

BASS COAST SHIRE

Summary of Job Vacancies Report Year End June 2011



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BASS COAST SHIRE
Summary of Job Vacancies Report
Year End June 2011

Disclaimer

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Aim

- The aim of this research is to determine the trend in employment vacancies in the region (by pure numbers), determine industry sectors that are the main employers and changes in relative importance of each sector, and determine whether or not vacancies are keeping pace with the local labour force growth.

Methodology

Counting of job advertisements

- A job advertisement count of positions advertised in the local papers is performed monthly for the Bass Coast Shire resulting in the Bass Coast Job Advertisement Statistics report. The data for the financial years ending June 2010 and 2011 was counted by amjproject from the “South Gippsland Sentinel – Times” and the “Phillip Island and San Remo Advertiser” specifically for the Bass Coast Shire which allowed for the categorisation of the job vacancies and the removal of duplicate advertisements. The job advertisements counted have been sorted into twenty two (22) categories showing which industry sector they represent and are detailed on a monthly basis.
- The average number of job advertisements for Victoria and Australia has been taken from the Australia and New Zealand Banking Group Ltd Job Advertisements Series.

Historical data

- The data for the financial year end June 2010 was counted by amjproject from the “South Gippsland Sentinel – Times” and the “Phillip Island and San Remo Advertiser” specifically for the Bass Coast Shire.
- In the absence of similarly detailed historical data directly relevant to the Bass Coast Shire being available, the historic data used for the financial years ending June 2001 and 2006 - 2009 was obtained from Gippsland Research and Information Service (GRIS) “Weekly Job Advertisements”.
- It should be noted that the GRIS figures show the number of job advertisements placed, not the number of advertised jobs. Repeat advertisements are therefore part of the count and advertisements with more than one position would not be reflected in these figures. Caution should therefore be made when using this data. Although the figures are not a direct comparison to those counted from both the local papers, it is possible to observe general trends. It was not possible to obtain information from the GRIS statistics on which job categories these positions relate from this historical information.

Labour force and unemployment

- Data on the size of the labour force and unemployment rates was taken from the “Department of Education, Employment and Workplace Relations (DEEWR) “Small Area Labour Markets Australia” from June Quarters 2006-2011 smoothed series.

Adjustments

- Changes were made in the March quarter 2009 edition of the DEEWR Small Area Labour Markets (SALM) reflecting the geographical move from the 2001 Australian Standard Geographical Classification (ASGC) to the 2006 ASGC. Consequently, there has been a break in the data sequence with some of the SALM's which means there may be some statistical error incorporated due to changes made by the Australian Bureau of Statistics. Caution should therefore be made when reviewing this data.

Context

Global Financial Crisis

- The number of advertised job vacancies within the Bass Coast Shire had been steadily increasing over the study periods 2001, 2006 – 2007 and into 2008. As a consequence of the global financial crises in September 2008, the number of newspaper job advertisements started declining nationwide and it wasn't until a year later that the Shire showed an increase in the average number of monthly newspaper job advertisements.

2009

- By the end of 2009 with strong growth in employment, a record high of 10.9 million jobs Australia wide were realised. Of the 137,200 jobs created during the last quarter of 2009, thirty per cent of those were part time leading to under-employment within the labour force.¹

2010

- Nationally, January 2010 saw advertised job advertisements in newspapers and on the internet fall 8.1% indicating how fragile the markets still were. The retail trade however, the second largest sector of employment after Health and Community Services, was considered to be maintaining its position and the outlook was optimistic for future growth.
- The number of job advertisements nationally continued to grow in February 2010 reaching 11 million jobs and unemployment was around 5.3%, down from its peak of 5.8% mid 2009.
- The Reserve Bank of Australia increased the cash rate by 0.25% in March and April (and again in May) making businesses more cautious with regards to employment and April seeing the number of job advertisements fall slightly nationwide.

Nationally, the number of job advertisements increased each month for the remainder of 2010 although slowing slightly towards the end of the year. The Reserve Bank of Australia increased the cash rate a further 0.25% in November and Queensland experienced significant rainfall in December resulting in flooding over three quarters of the state which in turn had a knock on effect on employment levels in that region.¹

¹ ANZ Job Advertisement Series

- The Bass Coast Shire finished the 2010 year in a strong position posting an average of 54.66 newspaper job vacancies per week in December - the highest weekly average across all study periods.

2011

- 2011 saw a continuation in the growth of job advertisements nationwide and the total number of jobs advertised in the major metropolitan areas continued to rise into March. This was the eleventh continuous month of increases. The total number of job advertisements was 19.2% higher than a year ago but still 30.5% down on the all-time peak reached in April 2008.
- Newspaper advertising across the nation was seen as declining in favour of internet advertising.
- April experienced the first monthly fall nationwide (0.4%) in the total number of job advertisements in just under a year and with another fall in May of 6.5% saw the first two consecutive months of falls since July 2009.
- Bass Coast Shire region also experienced falls in newspaper advertising in April but despite numbers being down on the previous month, recorded the highest April total in the Bass Coast Job Advertisement series. The Easter holiday period and ANZAC falling on the same weekend that month may have also contributed to the decline in advertising.
- By June, the total number of newspaper and internet job advertisements nationally saw an increase of 3.7% bringing the total number of job advertisements to 9.8% higher than a year earlier but still 48% below the peak reached in April 2008.¹
- The Bass Coast Shire region recorded a total of 188 newspaper job advertisements in June – an average of 46 job advertisements per week. This was the highest June total recorded in the Bass Coast Job Advertisement Series and brought the annual total of newspaper job advertisements to 2,163 - the highest annual total recorded across all study periods.

