

Bass Coast

# Job Advertisement Statistics

January 2017



# BASS COAST

## SUMMARY OF JOB VACANCIES

### January 2017

#### DISCLAIMER

This report should be used as a guide only. Whilst all attempts have been made to accurately interpret data, the Bass Coast Shire Council, nor its employees or contractors can be held liable for any losses or actions incurred by any third party acting directly on this document.

This document was produced by amjproject on behalf of the Bass Coast Shire Council.

© Copyright resides with Bass Coast Shire Council and amjproject.



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

# BASS COAST SUMMARY OF JOB VACANCIES

## JANUARY 2017 – Overview

Nationally, the average total number of internet and newspaper job advertisements rose 4.05% in January following a revised fall of 2.24% the previous month. <sup>1</sup>

The Bass Coast Shire recorded a total of 143 newspaper job advertisements in January; an average of 29.5 per week.

The *Health & Community Services* sector recorded the highest number of advertised newspaper job advertisements in January advertising 29% of all published vacancies, followed by *Arts & Recreation* and *Trades & Engineering* (19% each) and *Hospitality* (11%).

% CHANGE AVERAGE NO. OF JOB ADVERTISEMENTS COMPARISON (JULY-JANUARY 2017 OVER JULY-JANUARY 2016)	
BASS COAST REGION	-2.21%
WEST GIPPSLAND REGION	-0.52%

For the study period July-January 2017 over July-January 2016 the Bass Coast region recorded a fall of 2.21% in the average number of published newspaper job advertisements; this compares with a fall in the West Gippsland region of 0.52%.

---

<sup>1</sup> ANZ Job Advertisement Series released 6 February 2017

## METHODOLOGY

The **Bass Coast Shire** data collected for January 2017 has been obtained from the local newspapers the “South Gippsland Sentinel – Times” and the “Phillip Island and San Remo Advertiser” published in January 2017. 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.

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 newspaper job advertisement figures sourced from the ANZ Banking Group Ltd (ANZ) for Victoria and Australia ceased issue October 2016. In lieu of this information a **West Gippsland** newspaper job advertisements benchmark has been created using the average weekly number of newspaper job advertisements from the West Gippsland catchment area published per month with duplicate and repeat advertisements removed.

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.

## HISTORICAL DATA

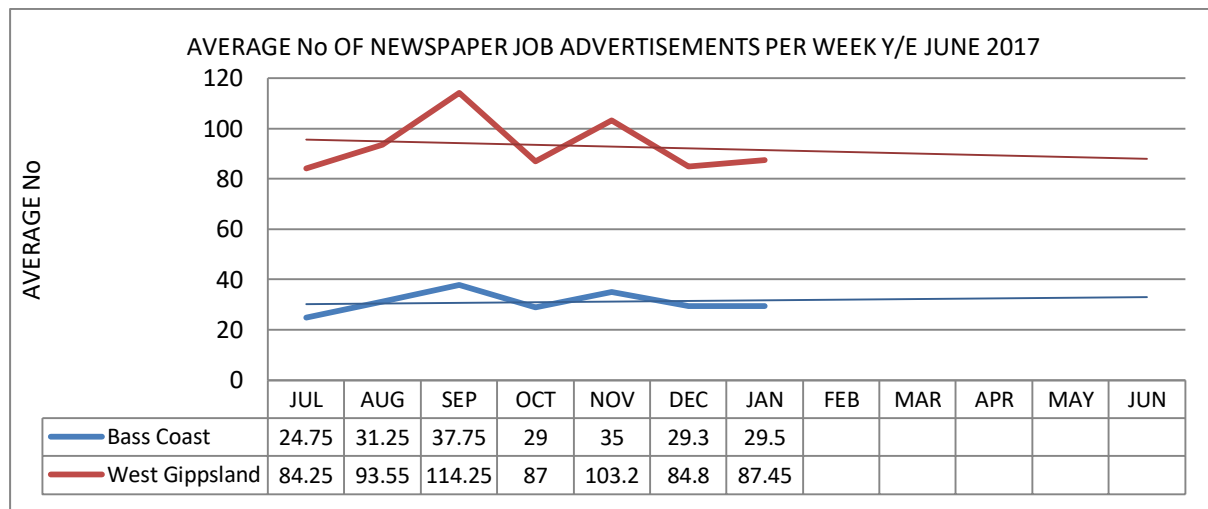
Data for the financial years ending June 2010 through June 2017 was counted by amjproject from the “South Gippsland Sentinel – Times” and the “Phillip Island and San Remo Advertiser” specifically for the Bass Coast Shire.

