



Australian Government

Department of Education, Employment and Workplace Relations

Labour Market Conditions and Employer Recruitment Experiences

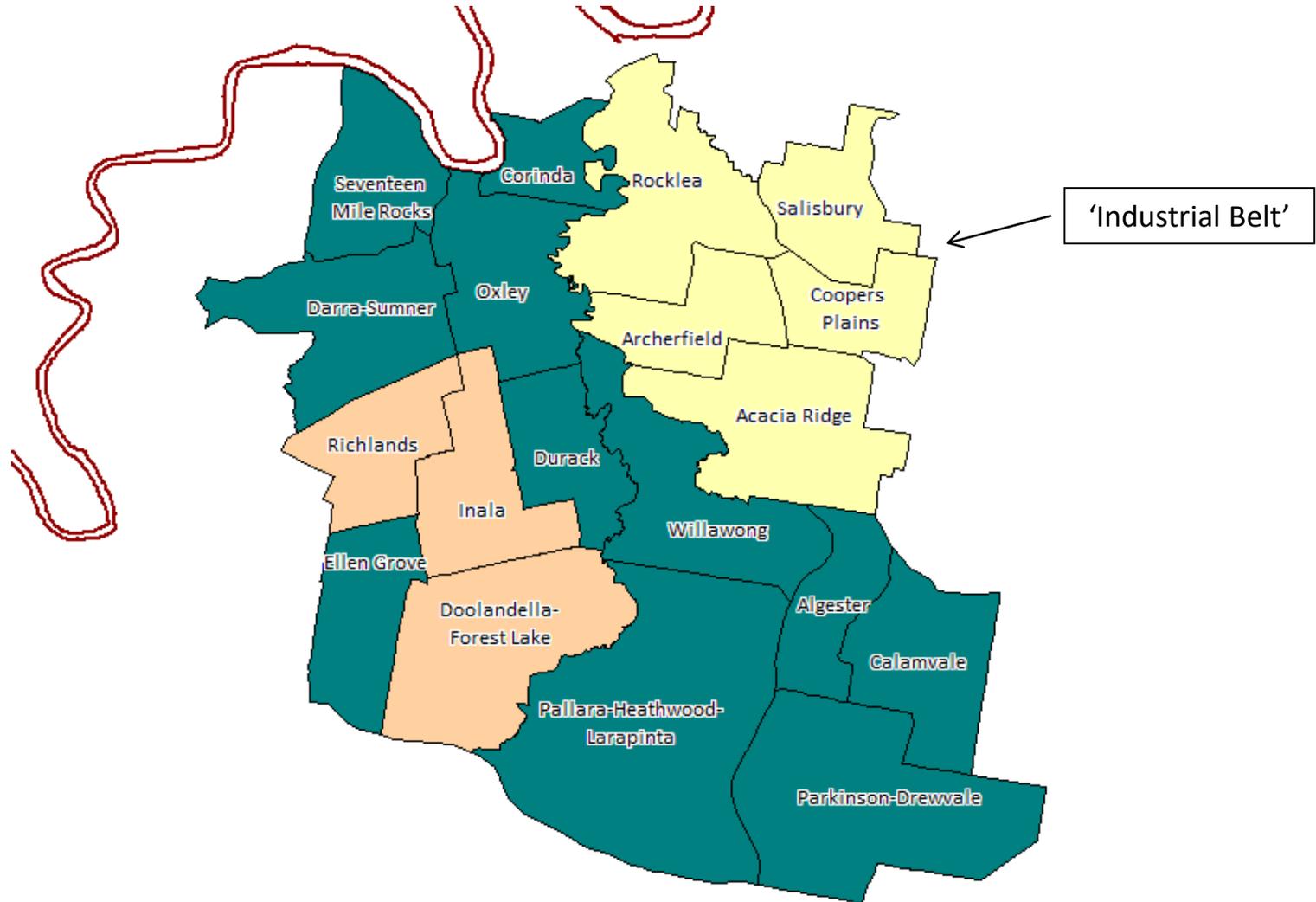
South West Brisbane

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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%

