

# Bass Coast

## Job Advertisement Statistics

July 2015





# BASS COAST

## SUMMARY OF JOB VACANCIES

### JULY 2015

#### DISCLAIMER

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amjproject@dcsi.net.au  
PO Box 1111  
Warragul Vic 3820

# BASS COAST SUMMARY OF JOB VACANCIES

## JULY 2015 – Overview

Nationally, the average total number of internet and newspaper job advertisements fell 0.44% in July. Internet job advertising fell 0.5% and newspaper job advertising rose 2.18% (seasonally adjusted).

Increases in the weekly average number of newspaper advertisements over last month were seen in The Australian Capital Territory (+32.55%), Queensland (+10.14%), Tasmania (+6.01%) and New South Wales (+4.98%). The largest fall was in South Australia (-9.16%) followed by the Northern Territory (-5.52%), Western Australia (-4.53%) and Victoria (-0.99%).<sup>1</sup>

The Bass Coast Shire recorded a total of 103 newspaper job advertisements in July, an average of 24.75 per week, 30% higher than twelve months ago.

The *Health & Community Services* sector recorded the highest number of job vacancies, advertising 32% of all published job vacancies followed by *Hospitality* (16%) and *Administration & Support Services, Agriculture/Horticulture and Apprentice/Trainee* (6% each).

% CHANGE AVERAGE NO. OF JOB ADVERTISEMENTS COMPARISON (JULY 2015 OVER JULY 2014)	
BASS COAST REGION	30.26%
VICTORIA <sup>1</sup>	-2.77%
AUSTRALIA <sup>1</sup>	-17.09%

For the period July 2015 over July 2014 the Bass Coast region recorded a rise in the average number of newspaper job advertisements of 30.26%; this compares with falls in Victoria and Australia of 2.77% and 17.09% respectively over the same period (original number).

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<sup>1</sup> ANZ Job Advertisement Series released 3 August 2015

## METHODOLOGY

The data collected for July has been obtained from the local newspapers the “South Gippsland Sentinel – Times” and the “Phillip Island and San Remo Advertiser” published in July. The “Sentinel” is published on Tuesdays or Wednesdays and the “Advertiser” on Wednesdays. Some of the job advertisements appear in both papers. As most job advertisements appear in the “Sentinel”, any duplicate advertisements have been noted from the positions advertised in the “Advertiser”. amjproject statistical counts have been adjusted to remove duplications and repeat advertisements.

The “South Gippsland Sentinel – Times” covers Bass Coast Shire and South Gippsland Shire and also receives job advertisements from other neighbouring Shires. Not all job locations are stated.

As some months may have five weeks of job advertisements one year and four in others, a straight comparison of monthly figures can be misleading. To clarify this, the average number of jobs per week within each month has been used where required.

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.

## HISTORICAL DATA

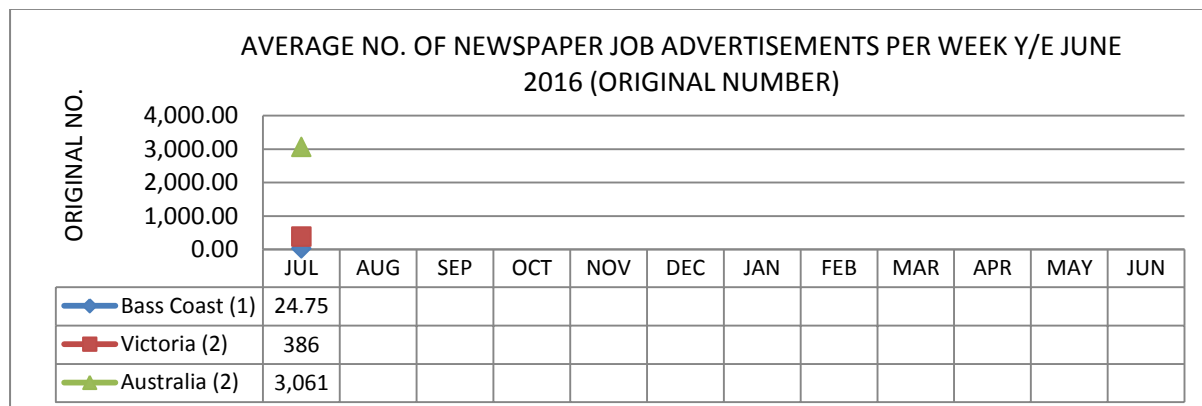
Data for the financial years ending June 2010 through 2016 was counted by amjproject from the “South Gippsland Sentinel – Times” and the “Phillip Island and San Remo Advertiser” specifically for the Bass Coast Shire.

In the absence of similarly detailed historical data directly relevant to the Bass Coast Shire being available, the historic data used for the financial year end June 2001 and 2006 - 2009 was been obtained from Gippsland Research and Information Service (GRIS) “Weekly Job Advertisements”. It should be noted that these figures show the number of job advertisements placed, not the number of advertised jobs. Repeat advertisements would therefore be counted 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.

