

Bass Coast

# Job Advertisement Statistics

January 2018





# BASS COAST

## SUMMARY OF JOB VACANCIES

### January 2018

#### DISCLAIMER

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# BASS COAST SUMMARY OF JOB VACANCIES

## JANUARY 2018 – Overview

Nationally, the average number of internet and newspaper job advertisements rose 6.2% in January 2018 and are 13.8% higher than twelve months ago (seasonally adjusted).<sup>1</sup>

The Bass Coast Shire recorded a total of 151 newspaper job advertisements in January, an average of 30.2 per week.

The *Health & Community Services* sector recorded the highest number of advertised newspaper job advertisements in January advertising 21% of all published vacancies, followed by *Hospitality* (16%) and *Retail/Sales* (11%).

% CHANGE AVERAGE NO. OF JOB ADVERTISEMENTS COMPARISON (JULY-JANUARY 2018 OVER JULY- JANUARY 2017)	
BASS COAST REGION	11.42%
WEST GIPPSLAND REGION	8.9%

For the study period July-January 2018 over July-January 2017 the Bass Coast region recorded a rise of 11.42% in the average number of published newspaper job advertisements; this compares with a rise in the West Gippsland region of 8.9% over the same period.

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<sup>1</sup> ANZ Job Advertisement Series released 5 February 2018

## METHODOLOGY

The Bass Coast Shire data collected for January 2018 has been obtained from the local newspapers the “South Gippsland Sentinel – Times” and the “Phillip Island and San Remo Advertiser” published in January 2018. 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.

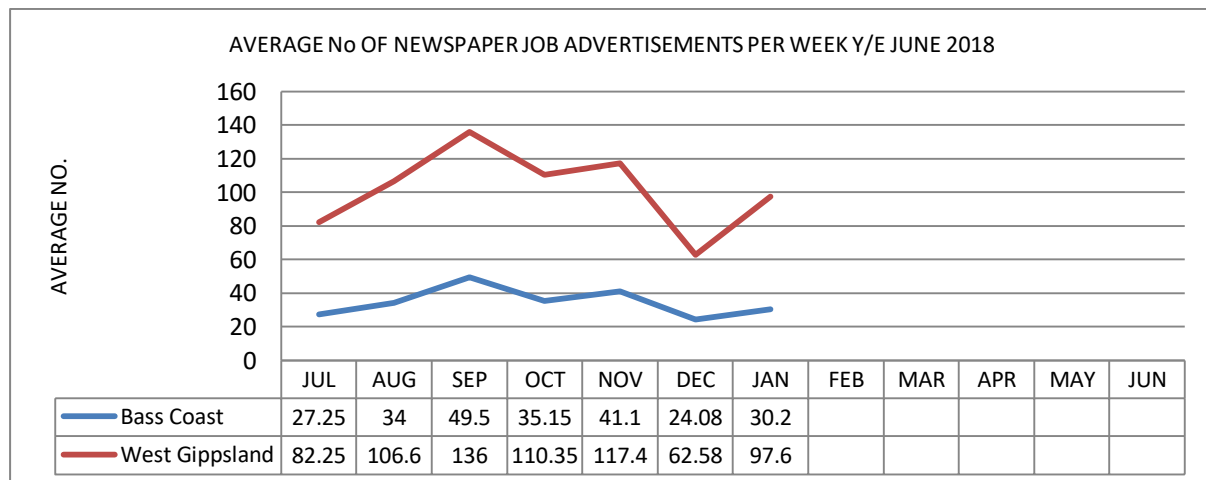
As some months may have five weeks of job advertisements one year and four in others, a straight comparison of monthly figures can be misleading. To clarify this, the average number of jobs per week within each month has been used.

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.

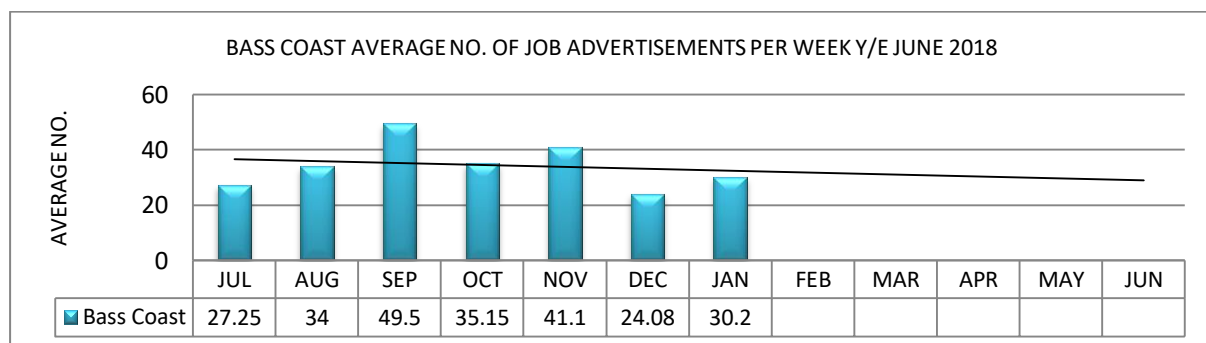
The newspaper job advertisement figures sourced from the ANZ Banking Group Ltd for Victoria and Australia ceased issue October 2016. In lieu of this information a West Gippsland newspaper job advertisements benchmark has been created using the average weekly number of newspaper job advertisements from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

# JANUARY 2018

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.