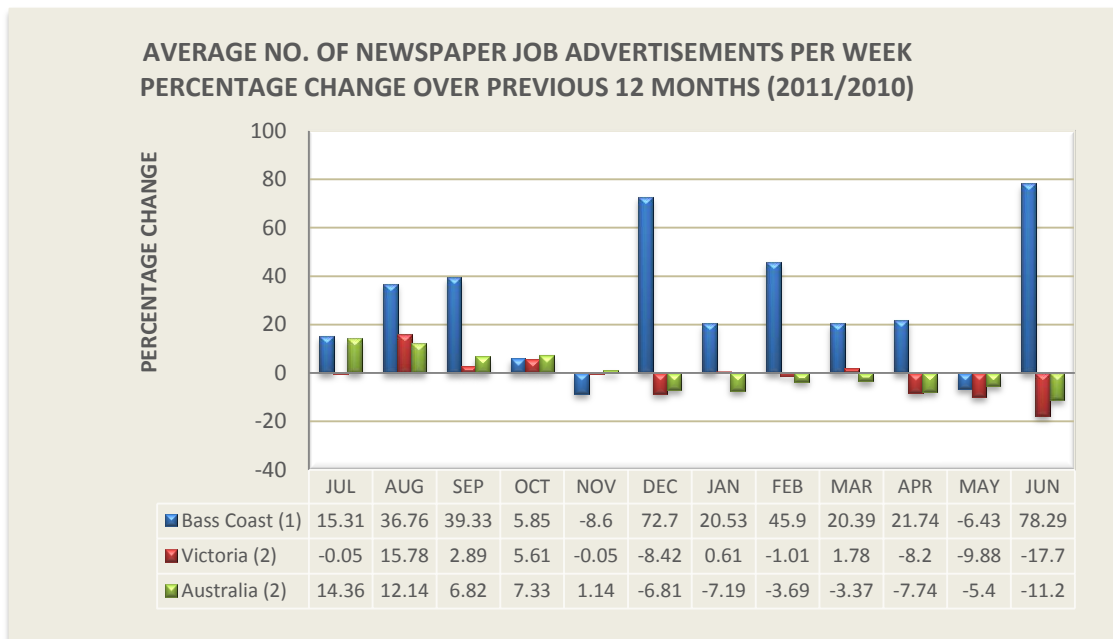
% CHANGE AVERAGE NO. OF JOB ADVERTISEMENTS COMPARISON (JULY – JUNE 2011 OVER JULY – JUNE 2010)	
BASS COAST REGION	25.02%
VICTORIA	-1.34%
AUSTRALIA	-0.10%

- For the financial year ending June 2011, the Bass Coast Shire region recorded an increase in the average number of newspaper job advertisements of 25.02% over the previous year. Victoria and Australia both recorded losses over the previous year of 1.34% and 0.10% respectively.

† ANZ Job Advertisement Series

- As the number of papers issued monthly can vary from year to year, a comparison of average weekly number of job advertisements is a better indicator of trends than a straight recording of the number of advertisements per month.

The percentage change in average weekly newspaper job advertisement numbers over the corresponding month of the previous year for the Bass Coast region, Victoria and Australia are shown in the following chart.



Source: (1) Source: amjproject Bass Coast Job Advertisement Statistics (South Gippsland Sentinel-Times/Philip Island Advertiser)
(2) ANZ Banking group (Original numbers)

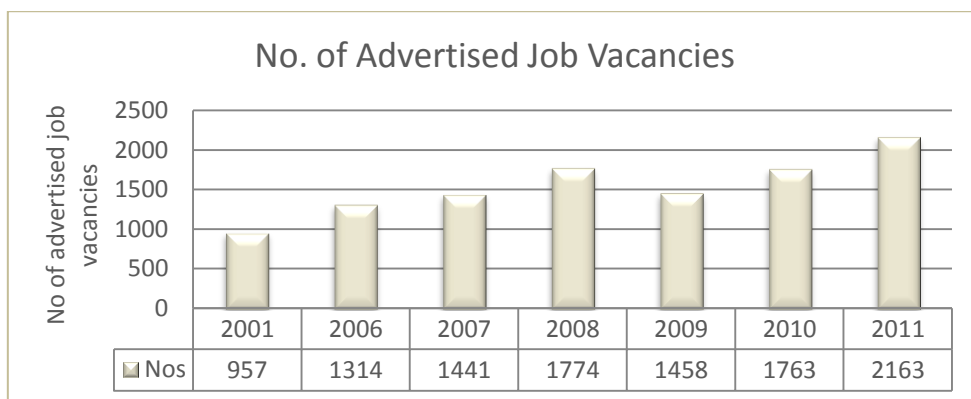
Job advertisements as a percentage of the work force

- The number of newspaper job advertisements in the Bass Coast Shire for the financial year ending June 2011 was 23% higher than the previous year and has risen 65% over the last five years.
- The Bass Coast Shire labour force increased 12% over the previous year. By comparison, Victoria experienced an increase of 3.05% and the total labour force in Australia increased 2.44% over the same period.
- The labour force in the Bass Coast Shire is 37% higher than in 2006 with the numbers of people in the work force increasing from 10,936 to 14,981 over the last five years.