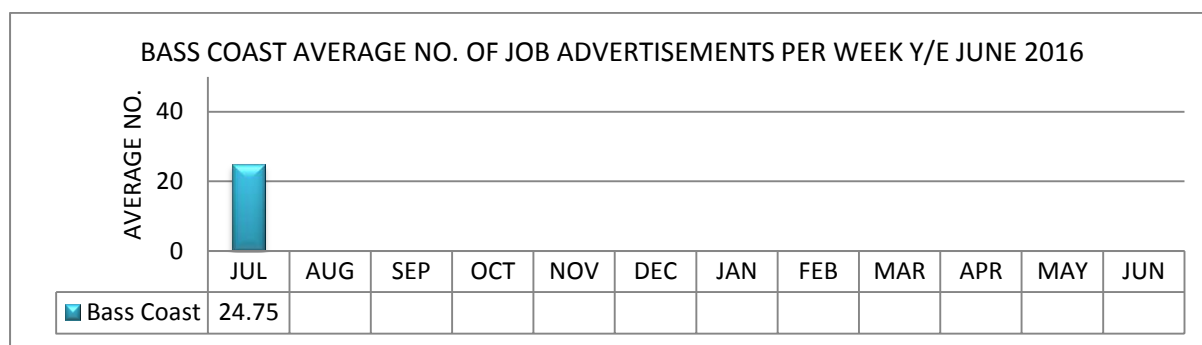
It is not possible to obtain information on which job categories the positions relate from this historical information.

# JULY 2015

The following graph shows data compiled from the ANZ Job Advertisement Series and Bass Coast Shire regional statistics of the average number of newspaper job advertisements per week, as distinct from the average total number of newspaper and internet job advertisements per week.

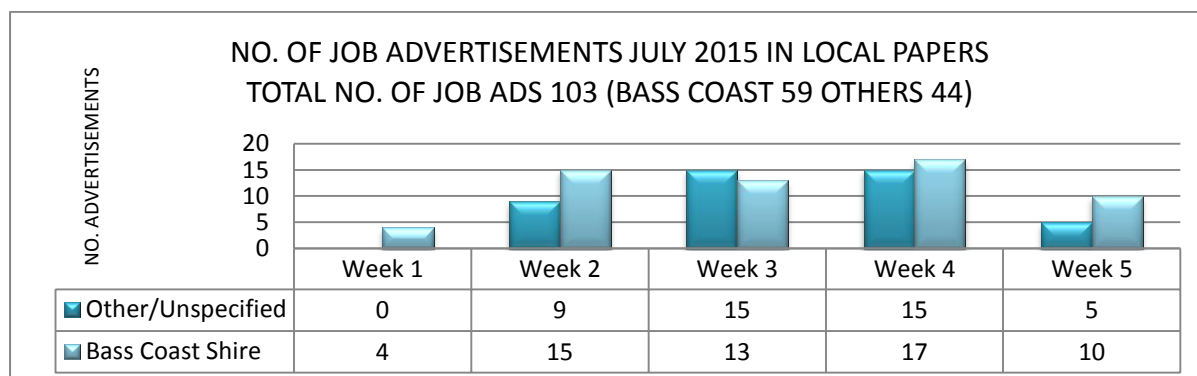


Source: (1) "Phillip Island & San Remo Advertiser" and "Sth Gippsland Sentinel-Times" (2) ANZ Banking Group (Original No).



Source: "Phillip Island & San Remo Advertiser" and the "Sth Gippsland Sentinel-Times"

The following chart details, where known, which jobs were located in the Bass Coast Shire. Not all vacancies state their location and others are from neighbouring Shires. All job advertisements have been included regardless of location, based on the premise that the region acts as a cohesive workforce and thus gives a more accurate picture of work opportunities for people living within the Bass Coast Shire.



Source: "Phillip Island & San Remo Advertiser" and the "Sth Gippsland Sentinel-Times"

