



Australian Government
Jobs and Skills Australia

Recruitment methods used by employers

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

Victoria



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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 Victoria. 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.

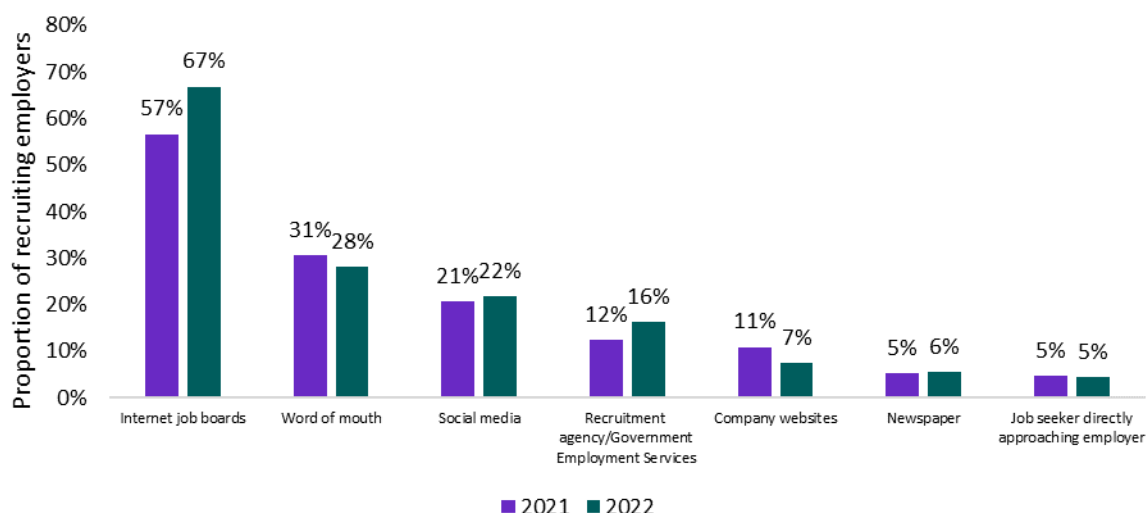
The JSA defines recruiting employers as 'not advertising' if they only use word of mouth and/or consider job seekers who approached the business directly.

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: Victoria

In Victoria, 67% of recruiting employers used internet job boards in their most recent recruitment round in 2022 (up from 57% in 2021), the equal highest use of this method in 2022 along with Western Australia. Around 28% used word of mouth in 2022, a slight decrease from 31% the previous year. Around one in five recruiting employers used social media as a method to find new staff in 2022, slightly up from 2021. Victoria recorded a 4 percentage point increase in employers using recruitment agencies and government employment services to 16% in 2022, while the use of company websites fell to 7% in 2022.

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



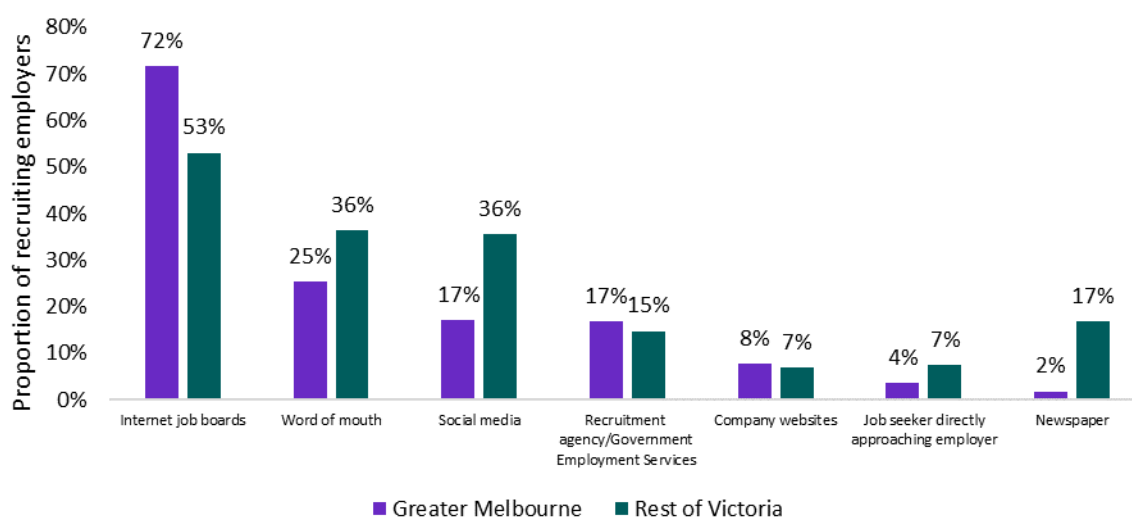
*Note: Employers can report multiple methods so numbers may not add to 100%.