Job advertisements as a percentage of the workforce

FINANCIAL YEAR ENDING	BASS COAST SHIRE LABOUR FORCE	NUMBER OF JOBS ADVERTISED	JOB ADVERTISEMENTS AS A % OF WORKFORCE
2006	10,936	1,314	12.02%
2007	11,042	1,441	13.05%
2008	11,840	1,744	14.73%
2009	12,483	1,458	11.68%
2010	13,353	1,763	13.20%
2011	14,981	2,163	14.44%

Source: DEWR Small Area Labour Markets Smoothed series, amjproject Bass Coast Job Advertisement Statistics



Source: amjproject Bass Coast Job Advertisement Statistics

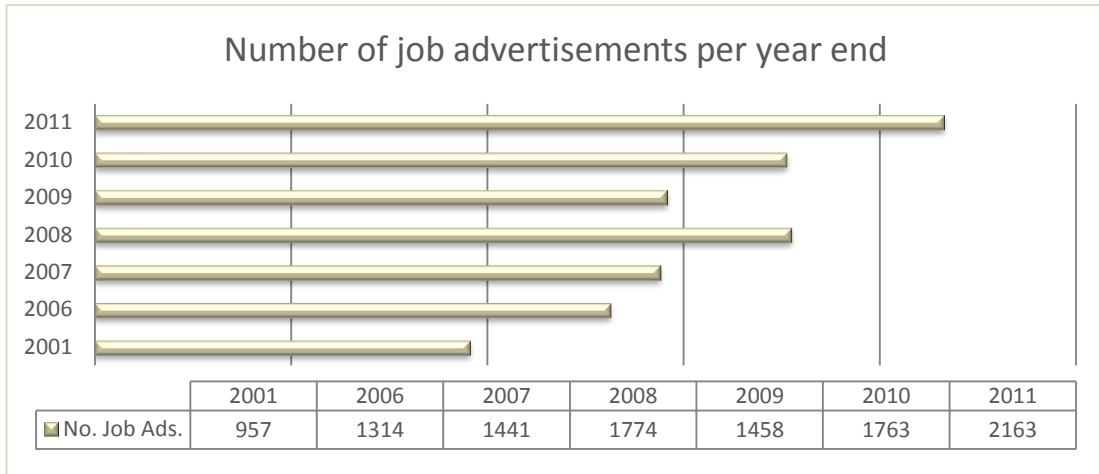
LABOUR FORCE (Nos.)	JUNE 2010	JUNE 2011	% CHANGE
Bass Coast Shire	13,353	14,981	+12.19%
Victoria	2,927,700	3,017,000	+3.05%
Australia	11,707,600	11,993,800	+2.44%