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

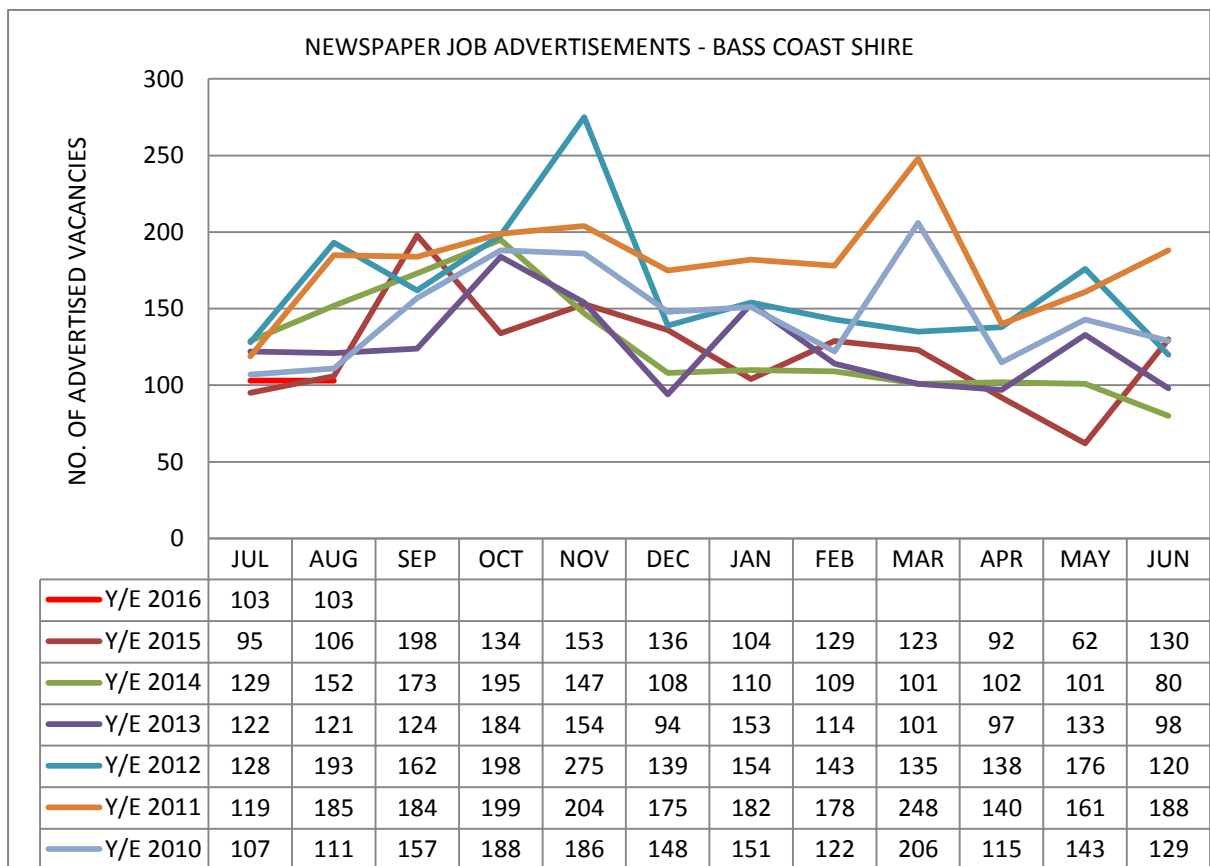


Source: (1) "Phillip Island & San Remo Advertiser" and the "Sth Gippsland Sentinel-Times" (2) ANZ Banking Group (Original number)

## HISTORICAL DATA

As previously stated, the data for the financial years ending June 2010 through 2016 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 year end 2001 and 2006 - 2009 has been obtained from Gippsland Research and Information Service (GRIS) "Weekly Job Advertisements". It should be noted that these figures show the number of job advertisements placed, not the number of advertised jobs. Repeat advertisements would therefore be counted 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 is not possible to obtain information from the historical GRIS data on which job categories these positions relate from this information.



Source: "South Gippsland Sentinel-Times" and the "Phillip Island and San Remo Advertiser"  
 NB August 2015 figure to show line on graph only

## JOB VACANCIES BY CATEGORY

The newspaper job advertisements counted have been sorted into twenty two (22) categories showing which industry sector they represent, as detailed overleaf.

BASS COAST REGION JOB VACANCIES BY CATEGORY JULY 2015 / JUNE 2016

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
ACCOUNTANCY/FINANCE/INSURANCE	1											
ADMINISTRATION & SUPPORT	6											
AGRICULTURAL/HORTICULTURAL	6											
APPRENTICE/TRAINEE	6											
ARTS & RECREATION	3											
CASUAL	0											
CONSTRUCTION	4											
EDUCATION & TRAINING	4											
ELECTRICAL, GAS & WATER	2											
FOOD PREP-BUTCHER/SLAUGHTERHOUSE	2											
GOVERNMENT	4											
HEALTH & COMMUNITY SERVICES	33											
HOSPITALITY	16											
INFORMATION MEDIA & TELEPHONE	2											
MAINTENANCE	1											
MANAGEMENT	0											
OTHER	0											
PROFESSIONAL, SCIENTIFIC & TECHNICAL	0											
REAL ESTATE, RENT, HIRE	2											
RETAIL/SALES	5											
TRADES/ENGINEERING	3											
TRANSPORT, WAREHOUSE, DRIVERS	3											
<b>MONTHLY TOTAL 2015/16</b>	<b>103</b>											
<i>Average no. of weekly advertisements</i>	<i>24.75</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 duplicate advertisements have not been included.