



Australian Government
Jobs and Skills Australia

Recruitment methods used by employers

**Findings from the Recruitment Experiences
and Outlook Survey, 2021-2022**

Queensland



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Background and definitions

This paper is the first in a series reporting on methods of recruitment data collected as part of Jobs and Skills Australia's Recruitment Experiences and Outlook Survey. This report provides a summary of recruitment methods used by employers during 2021 and 2022 for Queensland. Separate reports are available for each state and territory.

Jobs and Skills Australia (JSA) conducts the Recruitment Experiences and Outlook Survey (REOS) to monitor recruitment activity and conditions across Australia. Approximately 1,000 employers are surveyed each month to collect information on recruitment activity, recruitment difficulty and staffing outlook. Data are released as close to collection as possible, providing a current view of recruitment activity across Australia. The REOS covers a core set of questions asked each month, including:

- Current staff levels and recent changes
- Recruitment and retention difficulties
- Recruitment methods used; and
- Future staffing expectations.

The REOS provides insights about labour market conditions to help policy makers and analysts monitor and understand current and emerging labour market conditions, and to develop resources to help job seekers understand what employers are looking for. More information on the REOS questionnaire, methodology and key concepts can be found [here](#).

The [Recruitment Experiences and Outlook Survey \(REOS\)](#) is one of a number of JSA sources of labour market information. Others include the [Internet Vacancy Index \(IVI\)](#), [Small Area Labour Markets \(SALM\)](#), the [Monthly Labour Market Dashboards](#), the [Nowcast of Employment by Region and Occupation \(NERO\)](#), and [Five-Year Employment Projections](#).

Any data in this report should be referenced as: Jobs and Skills Australia, Recruitment Experiences and Outlook Survey. For any queries about the findings in this paper or the REOS, please contact reos@jobsandskills.gov.au.

Methods of recruitment: definitions

Recruitment methods reflect the steps employers took to fill their vacancies. The recruitment methods most often reported by employers include advertising on the internet, promoting jobs by 'word of mouth', social media, use of recruitment agencies, company websites, and newspapers. The survey does not take into account the role that other parties (such as recruitment agencies or job aggregating websites) may have played in promoting the vacancy.

For their most recent recruitment round, we ask employers "What occupation have you most recently hired or replaced new staff for?". Employers can provide multiple responses and often use multiple recruitment methods. Where multiple methods are used, the successful method of recruitment used by recruiting employers is not currently collected.

Employers that advertised and didn't advertise

Recruitment methods can be broadly defined as 'advertised' or 'not advertised':

- advertised recruitment methods include using the internet (job boards, company websites), newspapers, employment agencies, social media, sign in window, internally advertised/promoted, and 'other' formal methods.
- not advertised recruitment methods include word of mouth and job seekers who have directly approached employers.

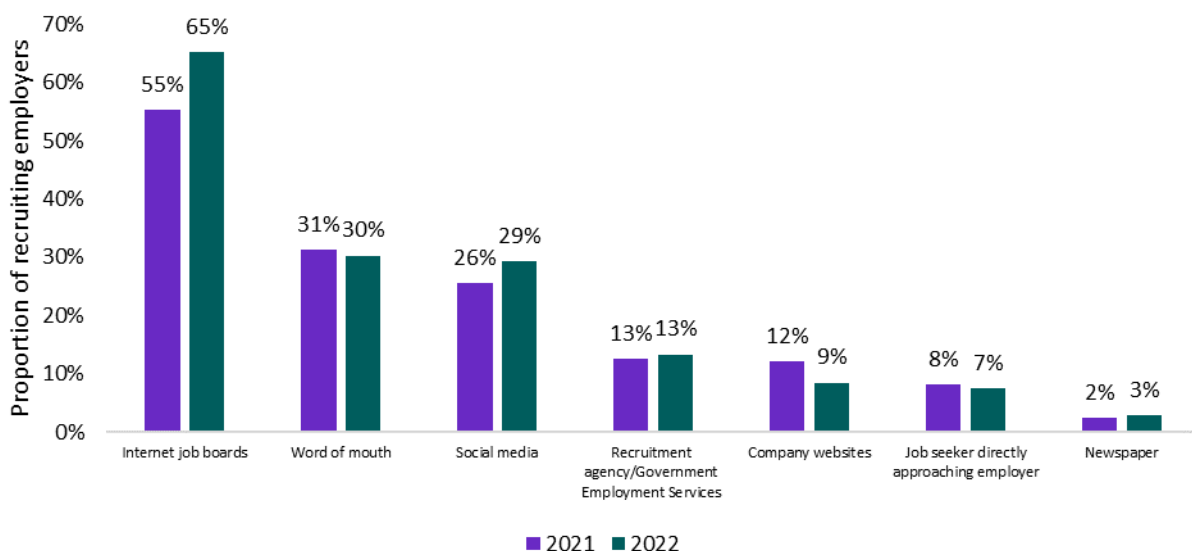
The JSA defines recruiting employers as 'not advertising' if they only use word of mouth and/or consider job seekers who approached the business directly.