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.

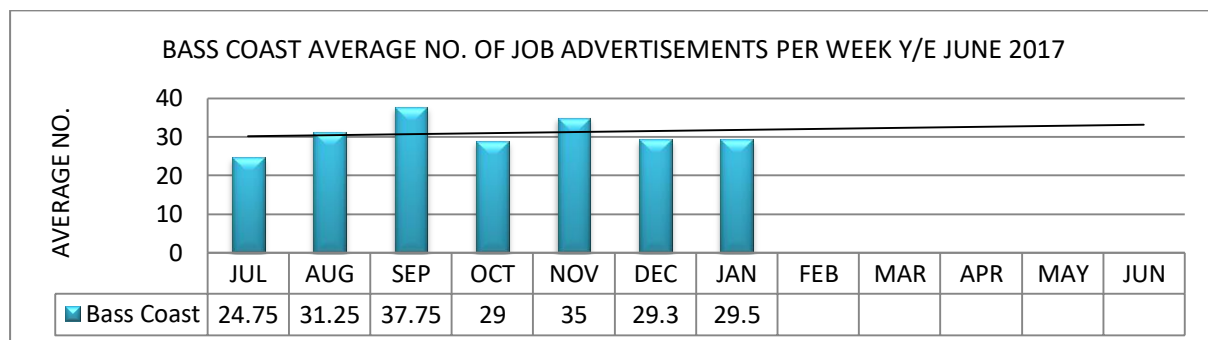
It is not possible to obtain information on which job categories the positions relate from this historical information.

# JANUARY 2017

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.

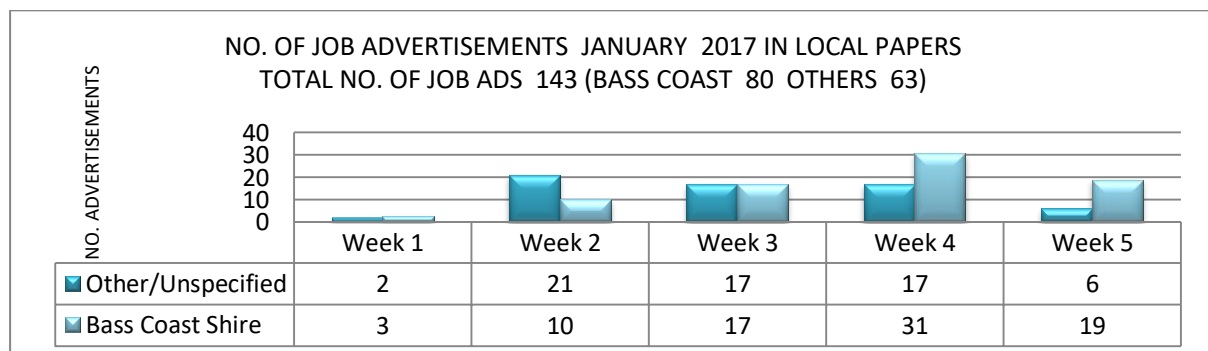


Source: (1) "Phillip Island & San Remo Advertiser" and "Sth Gippsland Sentinel-Times" (2) Newspapers in West Gippsland catchment area