Source: ABS, 2006 Census of Population and Housing

Teenage Unemployment - Brisbane

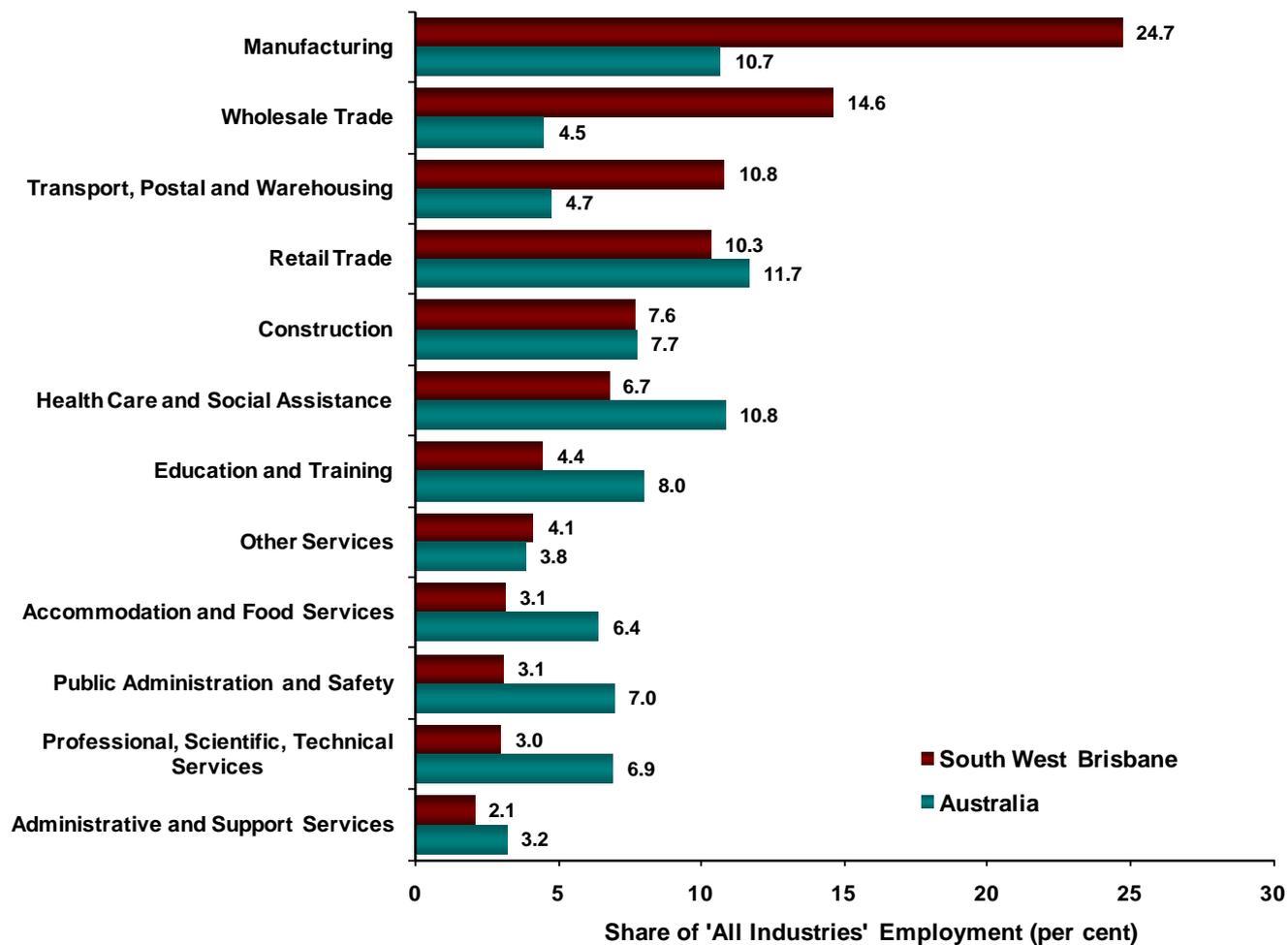
	Teenage full-time unemployment rate (%)	% of teens unemployed and looking for full-time work
Outer Brisbane City	27.0%	3.8%
Greater Brisbane	25.1%	5.1%
Queensland	24.9%	6.0%
Australia	23.7%	4.5%