Source: DEWR Small Area Labour Markets Smoothed series,

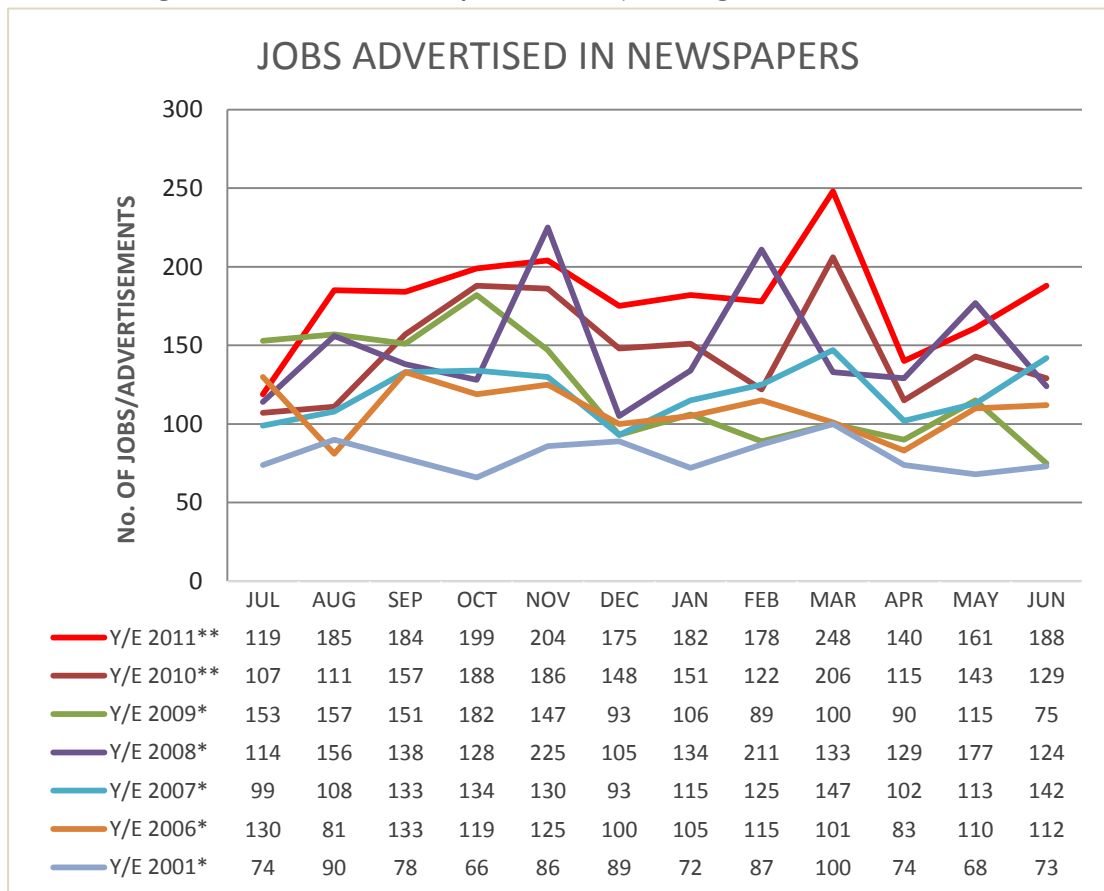
Total number of job advertisements

Total job advertisements by year and month

- 2011 recorded the highest number of job advertisements with 2,163 newspaper job advertisements that year followed by 1,774 in 2008 and 1,763 on 2010.



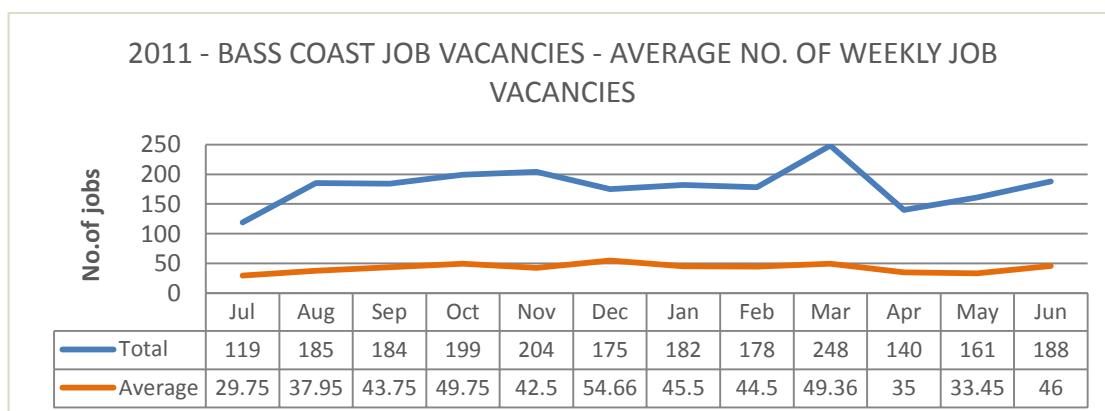
- The following chart shows the monthly totals of all job categories combined.



* GRIS weekly Job Advertisements taken from the "South Gippsland Sentinel-Times" only. NB No. of job advertisements, not Jobs. Figures Include duplicates & repeats. ** amjproject Bass Coast Job Advertisement Statistics

Average number of job advertisements

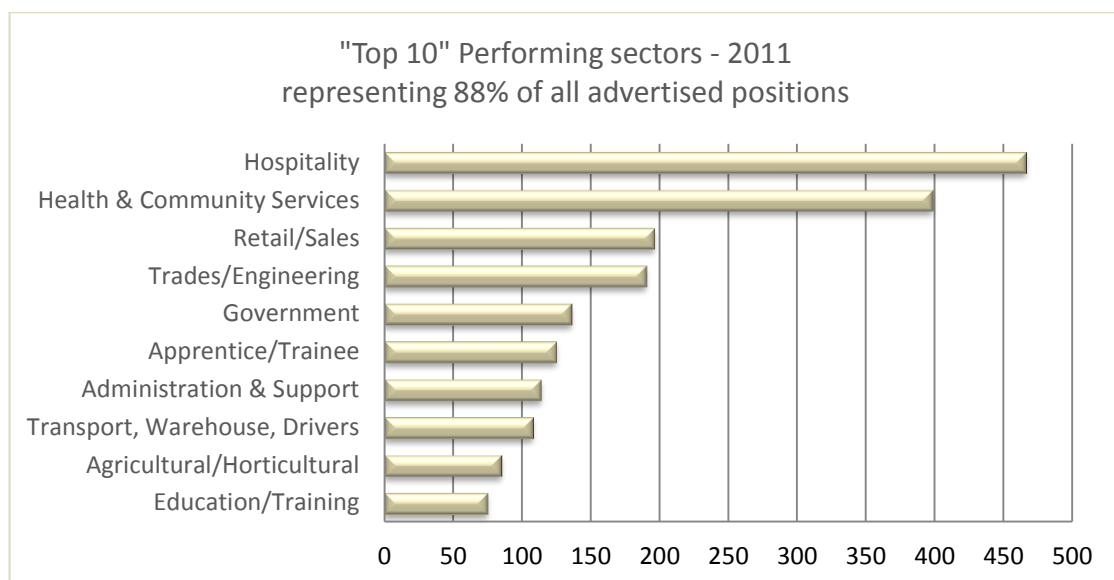
- The average weekly number of newspaper job advertisements for the financial year ending June 2011 can be seen from the following chart commencing with an average 29.75 advertised newspaper jobs per week in July 2010 through to 49.75 in October, 54.66 in December and 46 in June 2011 (NB Seasonal adjustments for the Easter and Christmas holiday periods have not been made).
- Bass Coast Shire recorded an average of 54.66 newspaper job vacancies per week in December - the highest monthly average across all study periods.



