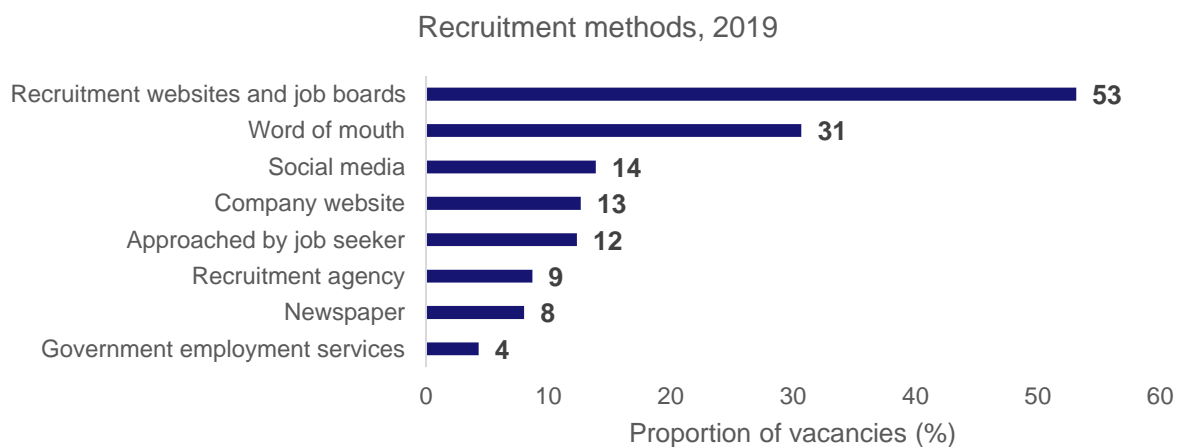


Recruitment methods – 2019 trends

Results from the Survey of Employers' Recruitment Experiences¹

Australian employers use a variety of methods and platforms for recruitment. In 2019, advertising on recruitment websites and online job boards was the most common method of recruitment, used for 53 per cent of recent vacancies. Some 14 per cent of employers posted job advertisements on social media sites such as Facebook, and a similar proportion (13 per cent) recruited through their company website.

Employers used word of mouth when recruiting for 31 per cent of vacancies. This includes approaching applicants directly or asking existing employees if they have friends or family who would be interested in the position. For 12 per cent of vacancies, employers recruited job seekers who approached the business in person. Other recruitment methods included the use of private recruitment agencies or labour hire firms (9 per cent), placing advertisements in newspapers (8 per cent), and Australian Government funded employment services providers (4 per cent).



Online recruitment methods have increased over recent years

Recruitment through online platforms has grown substantially over the past six years. The proportion of vacancies advertised on recruitment websites and company websites has risen by 13 percentage points since 2013, to stand at 59 per cent in 2019. The use of social media has also increased significantly, from 2 per cent of vacancies in 2013 to 14 per cent in 2019.

This rise in internet recruitment has been accompanied by a decline in the use of newspapers, with the share of vacancies advertised in newspapers falling to 8 per cent in 2019 from 19 per cent in 2013.

¹ Some 9,700 employers provided information on their recruitment methods in 2019. All figures in this report are proportions of vacancies from employers' most recent recruitment round, and employers may have used multiple methods. The data reflect how employers advertise and do not take into account the role that other parties may play in promoting vacancies (such as recruitment agencies or online job aggregators).

Recruitment methods, 2013 - 2019

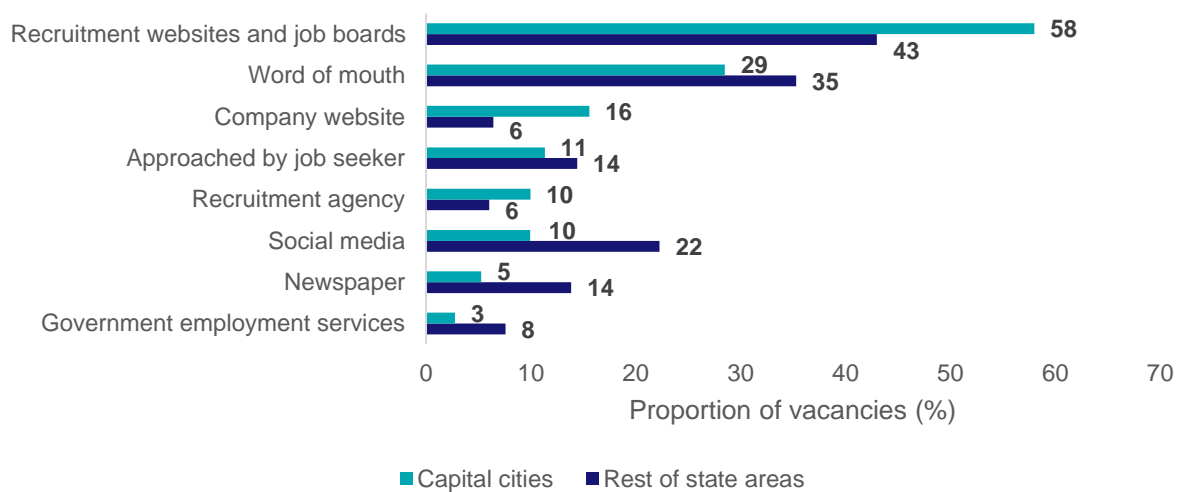


Newspaper and social media recruitment are more common outside capital cities

Advertising on recruitment sites and promoting vacancies through word of mouth were the two most commonly used methods both in capital cities and rest of state areas. The extent to which these methods were used, however, differed by region type. Employers in capital cities advertised 58 per cent of vacancies on recruitment sites and job boards, compared with 43 per cent of vacancies in rest of state areas. On the other hand, vacancies were more likely to be promoted through word of mouth in rest of state areas (35 per cent) than capital cities (29 per cent).

Employers in capital cities were more likely to use company websites (16 per cent) compared with employers in rest of state areas, while employers in rest of state areas more commonly used social media (22 per cent), possibly due to the ability of region-based jobs groups to target local job seekers². Newspaper recruitment was used for 14 per cent of vacancies in rest of state areas, compared with just 5 per cent of vacancies in capital cities.

Recruitment methods, by region type



² See the *Facebook job groups for recruiting and job seeking* report available on the Employers' Recruitment Insights page of the Labour Market Information Portal (Imip.gov.au) for more information on this topic.