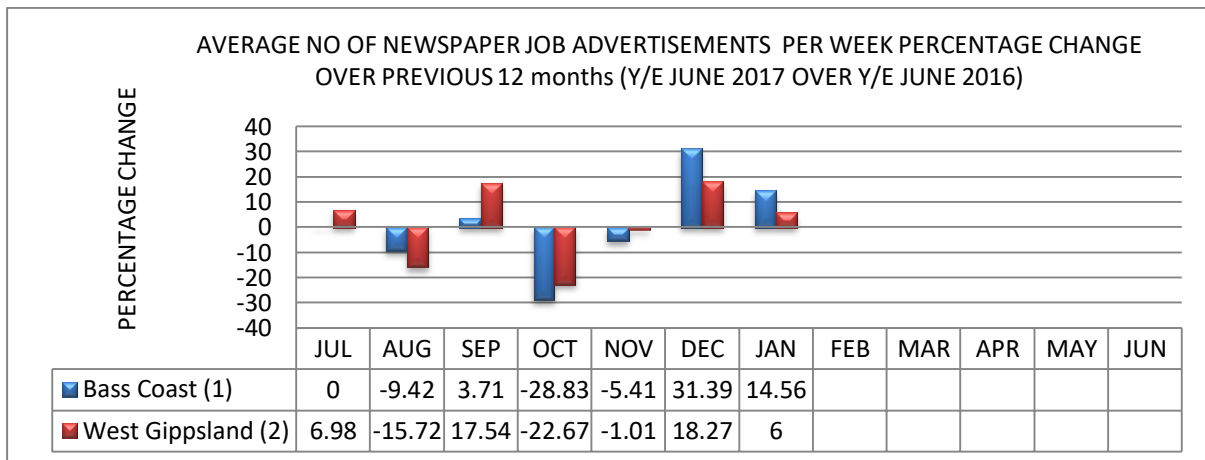
Source: "Phillip Island & San Remo Advertiser" and the "Sth Gippsland Sentinel-Times"

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.