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)

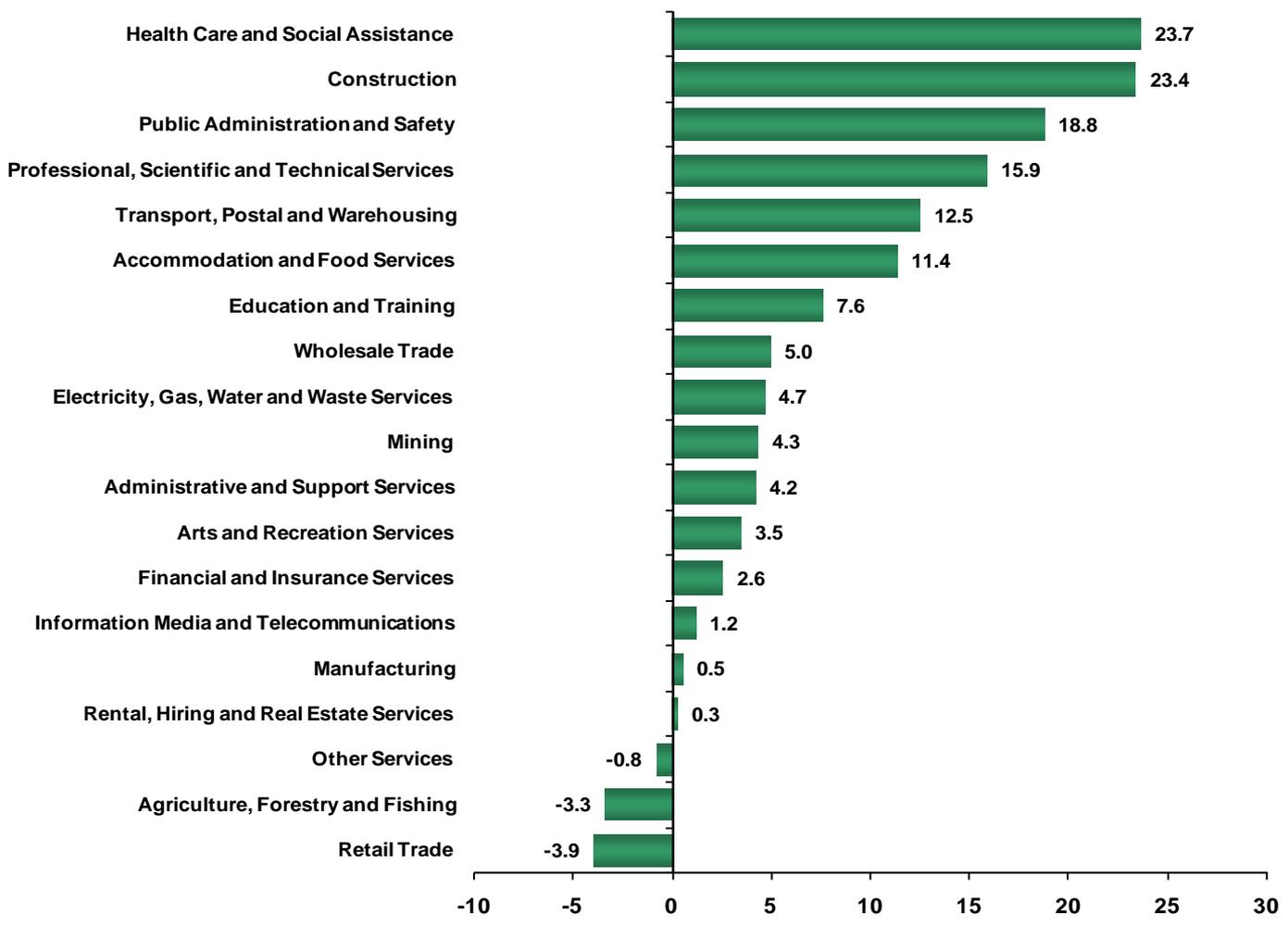
'Industrial Belt' Workers – Key Industries and Commuting Patterns (Census 2006 – percentages)