The data about these employers have important implications for job seekers looking to maximise their job opportunities: that developing and maintaining social connections is beneficial to the job-search process, and being proactive by calling or approaching employers for work is likely to help to find vacancies that aren't advertised.

Methods of Recruitment: Queensland

In Queensland, advertising on internet job boards is the most common method of finding staff, up from 55% in 2021 to 65% of recruiting employers in 2022 (see Figure 1). The use of social media also increased from 26% to 29% during that time. Only 9% of recruiting employers used company websites in 2022, a decrease from 12% in 2021. The use of word of mouth, recruitment agencies/government employment services, job seekers directly approaching employers and newspapers remained largely steady over the same period.

Figure 1. Recruitment methods used by employers, Queensland, 2021 and 2022*

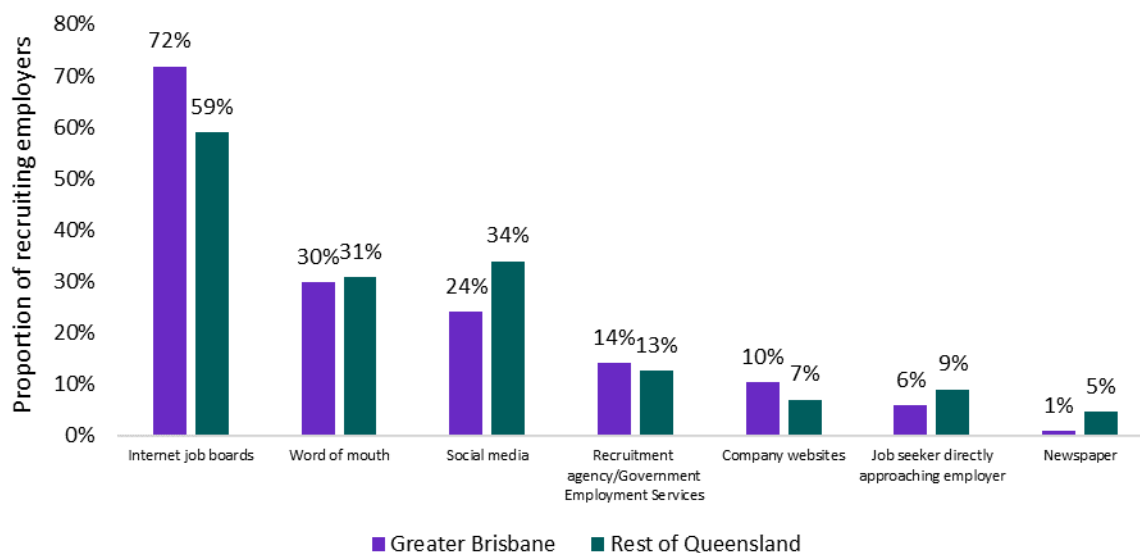


*Note: Employers can report multiple methods so numbers may not add to 100%.

Greater Brisbane and Rest of Queensland

In Greater Brisbane, 72% of recruiting employers used internet job boards in 2022, much higher than the 59% of recruiting employers in regional areas of Queensland (Figure 2). Almost a third of employers used word of mouth, regardless of location within the state. The use of social media was higher in regional areas of Queensland, with 34% of recruiting employers using social media, compared with 24% of their Brisbane counterparts.

Figure 2. Recruitment methods used by employers, by skill level, Greater Brisbane and Rest of Queensland, 2022*



*Note: Employers can report multiple methods so numbers may not add to 100%.