Source: amjproject Bass Coast Job Advertisements Statistics

General trends

- Of the 2,163 newspaper job advertisements published in the Bass Coast region in 2011, the highest job advertisement cohort was *Hospitality* representing 21.54% of all newspaper job advertisements published. This was followed by *Health & Community Services* (18.4%), *Retail/Sales* (9.06%), *Trades/Engineering* (8.78%) and *Government* positions (6.29%).
- The "Top 10" performing cohorts in 2011, representing 88% of all published newspaper advertisements were *Hospitality* (466 advertisements), *Health & Community Services* (398), *Retail/Sales* (196), *Trades/Engineering* (190), *Government* (136), *Apprentice/Trainee* (125), *Administration & Support* (114), *Transport, Warehouse, Drivers* (108), *Agriculture/Horticulture* (85) and *Education and Training* (75).



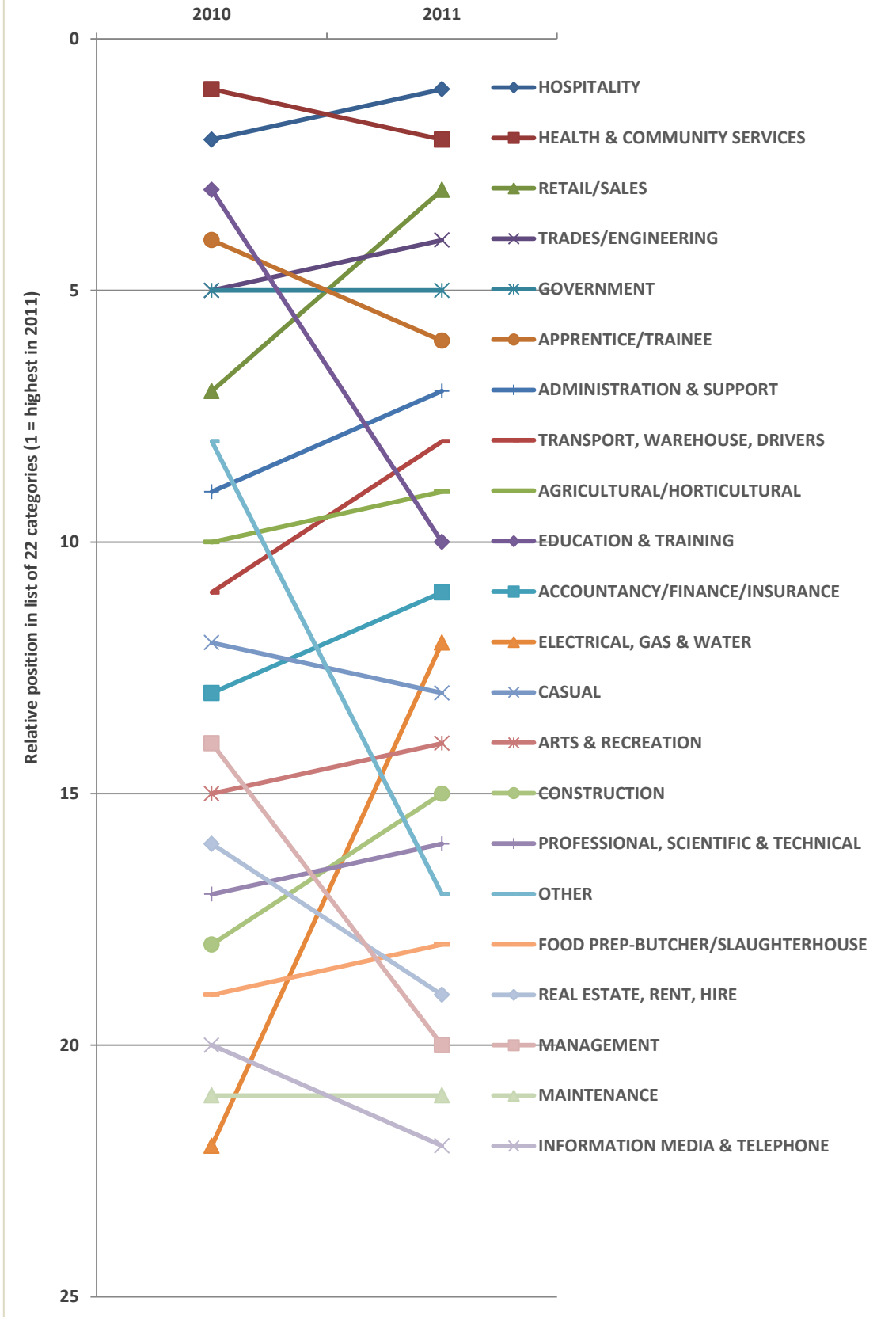
- The two highest categories of employment in 2010 were *Health & Community Services* and *Hospitality*, with *Health & Community Services* representing 19.34% of all newspaper job advertisements and *Hospitality* representing 15.77%.

Relative positions of categories

- There was a surge of job advertisements in 2011 from the *Electrical, Gas & Water* category moving from twenty second position in 2010 with two positions advertised to twelfth in 2011 with thirty seven positions advertised.
- The *Retail* sector experienced increases in 2011 moving from seventh position to third with a total of 196 job advertisements in 2011, up from 106 the previous year.
- The *Education & Training* sector slipped from third to tenth position with a total of 75 positions advertised in 2011, down from 132 the previous year.