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)

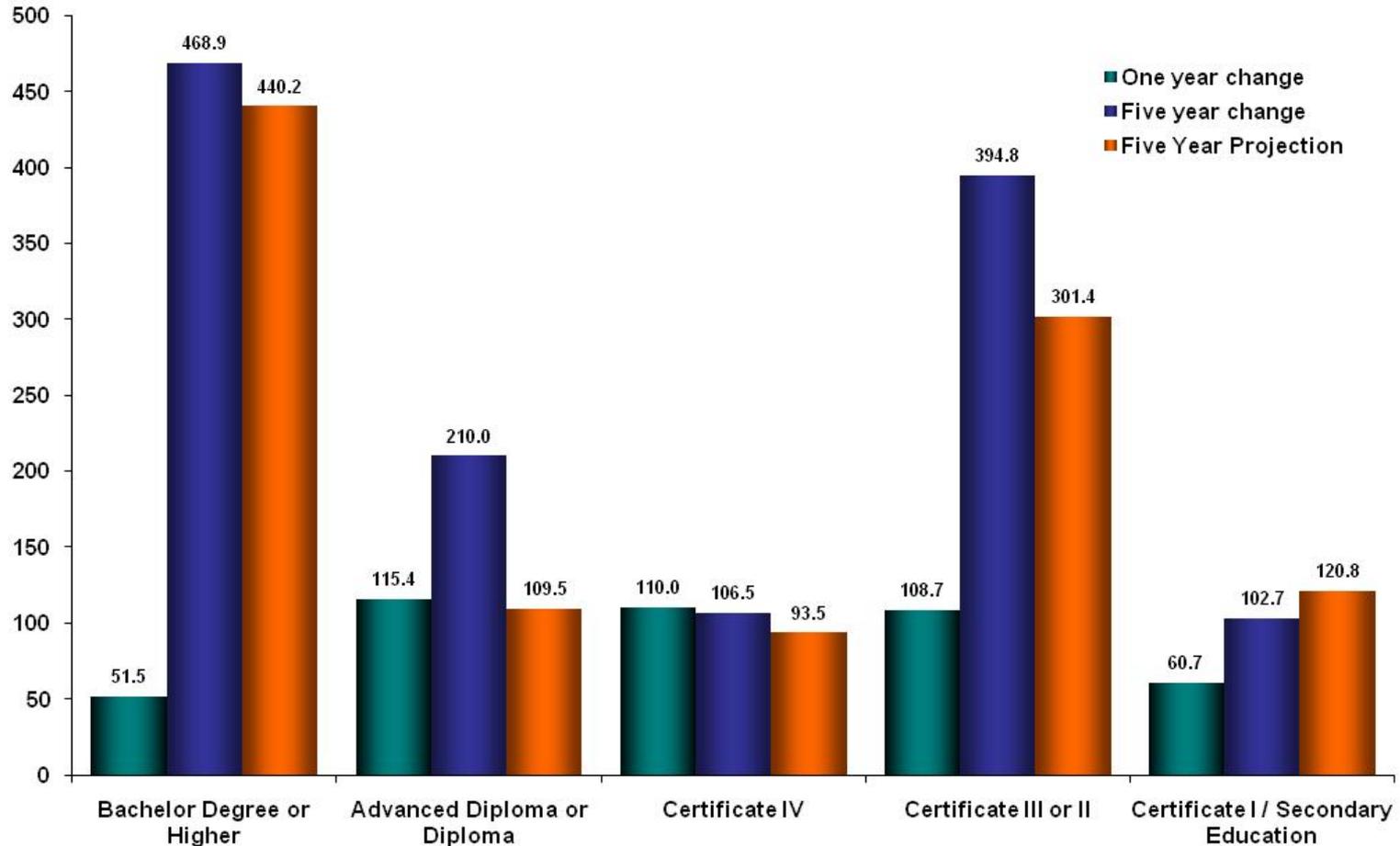


Five Year Employment Growth, Greater Brisbane by Industry Division ('000 persons)