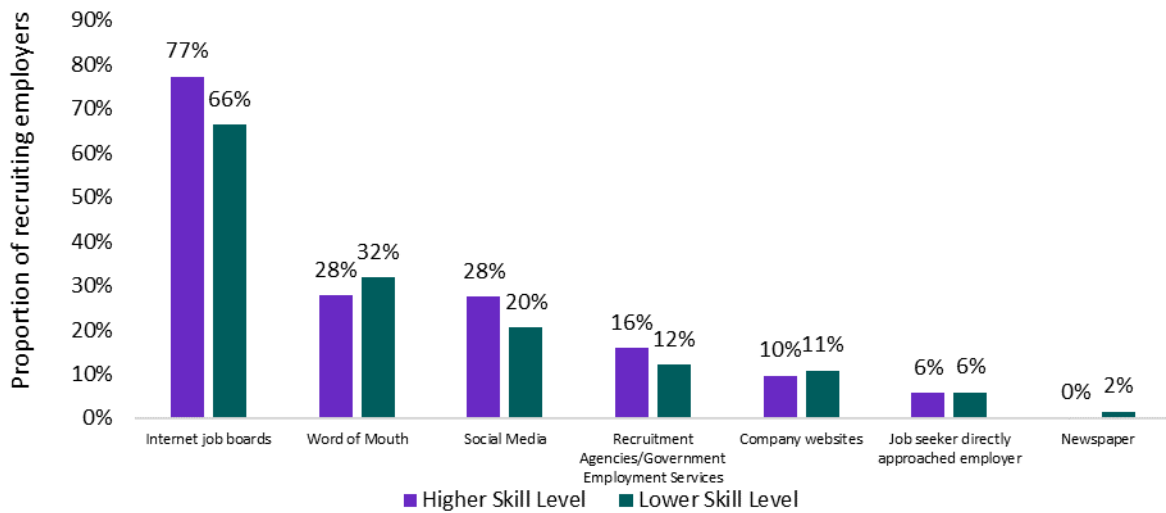
Skill Levels

Each occupation is assigned a Skill Level which is based on the ABS ANZSCO Skill Level classification (see this [ABS article for more information](#)). Skill Levels reflect the range and complexity of the tasks undertaken in the occupation, based on required levels of formal education and training, previous experience, and the amount of on-the-job training required. For this report, higher skilled vacancies are defined as ANZSCO Skill Levels 1-3; and lower skilled vacancies as ANZSCO Skill Levels 4-5. Recruitment methods often vary depending on the skill level required for the advertised job.

Greater Brisbane

For higher skilled vacancies in Greater Brisbane, advertising on internet job boards was most common (77%), with a further 28% using word of mouth or social media (Figure 3). For lower skilled positions, 66% of employers used the internet, while almost a third used word of mouth. Interestingly, Brisbane employers needing staff for higher skilled jobs were more likely to use social media compared with those recruiting lower skilled staff – 28% and 20% respectively – a reversal of the pattern seen in most other areas of the country.

Figure 3. Recruitment methods used by employers, by skill level, Greater Brisbane, 2022*

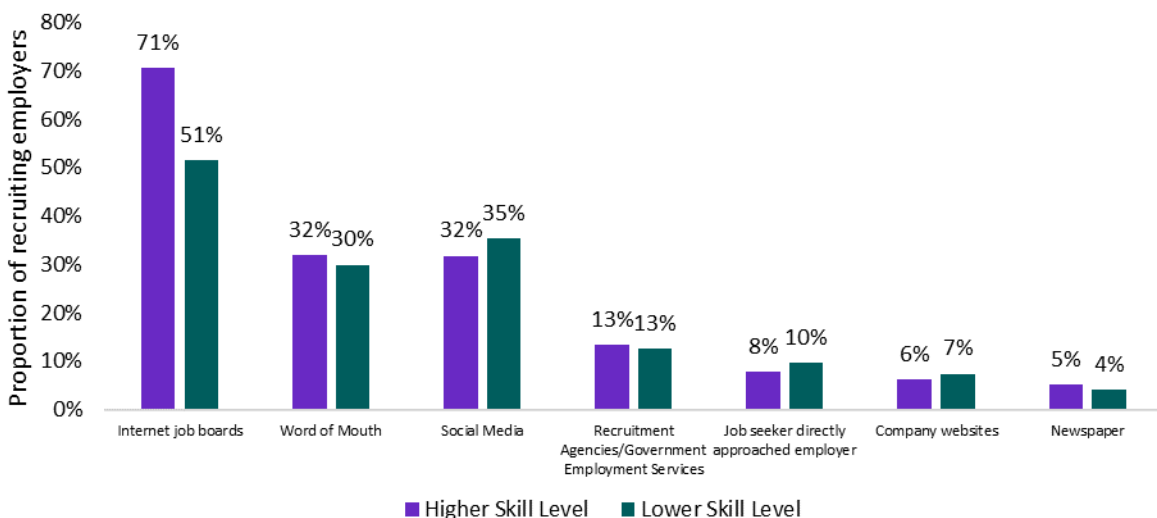


*Note: Employers can report multiple methods so numbers may not add to 100%.

