



Australian Government



National Skills Commission

Factsheet: Victoria state analysis

Jobs in Demand Employer Survey¹

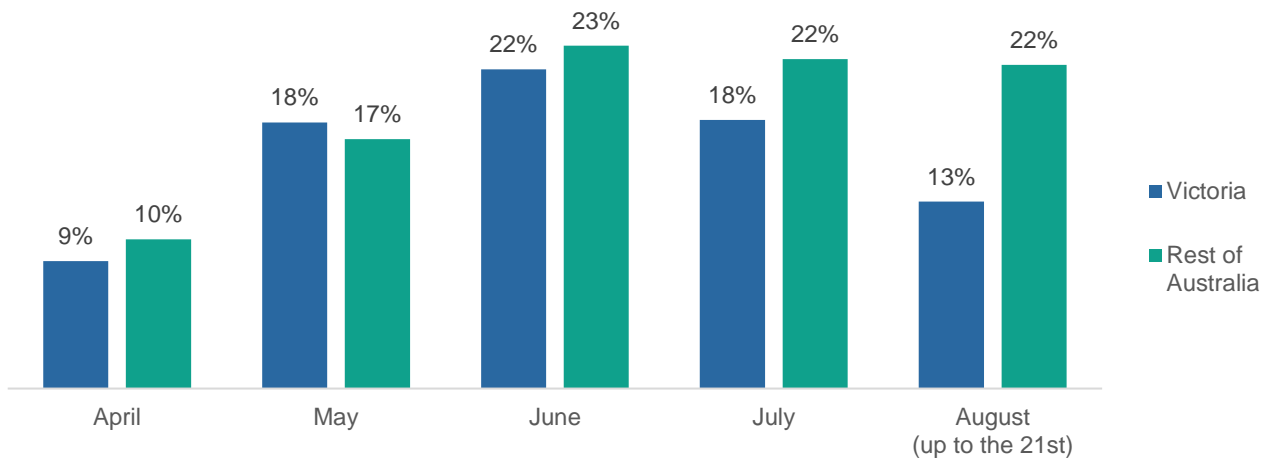
7 April to 21 August 2020

Recruitment Trends

Results from the National Skills Commission’s Jobs in Demand Employer Survey indicate that the proportion of employers recruiting in Victoria has decreased significantly since peaking in June (13% of employers in August, compared with 22% in June).

Despite this fall, the proportion of Victorian employers recruiting in August is still above the 9% of employers at the peak of the first wave of the COVID-19 pandemic in April.

Chart 1: Proportion of employers recruiting, Victoria and Rest of Australia



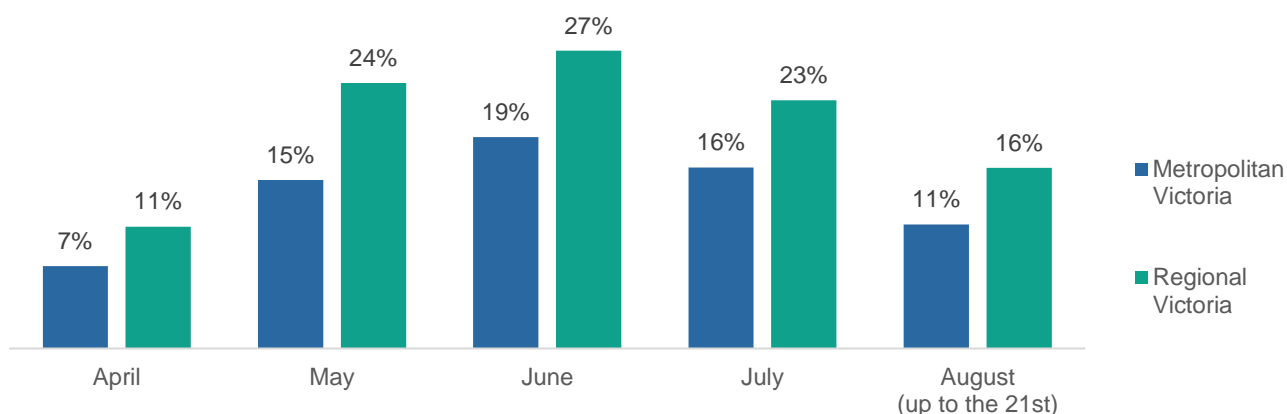
Source: National Skills Commission, Jobs in Demand Employer Survey, 7 April to 21 August

