



RECRUITMENT FOR LOWER SKILLED VACANCIES

KEY FINDINGS:

- The average number of applicants for lower skilled vacancies has doubled since 2011.
- The increased competition for vacancies will be contributing to the rise in youth and long-term unemployment across the country, with inexperienced and marginalised job seekers increasingly overlooked for entry level jobs in favour of proven or more highly qualified applicants.
 - Almost half of employers recruiting for lower skilled positions did not interview applicants because they had ‘insufficient experience’.
- Many applicants are also continuing to fall short of employers’ basic requirements.
 - Some employers reported that applicants did not demonstrate an interest in the position or were poorly presented.
- Lower skilled vacancies account for about 71 per cent of all job openings, but 41 per cent of these vacancies are not formally advertised.

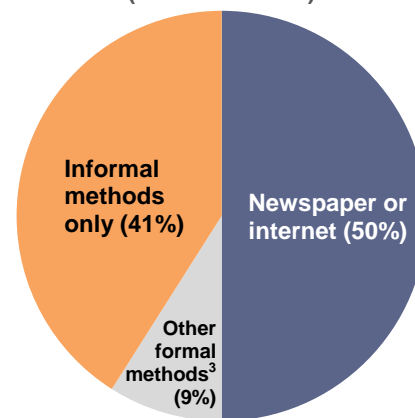
RECRUITMENT METHODS FOR LOWER SKILLED VACANCIES

Results from the Department of Employment’s *Survey of Employers’ Recruitment Experiences*¹ show that lower skilled² vacancies account for about 71 per cent of all job openings.

While the recruitment methods used by employers can vary significantly between regions, lower skilled vacancies are most commonly:

- advertised in a *newspaper* or on the *internet* (50 per cent of vacancies); or
- filled using informal methods only, such as *word of mouth* or *by employers considering job seekers who had approached them about potential job opportunities* (41 per cent).

Recruitment methods used by employers
(% of vacancies)

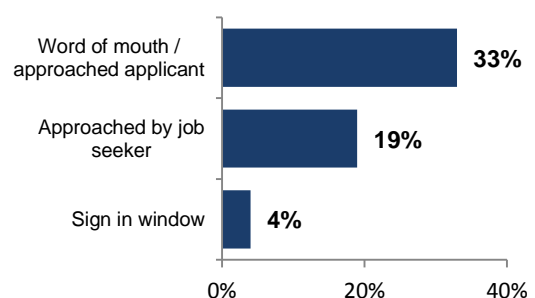


INFORMAL RECRUITMENT FOR LOWER SKILLED VACANCIES

Some 41 per cent⁴ of lower skilled vacancies are not formally advertised. Accordingly, job seekers who ignore these recruitment methods will miss out on a large number of the available employment opportunities. Informal recruitment processes often bypass the structured application and interview process associated with most internet and newspaper vacancies.

Employers commonly adopt a range of informal recruitment methods, as outlined on the following page.

Informal recruitment methods (% of vacancies)



1. Each year around 10,000 employers respond to the survey from about 25 selected regions across Australia. Further information on the Department’s Survey of Employers’ Recruitment Experiences can be found at: www.employment.gov.au/regionalreport. Results on recruitment methods are for surveys completed in the 2014 calendar year.

2. Lower skilled vacancies refer to occupations with Australia and New Zealand Standard Classification of Occupations skill levels 4 or 5.

3. Employers who did not advertise vacancies on the internet or in a newspaper, but used other formal recruitment methods such as a Job Services Australia provider or a recruitment agency.

4. A further 15 per cent of lower skilled vacancies were advertised using a combination of both formal and informal recruitment methods.

Word of mouth / approached applicant

About one third of vacancies were filled by employers utilising networks of existing staff, friends or colleagues or by approaching potential employees directly about job opportunities. These methods are particularly common in Agriculture, Construction, Transport, and Hospitality (see Attachment for more detail)⁵.

Approached by job seeker

Approaching an employer directly can provide the opportunity for a job seeker to demonstrate their employability skills such as communication, initiative and motivation for working in a particular sector.

Overall, employers considered job seekers who had approached them about possible job opportunities in their business for almost one in five lower skilled vacancies. This form of recruitment is common in Bars, Clubs, Cafés, Restaurants, Clothing Stores, and Residential Care Facilities.

Sign in the window

Around 4 per cent of vacancies were advertised by putting a sign in the window or job advertisement on a noticeboard. However, in Cafes, Restaurants, Fast Food outlets, Clothing Stores and Newsagencies as many as 20 per cent of lower skilled vacancies are filled this way. Signs are commonly posted for Sales Assistants, Checkout Operators, Café Workers and Waiters.

LOWER SKILLED NEWSPAPER AND INTERNET VACANCIES

Lower skilled vacancies advertised in a newspaper or on the internet have been attracting an increasing number of job applicants over the past few years.

The average number of applicants per vacancy measures the competition that job seekers are likely to face when applying for a job. The survey results for regions across Australia show that the average number of applicants has doubled since 2011, and that competition for vacancies is now greater than it was at the height of the Global Financial Crisis.