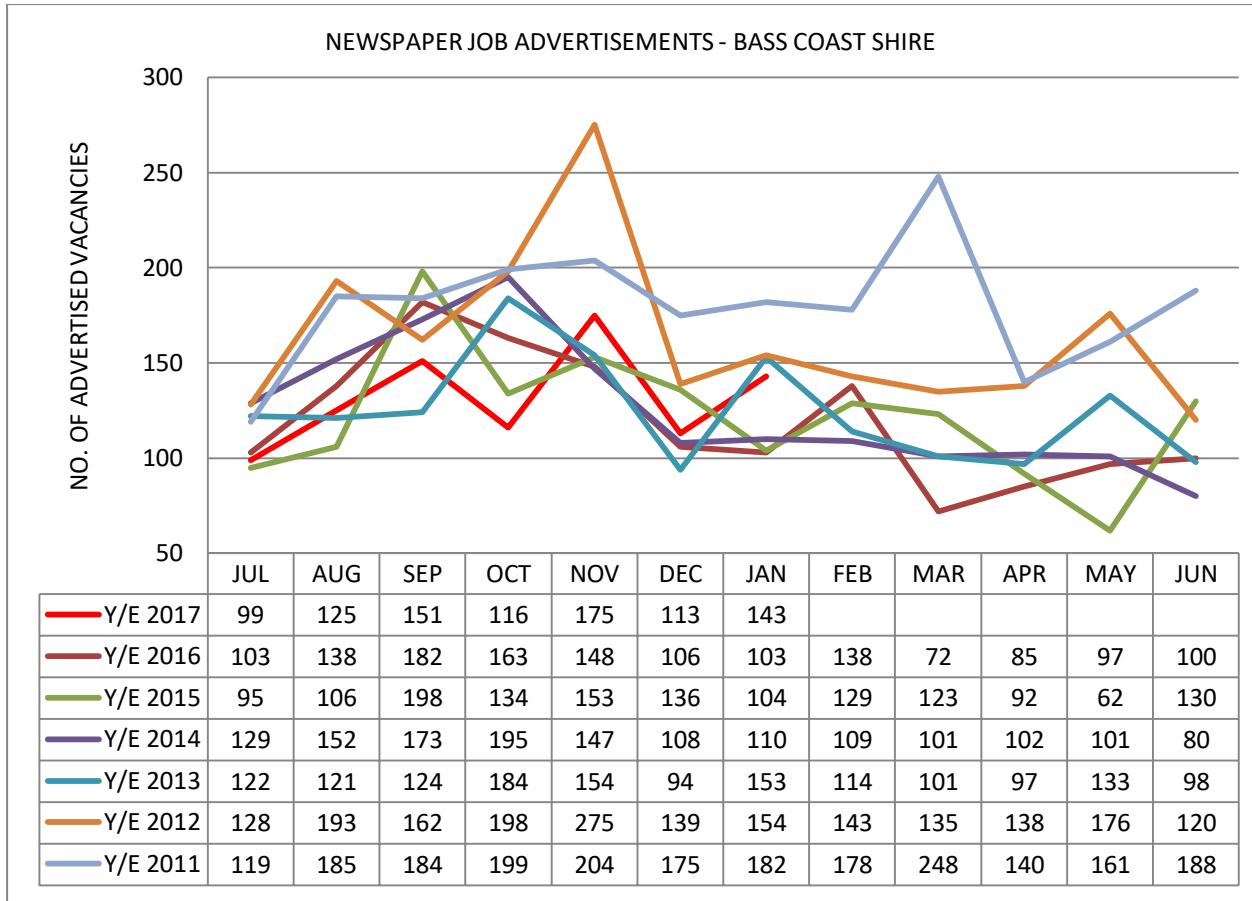


Source: Bass Coast (1) "Phillip Island & San Remo Advertiser" and the "Sth Gippsland Sentinel-Times" (2) Newspapers in West Gippsland catchment area

## HISTORICAL DATA

As previously stated, the data for the financial years ending June 2010 through 2017 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"

## 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 2016 / JUNE 2017

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
ACCOUNTANCY/FINANCE/INSURANCE	1	3	0	1	2	1	0					
ADMINISTRATION & SUPPORT	5	7	18	5	10	5	7					
AGRICULTURAL/HORTICULTURAL	6	4	10	6	2	1	8					
APPRENTICE/TRAINEE	1	8	3	2	6	6	8					
ARTS & RECREATION	7	4	5	6	4	6	19					
CASUAL	0	0	0	0	0	0	0					
CONSTRUCTION	0	3	0	0	1	0	0					
EDUCATION & TRAINING	4	7	12	13	18	1	3					
ELECTRICAL, GAS & WATER	3	1	2	0	2	7	0					
FOOD PREP-BUTCHER/SLAUGHTERHOUSE	10	2	0	2	0	0	0					
GOVERNMENT	6	4	6	12	17	7	5					
HEALTH & COMMUNITY SERVICES	38	37	24	28	50	26	42					
HOSPITALITY	7	25	50	23	37	33	16					
INFORMATION MEDIA & TELEPHONE	0	2	0	0	1	1	0					
MAINTENANCE	1	0	4	1	2	0	1					
MANAGEMENT	0	0	0	1	0	0	0					
OTHER	0	0	0	0	0	0	0					
PROFESSIONAL, SCIENTIFIC & TECHNICAL	0	0	1	1	1	0	0					
REAL ESTATE, RENT, HIRE	0	1	0	3	1	5	2					
RETAIL/SALES	2	3	7	3	7	4	9					
TRADES/ENGINEERING	3	9	5	8	5	6	19					
TRANSPORT, WAREHOUSE, DRIVERS	5	5	4	1	9	4	4					
<b>MONTHLY TOTAL 2016/17</b>	<b>99</b>	<b>125</b>	<b>149</b>	<b>116</b>	<b>175</b>	<b>113</b>	<b>143</b>					
<i>Average no. of weekly advertisements</i>	24.75	31.25	37.75	29	35	29.3	29.5					

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.