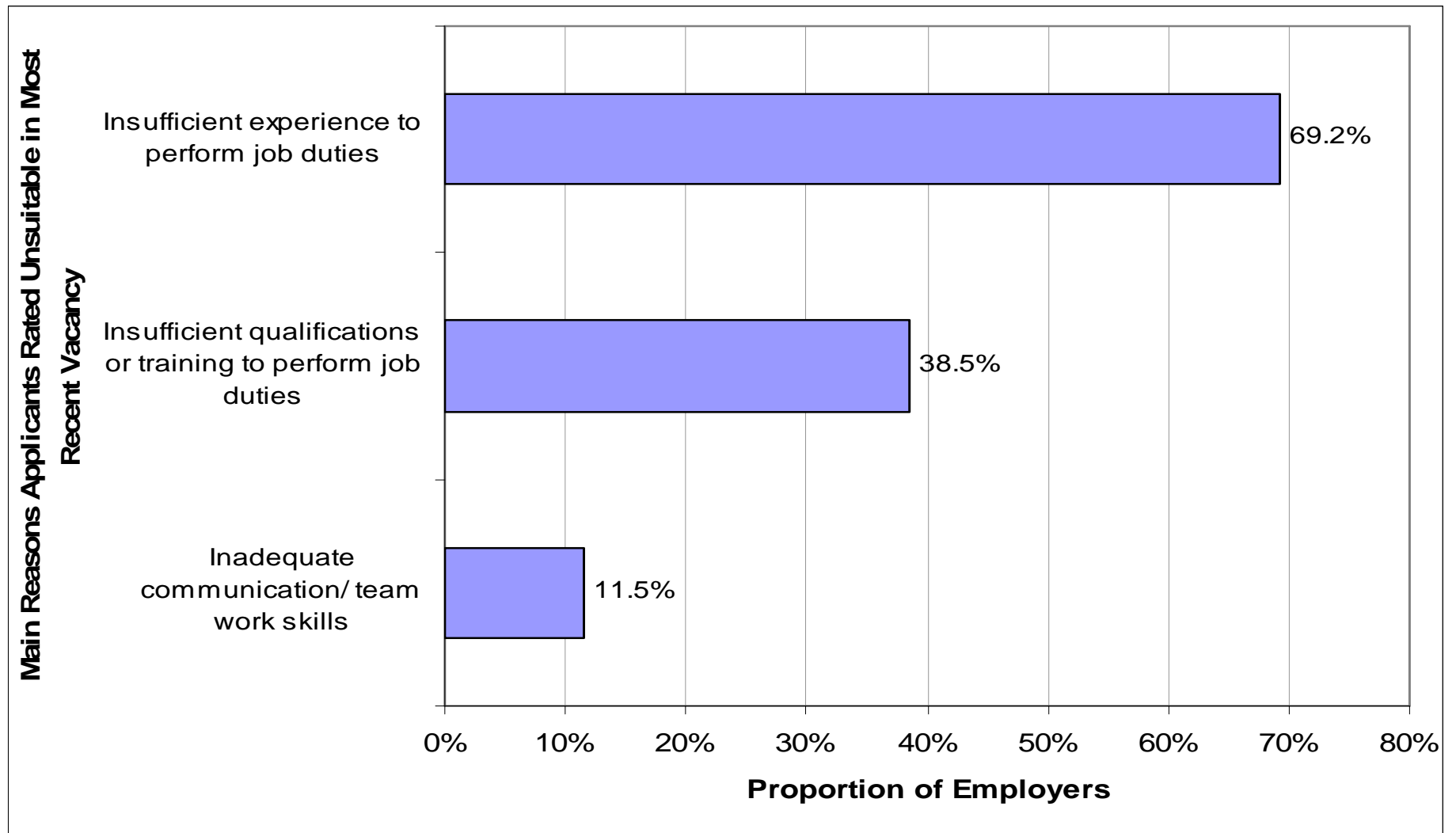
Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