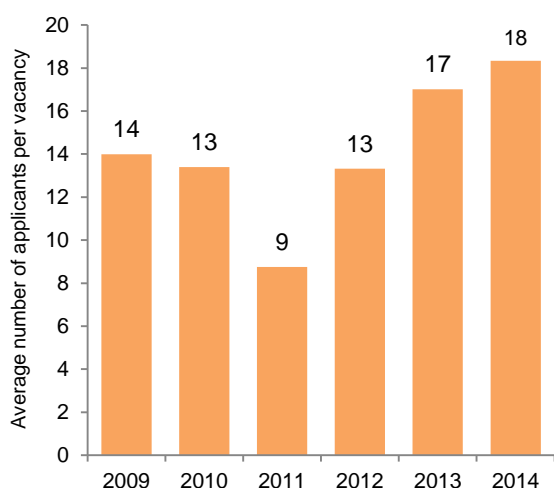
The high applicant numbers recorded over the past few years have resulted in only around one in five applicants (on average) securing an interview.

The survey results for the 2014 calendar year show that 48 per cent of employers did not interview applicants for recent vacancies because they had 'insufficient experience'. This result highlights the difficulty many job seekers are having getting a foothold in the workforce and may be a contributing factor to the higher youth unemployment rate and increases in long-term unemployment.

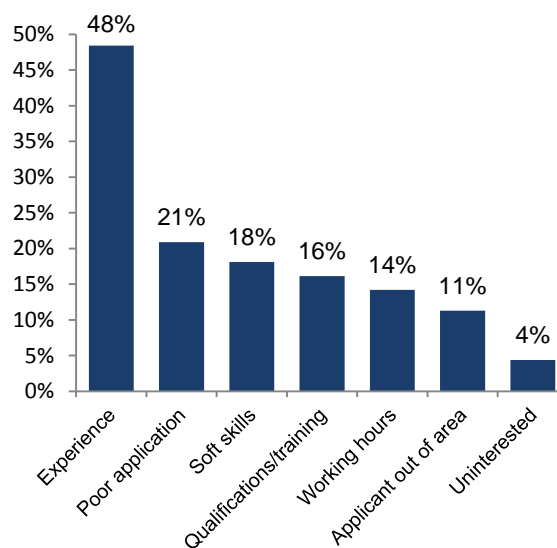
One in five employers did not interview applicants because their written application was not tailored to the position, failed to address selection criteria or had spelling mistakes.

Other applicants were not interviewed as they did not demonstrate their interest in the job, or the required soft skills (such as teamwork and communication skills).

Average number of applicants per vacancy⁶



Reasons employers did not interview applicants⁷



5. Results by industry and occupation are based on survey responses from April 2011 to December 2014.

6. Average number of applicants per vacancy for lower skilled positions advertised on the internet or in a newspaper.

7. Reasons applicants not interviewed as a proportion of all employers who recently recruited for a lower skilled occupation advertised on the internet or in a newspaper.



ATTACHMENT: LOWER SKILLED OCCUPATIONS FOR WHICH EMPLOYERS
COMMONLY RECRUIT USING INFORMAL RECRUITMENT METHODS⁸

Word of mouth/approached applicant	Employer approached by job seeker
<p>Agriculture</p> <ul style="list-style-type: none"> Crop Farm Workers Livestock Farm Workers <p>Construction</p> <ul style="list-style-type: none"> Building and Plumbing Labourers Concreters Earthmoving Plant Operators <p>Transport</p> <ul style="list-style-type: none"> Freight and Furniture Handlers Truck Drivers Bus and Coach Drivers <p>Accommodation and Food Services</p> <ul style="list-style-type: none"> Commercial Cleaners Café Workers Bar Attendants and Baristas Housekeepers Waiters Kitchenhands <p>Retail</p> <ul style="list-style-type: none"> Service Station Attendants Storepersons Delivery Drivers Motor Vehicle Parts and Accessories Fitters Sales Assistants <p>Manufacturing</p> <ul style="list-style-type: none"> Meat, Poultry and Seafood Process Workers Factory Process Workers Packers <p>Health Care and Social Assistance</p> <ul style="list-style-type: none"> Receptionists Dental Assistants Child Carers Nursing Support and Personal Care Workers 	<p>Accommodation and Food Services</p> <ul style="list-style-type: none"> Bar Attendants and Baristas Waiters Fast Food Cooks Café Workers <p>Retail</p> <ul style="list-style-type: none"> Checkout Operators and Office Cashiers Pharmacy Sales Assistants Shelf fillers Sales Assistants Motor Vehicle Parts and Accessories Fitters <p>Transport</p> <ul style="list-style-type: none"> Bus and Coach Drivers Freight and Furniture Handlers Truck Drivers <p>Agriculture</p> <ul style="list-style-type: none"> Crop Farm Workers <p>Health Care and Social Assistance</p> <ul style="list-style-type: none"> Nursing Support and Personal Care Workers Aged and Disabled Carers <p>Manufacturing</p> <ul style="list-style-type: none"> Meat, Poultry and Seafood Workers Food and Drink Factory Workers <p>Construction</p> <ul style="list-style-type: none"> Earthmoving Plant Operators

8. Results reflect responses from over 21,000 employers surveyed in regions across Australia between April 2011 and December 2014.