CATEGORY/COHORT	2010		2011	
	No. of Job Adverts.	Relative position	No. of Job Adverts.	Relative position
ACCOUNTANCY/FINANCE/INSURANCE	36	13	41	11
ADMINISTRATION & SUPPORT	92	9	114	7
AGRICULTURAL/HORTICULTURAL	64	10	85	9
APPRENTICE/TRAINEE	131	4	125	6
ARTS & RECREATION	30	15	28	14
CASUAL	53	12	31	13
CONSTRUCTION	18	18	24	15
EDUCATION & TRAINING	132	3	75	10
ELECTRICAL, GAS & WATER	2	22	37	12
FOOD PREP-BUTCHER/SLAUGHTERHOUSE	13	19	19	18
GOVERNMENT	108	5	136	5
HEALTH & COMMUNITY SERVICES	341	1	398	2
HOSPITALITY	278	2	466	1
INFORMATION MEDIA & TELEPHONE	8	20	3	22
MAINTENANCE	3	21	12	21
MANAGEMENT	34	14	16	20
OTHER	96	8	20	16
PROFESSIONAL, SCIENTIFIC & TECHNICAL	23	17	20	17
REAL ESTATE, RENT, HIRE	30	16	19	19
RETAIL/SALES	106	7	196	3
TRADES/ENGINEERING	108	6	190	4
TRANSPORT, WAREHOUSE, DRIVERS	57	11	108	8
Total	1763		2163	

Relative position of all 22 categories Listed in 2011 order

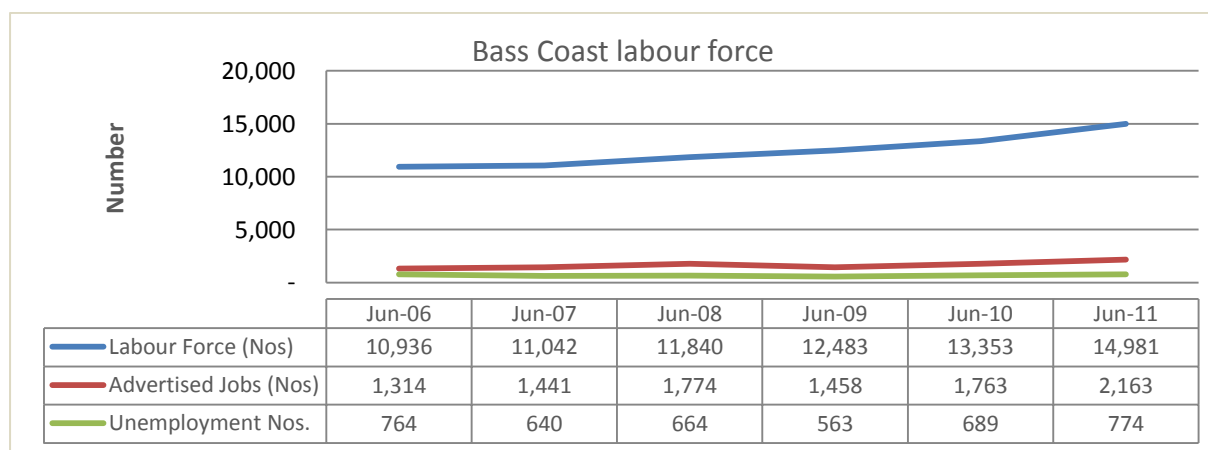


Labour Force

- The Bass Coast Labour force increased 12% over the same period last year rising from 13,353 to 14,981 people employed and has increased 37% over the last five years.
- Since 2006, unemployment rates have fallen from a high of 6.99% in 2006 to 5.16% in 2010. A slight increase of 0.01% was experienced by year end June 2011. Bass Coast Shire's unemployment rate as of 30 June 2011 was 5.17%.

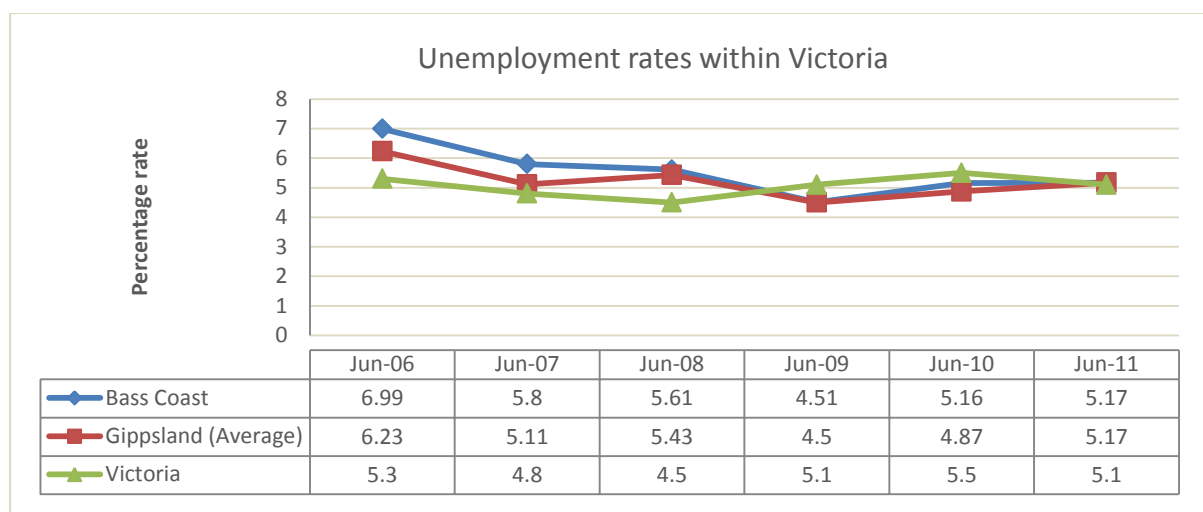
FINANCIAL YEAR ENDING	BASS COAST SHIRE LABOUR FORCE	NO. OF JOBS ADVERTISED JOBS	UNEMPLOYMENT RATE % BASS COAST SHIRE	% OF TOTAL LABOUR FORCE ADVERTISED
2006	10,936	1,314	6.99%	12.02%
2007	11,042	1,441	5.80%	13.05%
2008	11,840	1,744	5.61%	14.73%
2009	12,483	1,458	4.51%	11.68%
2010	13,353	1,763	5.16%	13.20%
2011	14,981	2,163	5.17%	14.44%