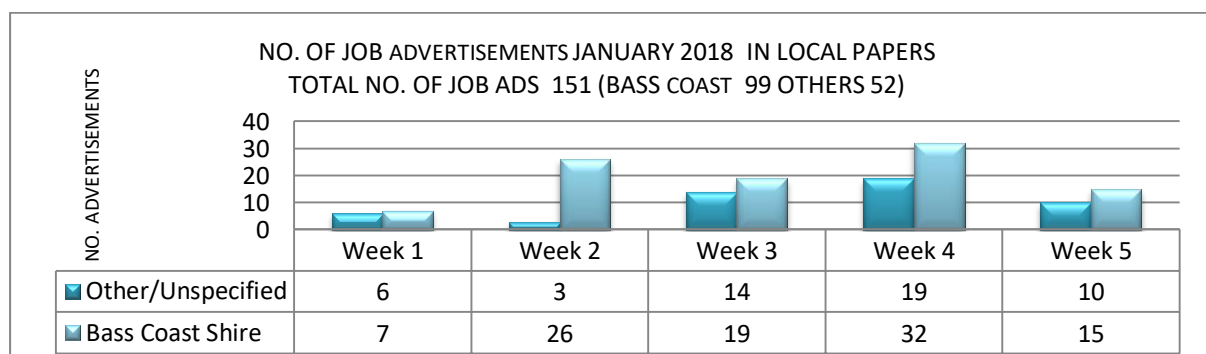


Source: (1) "Phillip Island & San Remo Advertiser" and "Sth Gippsland Sentinel-Times" (2) Newspapers in West Gippsland catchment area



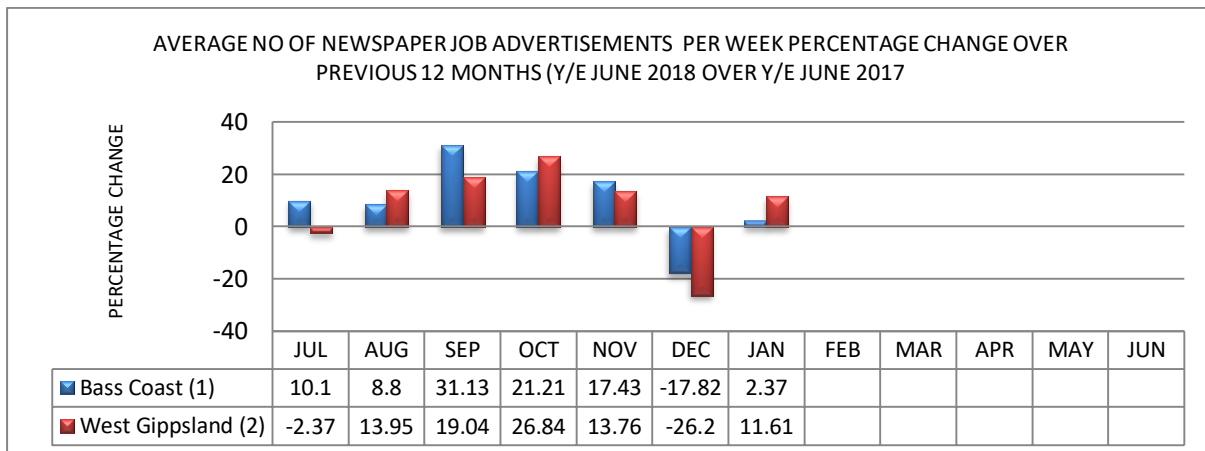
Source: "Phillip Island & San Remo Advertiser" and the "Sth Gippsland Sentinel-Times"

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"