# Competition for recent vacancies



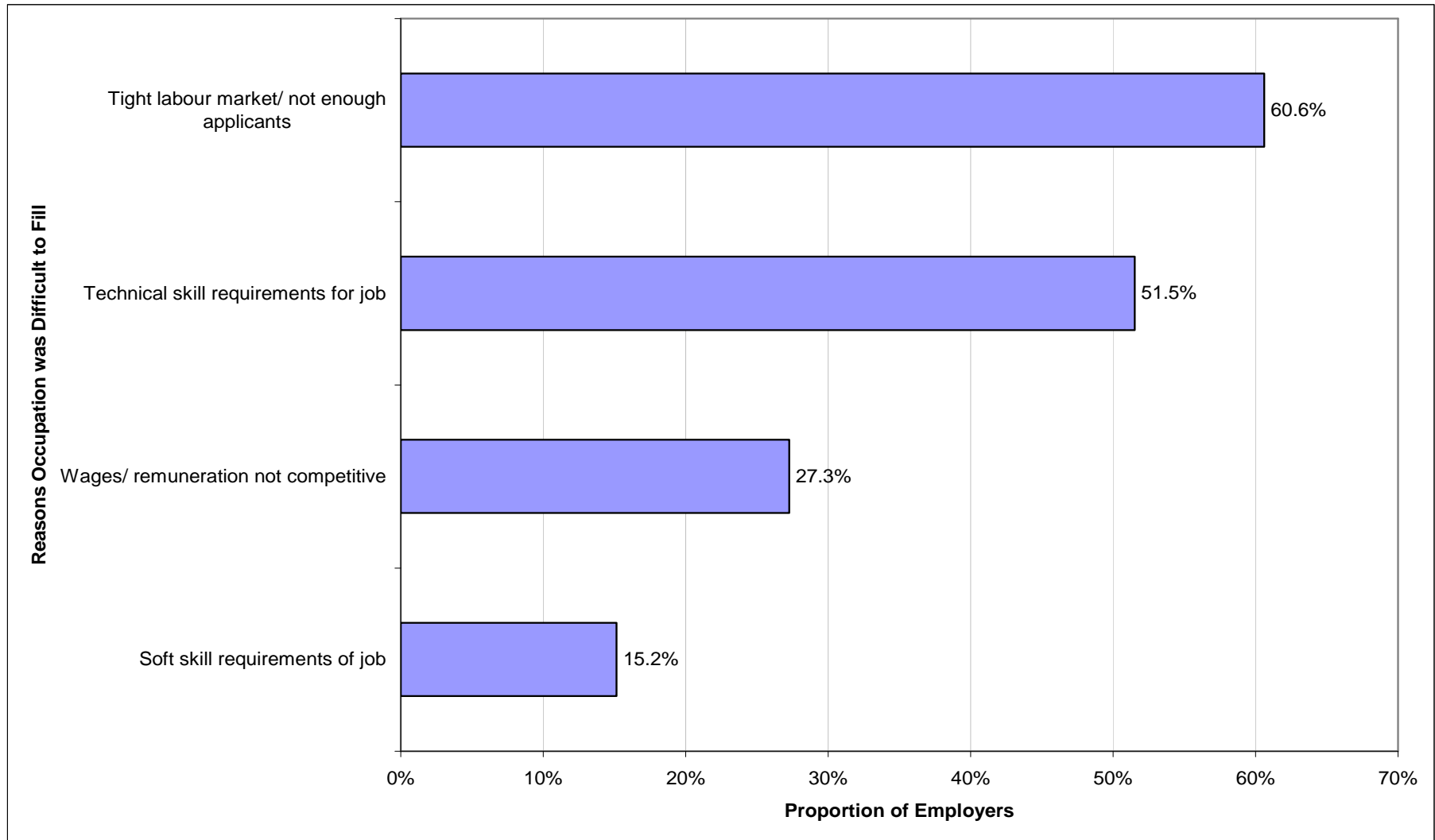
Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

# Reasons applicants were unsuitable



Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

# Reasons recruitment was difficult – most recent vacancy



Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

# Difficult to fill occupations

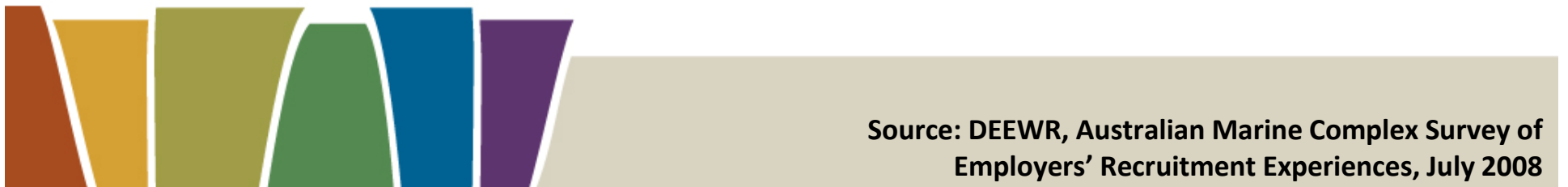
Metal Fitters and Machinists

Structural Steel and Welding Tradespersons

Motor Mechanics

Building and Engineering Professionals

Storepersons



Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

## Retention strategies

48% of recruiting employers had no retention strategies.