Source: DEWR Small Area Labour Markets Smoothed series, amjproject Bass Coast Job Advertisement Statistics



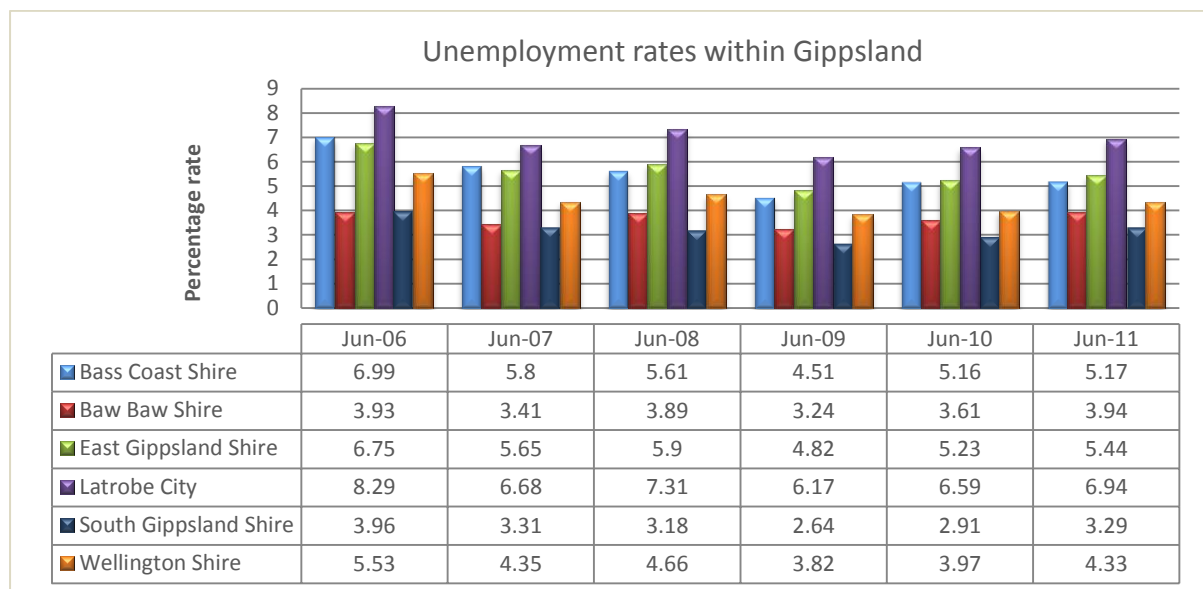
Source: DEWR Small Area Labour Markets Smoothed series, amjproject Bass Coast Job Advertisement Statistics

Unemployment rates within Victoria



Source: DEWR Small Area Labour Markets Smoothed series

- Unemployment rates within the Bass Coast Shire have dropped significantly over the last five years falling 1.82% to 5.17% in 2011 from a high of 6.99% in 2006. Similarly, the unemployment rate Australia wide fell from a high of 6.23% in 2006 to 5.17% in 2011. The State of Victoria experienced a more moderate path with unemployment rates rising from 5.3% in 2006 to a high of 5.5% in 2010 and then falling to 5.1% by June 2011.



Source: DEWR Small Area Labour Markets Smoothed series

Tables

- The following tables are those that are given in the monthly Bass Coast Job Advertisement Statistics series and are sorted by category in alphabetical order and show data received for the financial years ending 2010 and 2011 including monthly and annual total number of jobs per category.