Rest of Queensland

Advertising on internet job boards and social media were the most commonly used methods to fill both lower and higher skill vacancies in regional Queensland. While 71% of employers recruiting for high skilled positions used the internet, around half recruiting for lower skilled positions used this method. Interestingly, when comparing the remaining methods in regional Queensland, there was little other variation – employers recruited in a similar way, regardless of skill level. Notably, 32% of regional employers in Queensland used social media for higher skilled jobs, well above the national average of 20%.

Figure 4. Recruitment methods used by employers, by skill level, Rest of Queensland, 2022*



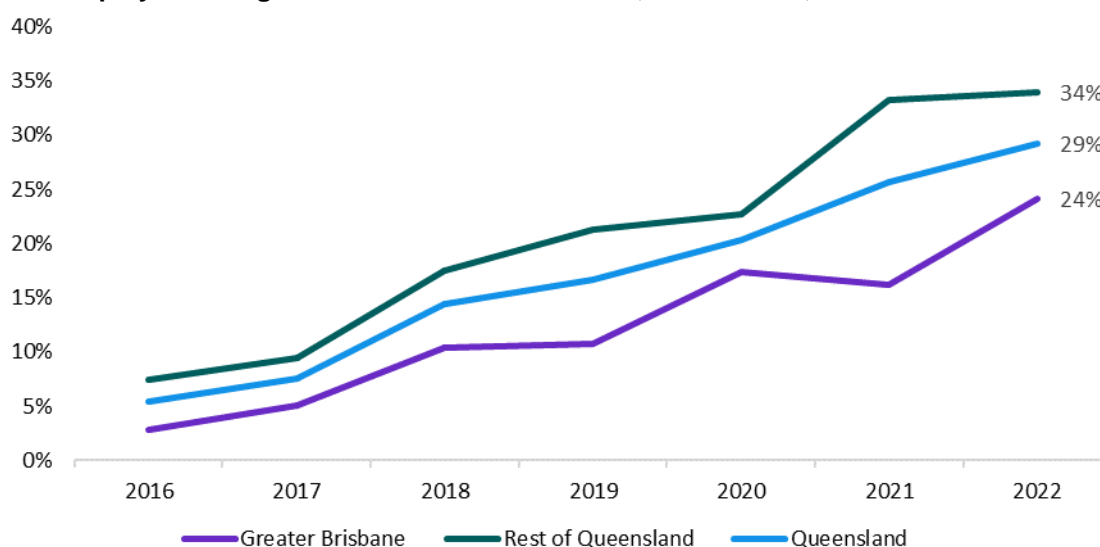
*Note: Employers can report multiple methods so numbers may not add to 100%.

Use of social media continues to rise

An emerging trend over recent years has been the increasing use of social media for recruitment. This involves advertising vacant positions on a social media platform, including advertising on Facebook job groups, Instagram or LinkedIn. Employers use social media for recruitment as it is inexpensive, fast, and allows job ads to have wide exposure amongst job seekers.

Employers in Rest of Queensland have been increasingly using social media to recruit, with 34% of employers turning to social media to recruit in 2022, compared with 24% of employers in Greater Brisbane. This trend of regional employers using social media more than city employers is one that is commonly seen across the country. [Previous REOS findings](#) also reveal that social media is more commonly used when recruiting for lower skilled vacancies.

Figure 5. Employers using social media for recruitment, Queensland, 2016 to 2022*



**Note: Data from 2016 to 2019 are from the Survey of Employers' Recruitment Experiences (SERE). Due to changes in questions and methodology from the SERE (2016-19) and the REOS (2020-2022), comparisons with 2019 and prior should be treated with some caution. From November 2019 to March 2020 the survey was suspended due to the COVID-19 pandemic, therefore the data for this time period is imputed. Employers can report multiple methods so numbers may not add to 100%.*