Similar to the trends at the national level, a higher proportion of businesses in regional Victoria has been recruiting over the survey period compared with metropolitan Melbourne. In August, 16% of regional Victorian businesses were recruiting, compared with 11% in Melbourne (see Chart 2, overleaf).

The most common occupations recruited for in Victoria (between 7 April and 21 August 2020) were Retail Sales Assistants, Truck Drivers, Managers, Metal Fabricators and Welders, Receptionists, Delivery Drivers, Registered Nurses, Box and Container Packers, Sales Representatives, and Child Carers.

¹ The Jobs in Demand Employer Survey targets businesses that operate in industries that are likely to be currently experiencing relatively strong demand for goods and services. The five industries targeted in this research are Health Care and Social Assistance; Transport, Postal and Warehousing; Manufacturing; Retail Trade; and Wholesale Trade. Since the start of the Jobs in Demand survey, the National Skills Commission has spoken with more than 2800 employers in Victoria, recruiting for almost 2500 positions.

Chart 2: Proportion of employers recruiting, metropolitan and regional Victoria



Source: National Skills Commission, Jobs in Demand Employer Survey, 7 April to 21 August

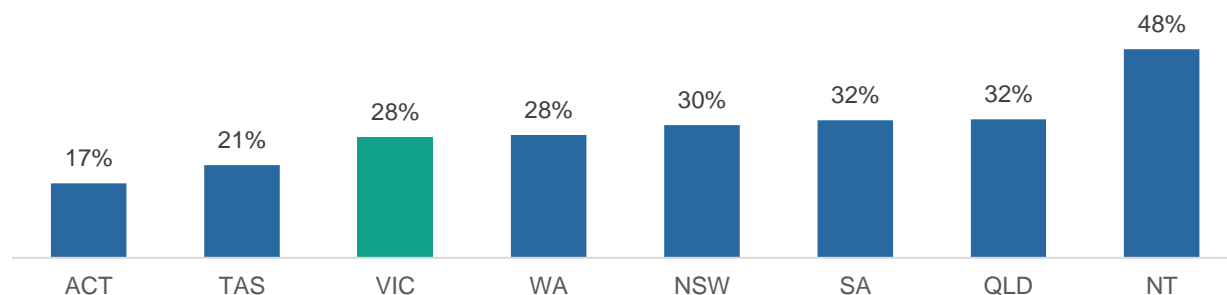
Recruitment difficulty

In Victoria, an average of 28% of recruiting employers had (or expected to have) difficulty recruiting over the research period, slightly below the average for Australia (30%).

The occupations that employers in Victoria reported they were most likely to have difficulty recruiting for were Truck Drivers, Managers, Bakers and Pastrycooks, Motor Mechanics, Retail Sales Assistants, Metal Fabricators and Welders, Cabinetmakers, Child Carers, and Metal Fitters and Machinists.

The most common reasons mentioned by Victorian employers for their recruitment difficulty were a lack of applicants, applicants lacking experience and the location of the business (particularly mentioned by regional employers).

Chart 3: Proportion of recruiting employers having difficulty, by state and territory



Source: National Skills Commission, Jobs in Demand Employer Survey, 7 April to 21 August

Recruitment methods

Over the research period, the most common recruitment method used in Victoria has been online jobs boards (with 69% of employers using this method), followed by word of mouth (44%), own organisation's website (23%), social media (18%), recruitment agencies (11%), and the newspaper (9%). These methods are generally in line with the national average.