BASS COAST REGION JOB VACANCIES BY CATEGORY JULY 2010 / JUNE 2011

CATEGORY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
ACCOUNTANCY/FINANCE/INSURANCE	1	5	5	6	1	4	2	5	6	1	0	5	41
ADMINISTRATION & SUPPORT	14	12	9	12	6	4	11	11	17	2	4	12	114
AGRICULTURAL/HORTICULTURAL	2	11	4	6	10	5	5	7	11	5	15	4	85
APPRENTICE/TRAINEE	8	8	7	14	16	3	18	10	17	10	6	8	125
ARTS & RECREATION	4	4	2	1	4	2	3	3	2	0	2	1	28
CASUAL	2	4	5	1	3	5	2	3	2	0	3	1	31
CONSTRUCTION	3	3	2	0	0	1	0	5	5	4	1	0	24
EDUCATION & TRAINING	1	5	9	8	7	7	4	7	11	10	5	1	75
ELECTRICAL, GAS & WATER	0	0	2	4	3	10	3	2	5	5	2	1	37
FOOD PREP-BUTCHER/SLAUGHTERHOUSE	0	0	0	1	2	2	2	3	3	1	2	3	19
GOVERNMENT	8	14	17	17	14	1	9	6	12	16	6	16	136
HEALTH & COMMUNITY SERVICES	23	41	24	25	33	42	29	23	50	24	41	43	398
HOSPITALITY	22	30	44	39	58	56	45	38	56	25	31	22	466
INFORMATION MEDIA & TELEPHONE	0	0	0	0	1	0	0	0	2	0	0	0	3
MANAGEMENT	2	0	3	2	4	0	0	0	1	2	0	2	16
MAINTENANCE	0	0	2	2	2	2	1	1	1	1	0	0	12
PROFESSIONAL, SCIENTIFIC & TECHNICAL	1	1	4	2	1	0	0	1	2	1	3	4	20
REAL ESTATE, RENT, HIRE	3	1	0	2	3	1	1	4	1	1	1	1	19
RETAIL/SALES	13	19	23	23	16	14	14	16	21	7	11	19	196
TRADES/ENGINEERING	8	17	13	19	9	4	22	20	16	15	18	29	190
TRANSPORT, WAREHOUSE, DRIVERS	3	9	6	10	8	10	11	13	6	8	9	15	108
OTHER	1	1	3	5	3	2	0	0	1	2	1	1	20
MONTHLY TOTAL 2010/11	119	185	184	199	204	175	182	178	248	140	161	188	2163
<i>Average no. of weekly advertisements</i>	<i>29.75</i>	<i>37.95</i>	<i>43.75</i>	<i>49.75</i>	<i>42.50</i>	<i>54.66</i>	<i>45.5</i>	<i>44.5</i>	<i>49.6</i>	<i>35</i>	<i>33.45</i>	<i>46</i>	

NB The figures shown represent the number of job advertisements advertised in the Phillip Island & San Remo Advertiser and the South Gippsland Sentinel-Times each calendar month. Repeat or duplicated advertisements have not been included.

BASS COAST REGION JOB VACANCIES BY CATEGORY JULY 2009 / JUNE 2010

CATEGORY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
ACCOUNTANCY/FINANCE/INSURANCE	0	3	4	1	5	4	3	0	5	3	3	5	36
ADMINISTRATION & SUPPORT	2	11	4	10	6	6	7	2	16	11	11	6	92
AGRICULTURAL/HORTICULTURAL	6	7	8	7	6	4	3	3	9	3	3	5	64
APPRENTICE/TRAINEE	9	4	7	11	25	10	18	9	12	5	11	10	131
ARTS & RECREATION	2	3	1	4	0	0	4	6	7	1	1	1	30
CASUAL	3	7	8	5	9	10	2	5	2	0	1	1	53
CONSTRUCTION	0	0	2	2	5	2	1	0	2	0	1	3	18
EDUCATION & TRAINING	6	8	7	14	22	12	11	13	15	6	12	6	132
ELECTRICAL, GAS & WATER	0	0	0	0	0	0	1	1	0	0	0	0	2
FOOD PREP-BUTCHER/SLAUGHTERHOUSE	0	0	2	2	1	0	0	3	1	1	1	2	13
GOVERNMENT	14	12	10	13	10	2	9	3	17	7	7	4	108
HEALTH & COMMUNITY SERVICES	22	14	37	23	20	37	34	30	33	20	34	37	341
HOSPITALITY	13	11	26	33	26	30	22	23	32	17	25	20	278
INFORMATION MEDIA & TELEPHONE	0	1	0	0	0	0	2	0	1	1	1	2	8
MANAGEMENT	4	3	3	3	2	4	3	1	0	3	5	3	34
MAINTENANCE	0	0	0	1	0	1	0	0	0	0	1	0	3
PROFESSIONAL, SCIENTIFIC & TECHNICAL	2	0	5	3	3	1	1	1	4	1	0	2	23
REAL ESTATE, RENT, HIRE	2	3	3	1	5	2	4	3	1	3	3	0	30
RETAIL/SALES	9	9	14	10	9	6	4	5	16	10	7	7	106
TRADES/ENGINEERING	4	5	7	11	5	2	10	7	22	16	12	7	108
TRANSPORT, WAREHOUSE, DRIVERS	6	3	2	12	3	6	7	3	4	3	3	5	57
OTHER	3	7	7	22	24	9	5	4	7	4	1	3	96
MONTHLY TOTAL 2009/10	107	111	157	188	186	148	151	122	206	115	143	129	1763
<i>Average no. of weekly advertisements</i>	<i>25.8</i>	<i>27.75</i>	<i>31.4</i>	<i>47</i>	<i>46.5</i>	<i>31.65</i>	<i>37.75</i>	<i>30.5</i>	<i>41.2</i>	<i>28.75</i>	<i>35.75</i>	<i>25.8</i>	

NB The figures shown represent the number of job advertisements advertised in the Phillip Island & San Remo Advertiser and the South Gippsland Sentinel-Times each calendar month. Repeat or duplicated advertisements have not been included.