Greater Melbourne and Rest of Victoria

While Victorian employers had a generally high use of internet jobs boards to recruit new staff, employers in Greater Melbourne were much more likely to use the internet than their regional counterparts – 72% compared with 53%. This difference in the use of internet jobs boards between regional and city employers in Victoria is one of the highest in the country, second only to South Australia.

Employers in Rest of Victoria favoured a greater range of methods, with 36% using word of mouth and 36% using social media. This compared with 25% using word of mouth and only 17% using social media in Melbourne. Interestingly, 17% of regional employers bucked the trend and used newspapers (along with South Australia, the highest in the country).

Figure 2. Recruitment methods used by employers, Greater Melbourne and Rest of Victoria, 2022*



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

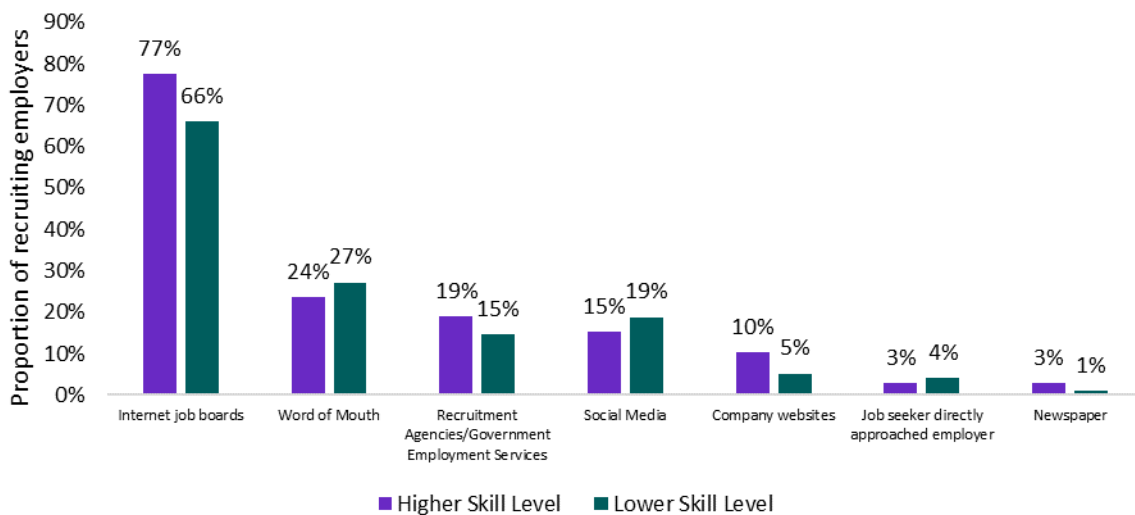
Skill Levels

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 Melbourne

In 2022, 77% of employers recruiting for higher skilled jobs in Melbourne used internet jobs boards compared with 66% for lower skilled vacancies (see Figure 3). By contrast, 27% of employers recruiting for lower skilled vacancies used word of mouth and 19% used social media. Around 19% of employers filling higher skilled positions used recruitment agencies/government employment services, and 1 in 10 used their company websites to attract staff for higher skilled jobs.