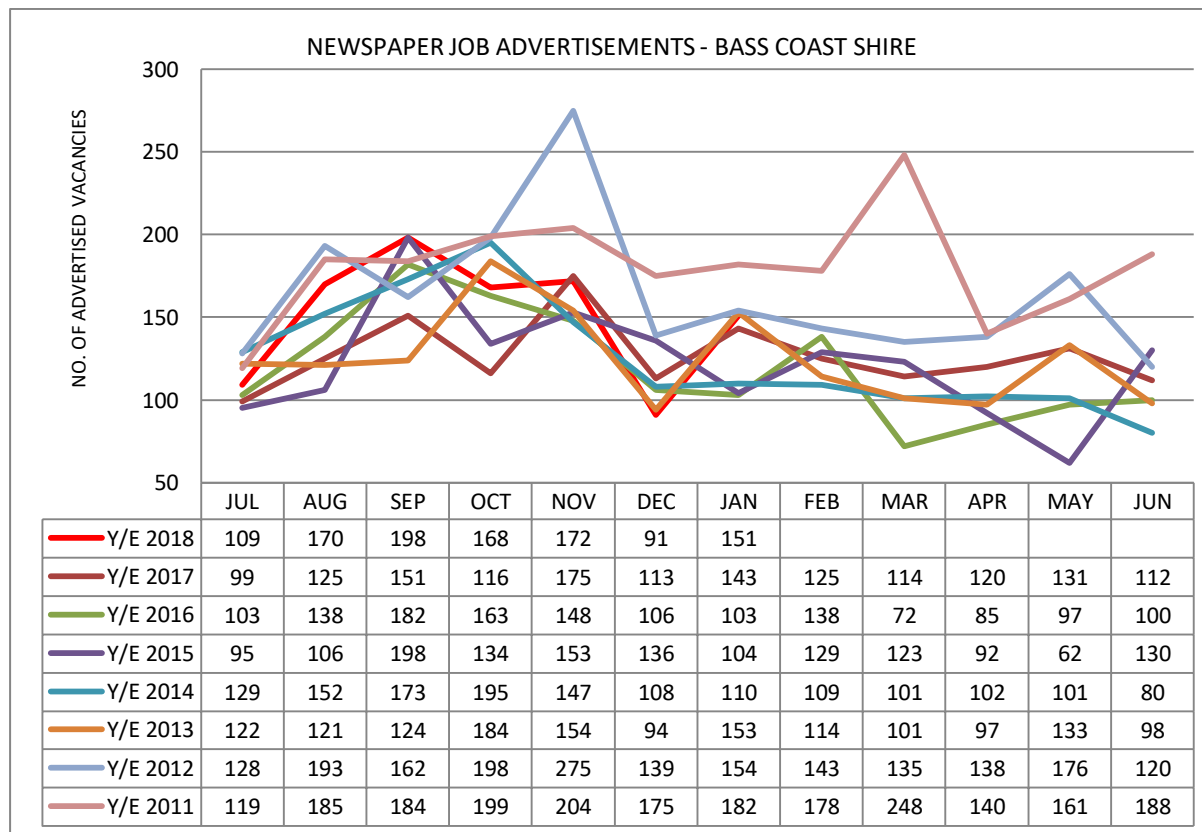
The percentage change in the average weekly newspaper job advertisement numbers over the corresponding month of the previous year for the Bass Coast and West Gippsland regions are shown in the chart below.



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

# HISTORICAL DATA

The following chart shows newspaper job advertisements counted by amjproject for the financial years ending June 2011 through 2018 inclusive.



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 2017 / JUNE 2018

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
ACCOUNTANCY/FINANCE/INSURANCE	0	0	1	0	0	1	2						
ADMINISTRATION & SUPPORT	5	4	8	13	6	2	5						
AGRICULTURAL/HORTICULTURAL	7	13	20	10	9	3	6						
APPRENTICE/TRAINEE	8	3	0	9	15	6	3						
ARTS & RECREATION	0	7	2	2	1	1	3						
CASUAL	0	0	0	0	0	0	0						
CONSTRUCTION	1	1	1	0	2	4	2						
EDUCATION & TRAINING	2	3	18	4	19	8	14						
ELECTRICAL, GAS & WATER	2	9	7	0	8	1	3						
FOOD PREP-BUTCHER/SLAUGHTERHOUSE	0	0	7	9	0	0	0						
GOVERNMENT	2	3	0	2	2	7	6						
HEALTH & COMMUNITY SERVICES	37	54	45	40	37	29	31						
HOSPITALITY	18	29	49	55	41	8	24						
INFORMATION MEDIA & TELEPHONE	0	1	0	0	0	0	3						
MAINTENANCE	1	0	0	0	2	0	1						
MANAGEMENT	0	2	1	1	0	0	0						
OTHER	0	0	0	0	0	0	0						
PROFESSIONAL, SCIENTIFIC & TECHNICAL	1	0	0	0	0	0	9						
REAL ESTATE, RENT, HIRE	0	2	3	3	4	3	7						
RETAIL/SALES	3	9	8	3	5	1	16						
TRADES/ENGINEERING	16	25	17	5	7	9	11						
TRANSPORT, WAREHOUSE, DRIVERS	6	5	11	12	14	8	5						
<b>MONTHLY TOTAL 2016/17</b>	<b>109</b>	<b>170</b>	<b>198</b>	<b>168</b>	<b>172</b>	<b>91</b>	<b>151</b>						
<i>Average no. of weekly advertisements</i>	<i>27.25</i>	<i>34</i>	<i>49.5</i>	<i>35.15</i>	<i>41.1</i>	<i>24.08</i>	<i>30.2</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.