



Online recruitment

Online recruitment is the dominant feature of the recruitment market in Australia. Over the past four years, the proportion of vacancies advertised online by employers has increased by 15 percentage points to 60 per cent (Figure 1)¹, and around nine in ten unemployed persons now use the internet to search for jobs, compared with 56 per cent in 2004 (Figure 2)².

The wide and increasing use of online recruitment is mainly due to its ability to connect large groups of users; job seekers use online recruitment to access the substantial number of vacancies advertised, while employers use online recruitment to tap into the large pool of potential candidates.

The rise of online recruitment

Figure 1: Online recruitment
(% of employers' most recent vacancies)

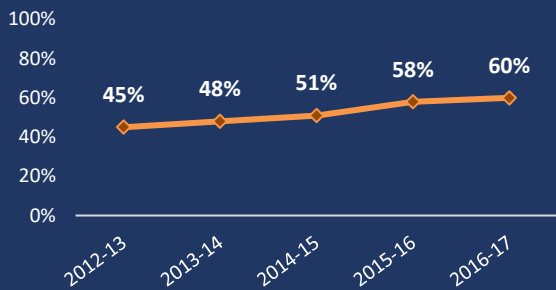
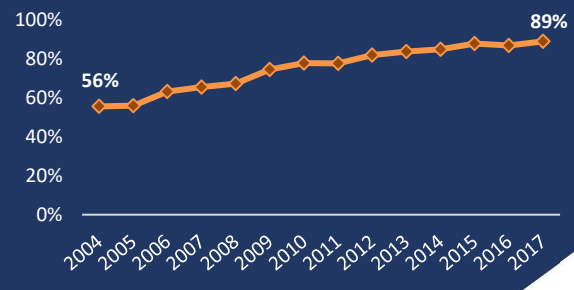


Figure 2: Looked at job ads on the internet in the past year
(% of unemployed persons)



While job boards and recruitment sites are the main methods that employers use to advertise online (49 per cent of all vacancies in 2016–17), employers also advertise on company websites (13 per cent of vacancies), and on the rapidly emerging platform of social media (nine per cent of vacancies, up from two per cent in 2013–14).

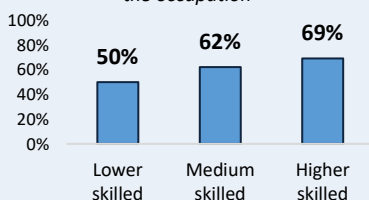
Online recruitment is prevalent across all skill levels, workplace sizes, and locations, but the usage of online recruitment varies by business size and the skill level of the vacancies.

- Online recruitment offers broad exposure which helps in reaching applicants with specialised skills, making this type of recruitment more common for higher skilled vacancies, with 69 per cent of such vacancies advertised online, compared with 50 per cent for lower skilled vacancies (Figure 3.1).
- Online recruitment helps in efficiently assessing, sorting and processing large volumes of applications. Large employers, who tend to recruit frequently and in bulk, are more likely to use the internet than small employers (Figure 3.2).
- Online recruitment is much less common in regional and remote areas (Figure 3.3), where employers rely more on community based methods such as the local newspaper or word of mouth.

Online recruitment is most common for:

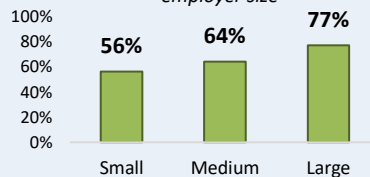
Higher skilled vacancies

Figure 3.1: Online recruitment by skill level of the occupation



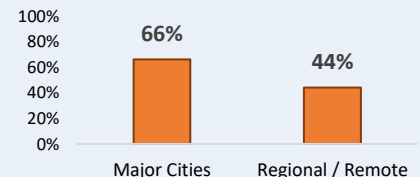
Larger employers

Figure 3.2: Online recruitment by employer size



Employers in major cities

Figure 3.3: Online recruitment by region



¹ Department of Jobs and Small Business, *Survey of Employers' Recruitment Experiences*.

² Australian Bureau of Statistics, *Job Search Experience* (cat 6222.0), 2004 to 2013; *Persons Not In the Labour Force, Underemployed Workers and Job Search Experience* (cat 6226.0.55.001), 2014; *Participation, Job Search and Mobility* (cat 6226.0), 2015 to 2017. In Figure 2, data from 2015 to 2017 also includes unemployed persons who looked at job ads in a newspaper or on a noticeboard.