



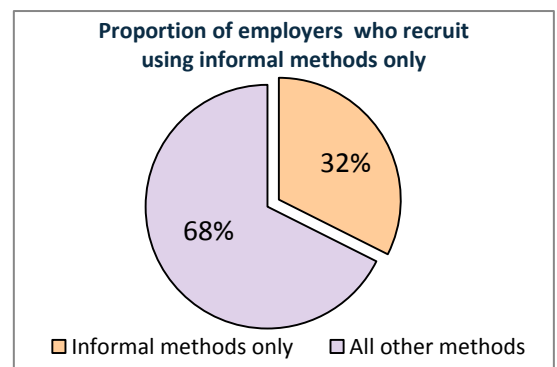
## Finding Pathways to Employment

The Department of Employment conducts Surveys of Employers' Recruitment Experiences across Australia. In these surveys, employers tell us about their recruitment experiences, including the steps they have taken to hire staff and what they are looking for in applicants.

Findings from our surveys show that you can improve your chances of getting a job if you ask people you know about employment opportunities and approach employers to see if they have any jobs going. Approaching employers directly gives you a chance to demonstrate your enthusiasm, motivation and communication skills.

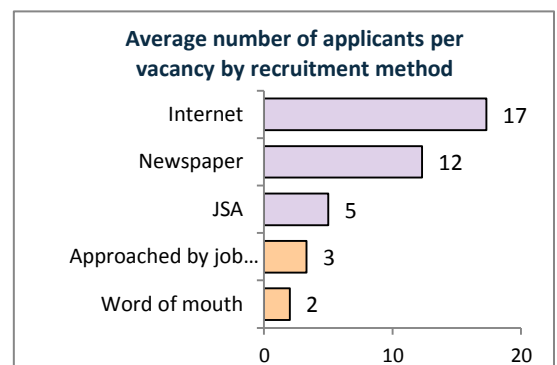
### Many jobs are not advertised in the paper or on the internet:

- Our survey results found that almost one in three employers only use informal methods, such as word of mouth<sup>1</sup>, putting a sign in the window, or hiring someone who approached them to see if they had any jobs going to fill vacancies.
- With entry-level jobs, employers are even more likely to rely solely on informal methods.
- The internet, newspaper and recruitment agencies are valuable job search methods, but if you limit yourself to these resources you will miss out on many opportunities.



### Applicant numbers vary by recruitment method:

- Our survey results show that vacancies for which employers recruit using informal methods usually have fewer applicants.
- There are, on average, two applicants per vacancy where employers recruit using word of mouth, compared with 17 applicants for vacancies advertised on the internet.
- If you can tap into these word of mouth opportunities you are likely to face less competition for the vacancy.



### Soft skills are essential:

- While job specific skills such as using a particular machine and product training are valuable, the importance of soft skills (such as communication, initiative and motivation) to employers should not be underestimated as very few employers are willing to hire a person who they think will not be able to work effectively and cooperatively with others in their business.
- Our survey results show that 1 in 8 employers recently hired someone who needed further development of their job specific skills, while only 3% were willing to hire someone lacking in soft skills.
- Entry-level jobs can be a great place for you to develop good soft skills, as can pre-vocational courses and extracurricular activities.
- You can demonstrate good soft skills by approaching employers directly or by networking with friends and family for possible job opportunities.

#### **FURTHER INFORMATION:**

**Australian Jobs Publication:** [www.employment.gov.au/australian-jobs-publication](http://www.employment.gov.au/australian-jobs-publication)

**Job Outlook:** [www.joboutlook.gov.au](http://www.joboutlook.gov.au)

**Survey of Employers' Recruitment Experiences:** [www.employment.gov.au/regionalreports](http://www.employment.gov.au/regionalreports)

Or contact the **Recruitment Analysis Section** on 1800 059 439 or email [recruitmentsurveys@employment.gov.au](mailto:recruitmentsurveys@employment.gov.au).

<sup>1</sup> Word of mouth recruitment strategies include employers having staff, friends or colleagues inform others about vacancies, or approaching potential employees directly.