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

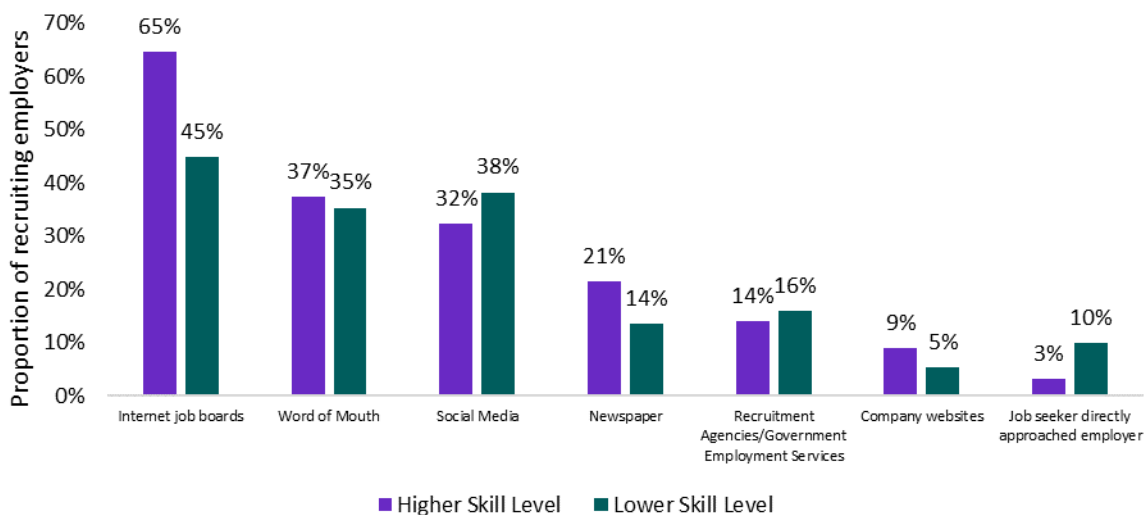


*Note: Employers can report multiple methods so numbers may not add to 100%.

Rest of Victoria

For recruiting employers in Rest of Victoria, internet jobs boards were by far the most favoured method of recruitment for higher skilled vacancies - used by 65% of recruiting employers, with the next most frequently used method being word of mouth (37%). By contrast, employers in Rest of Victoria recruiting for lower skilled vacancies, reported a more even distribution of use among internet jobs boards (45%), social media (38%) and word of mouth (35%).

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



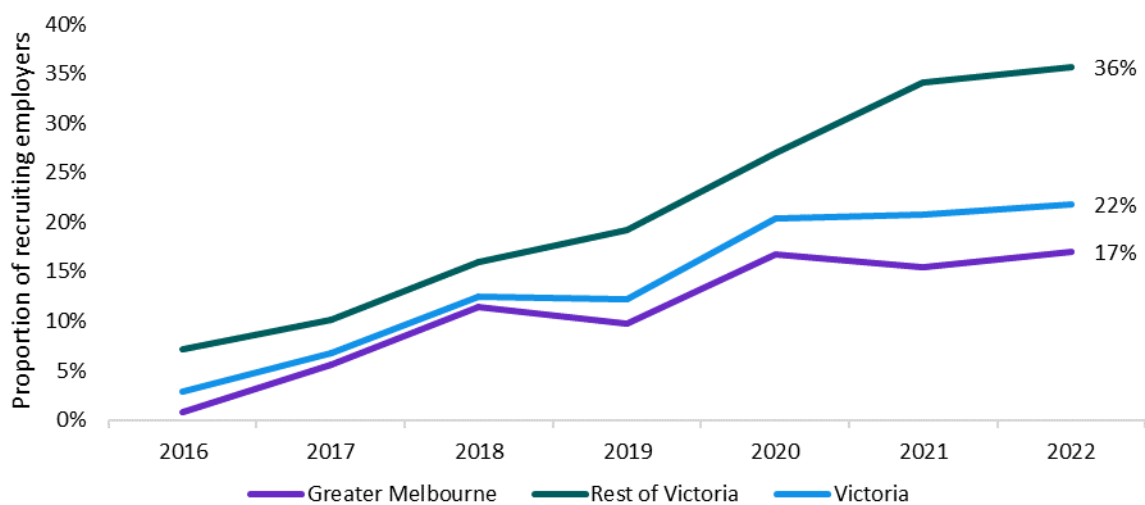
*Note: Employers can report multiple methods so numbers may not add to 100%.

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 Victoria have been increasingly using social media to recruit staff, with more than double the proportion citing social media use in 2022 compared with their Melbourne counterparts. 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, Victoria, 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%.*