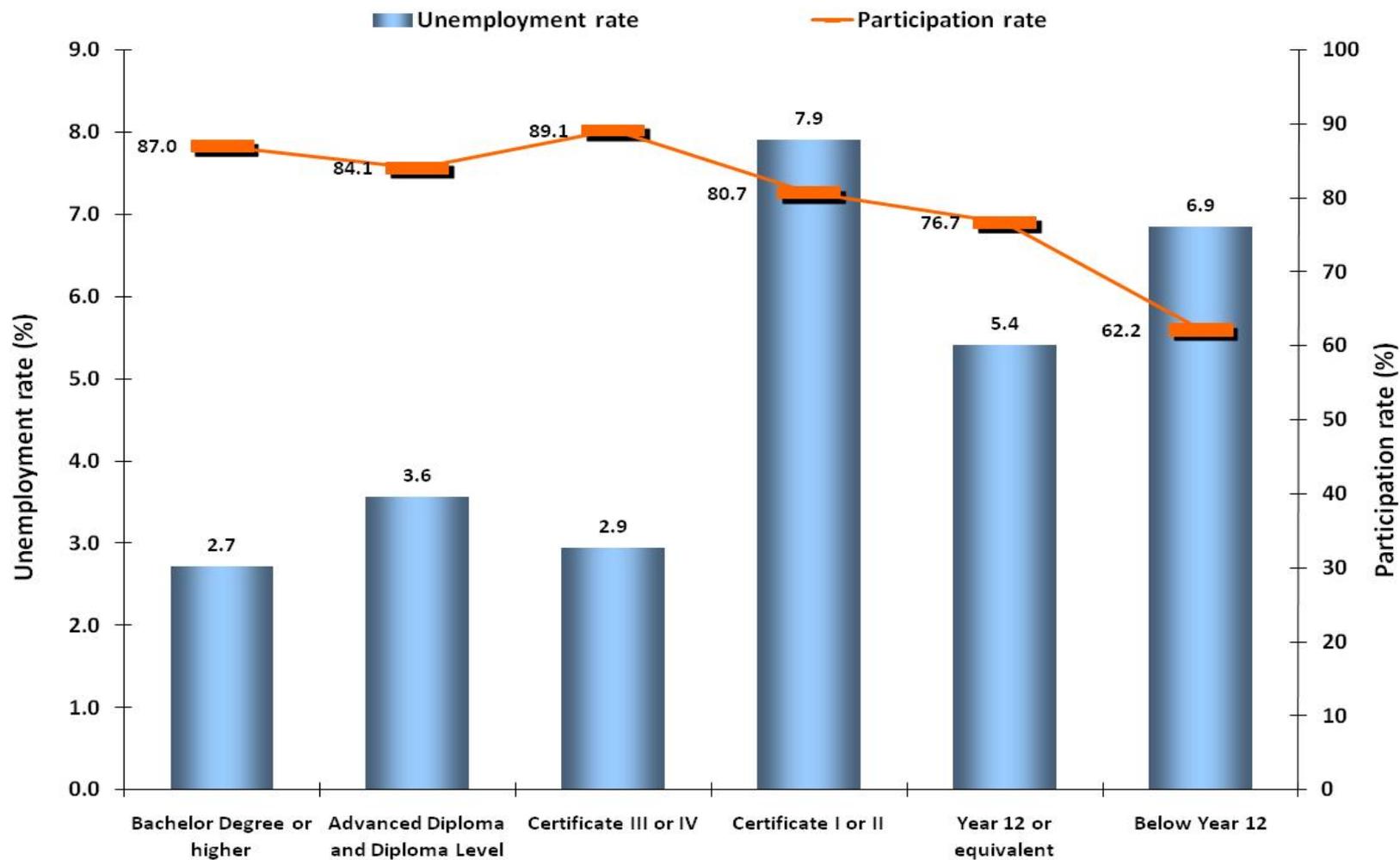
Source: ABS Labour Force, Australia, Detailed, Quarterly, November 2010 (Cat No.6291.0.55.003) – four quarter averages of original estimates.