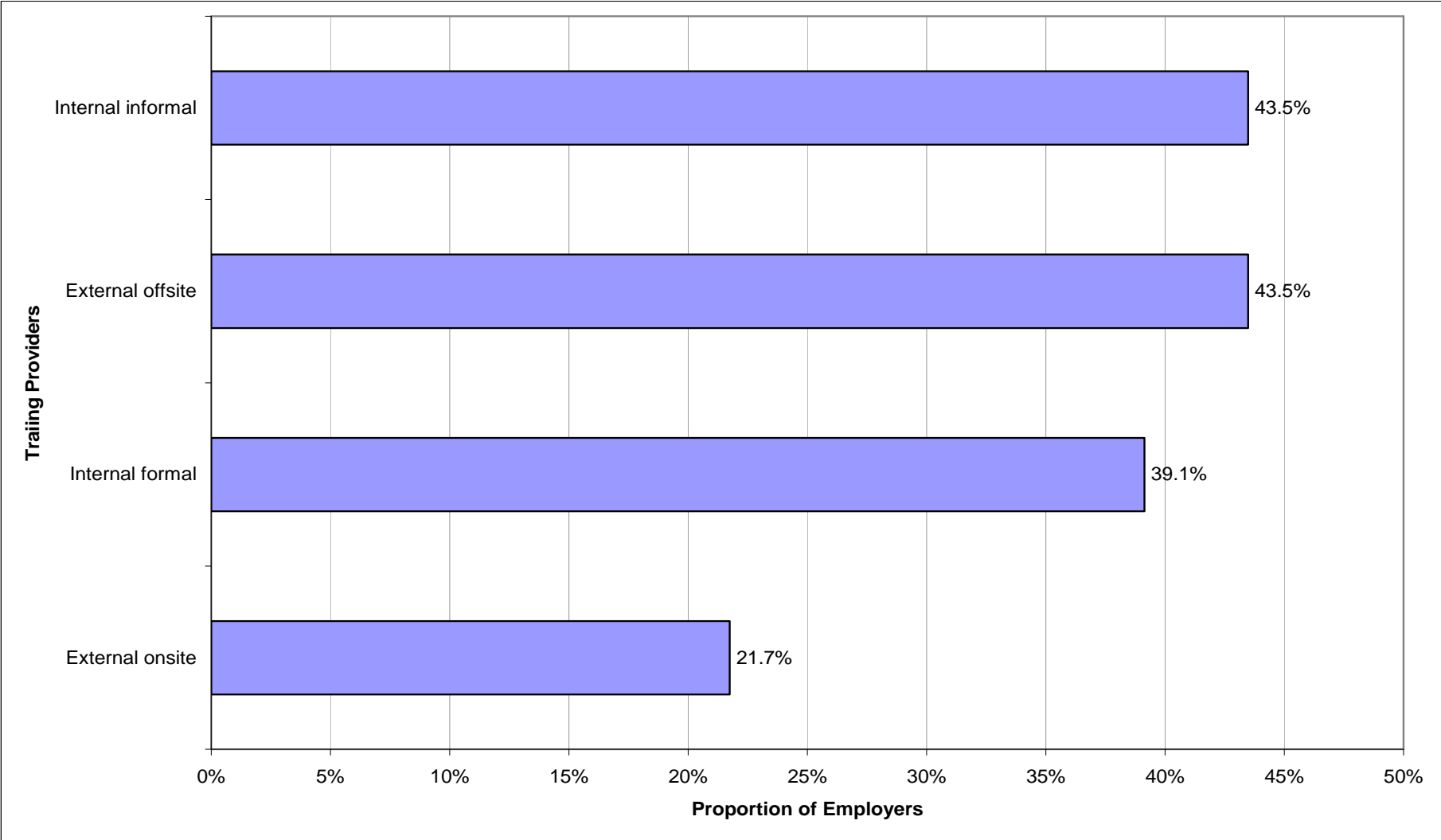
Retention strategies reported were:

- Increasing wages
- Providing development and training
- Providing flexible hours



Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008

# Training



**Source: DEEWR, Australian Marine Complex Survey of Employers' Recruitment Experiences, July 2008**

## Diversity strategies

92% had no strategies to attract Indigenous staff

94% had no strategies to attract female staff



Source: DEEWR, Australian Marine Complex Survey of  
Employers' Recruitment Experiences, July 2008

## Recruitment Expectations –12 months following the survey

83% of employers expect to recruit in the 12 months following the survey

- 85% anticipate employment growth
- 71% anticipate replacing staff
- 69% anticipate difficulty recruiting

55% would consider recruiting an apprentice or trainee

40% would sponsor a worker from overseas

60% thought the local labour supply would NOT meet future recruitment needs



# Summary

## Robust labour market conditions

- strong employment growth
- low unemployment rate

## Most employers having difficulty filling vacancies

- high proportion of unfilled vacancies

## Strong recruitment expectations

- any impact of global financial crisis still to be felt

## Less than half of surveyed employers are responding to tight labour market

- Training
- Retention strategies
- Diversity strategies





**Australian Government**

**Department of Education, Employment and Workplace Relations**