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:

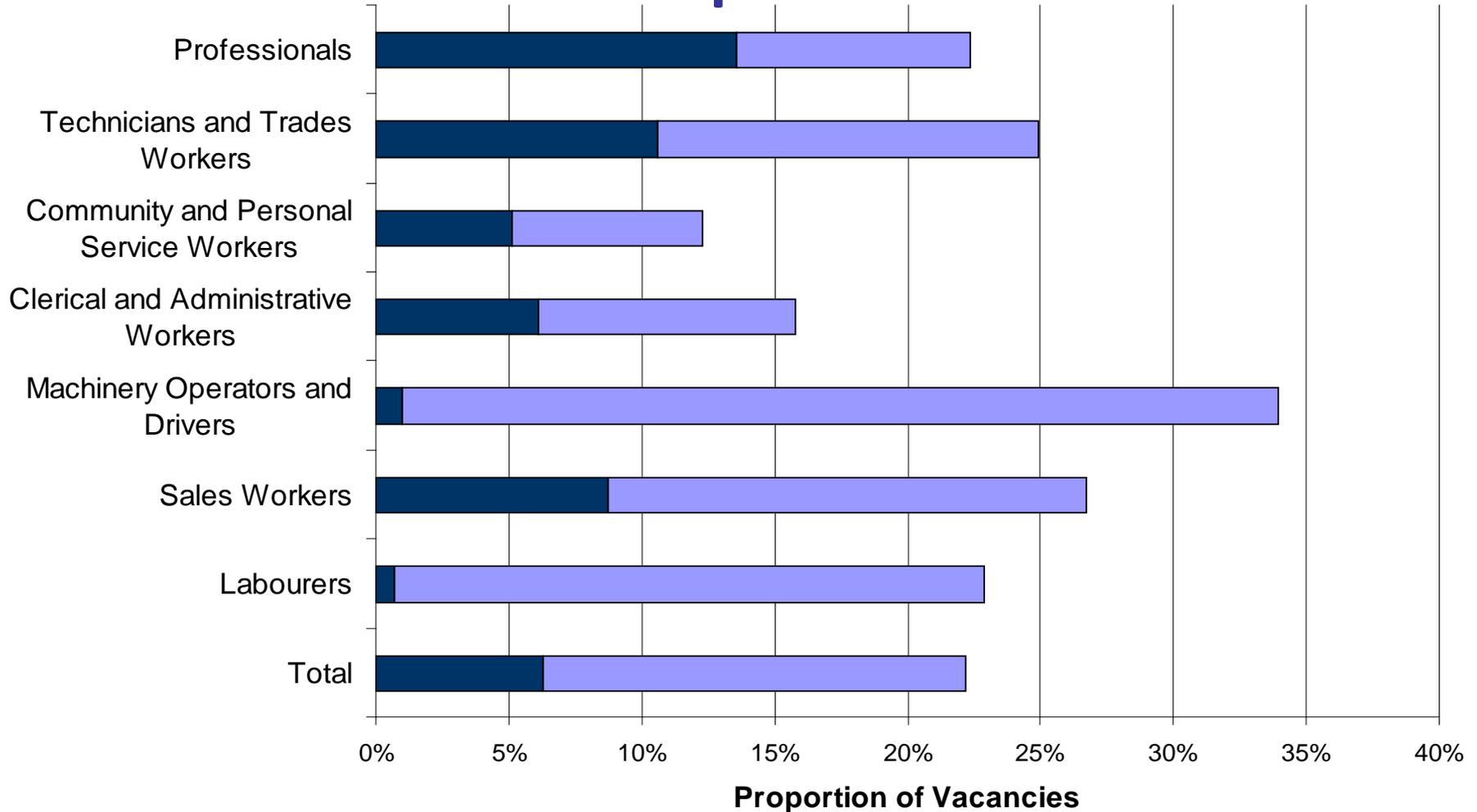
- Recruited 78%
- Vacancies Unfilled 4.4%
- Recruitment Difficult 34%

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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