Recruitment trends and employers' needs: State Snapshot update

Victoria

Release date: 24 October 2024

> This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Victoria, September 2024

Job advertisement count

53,778

seasonally adjusted count

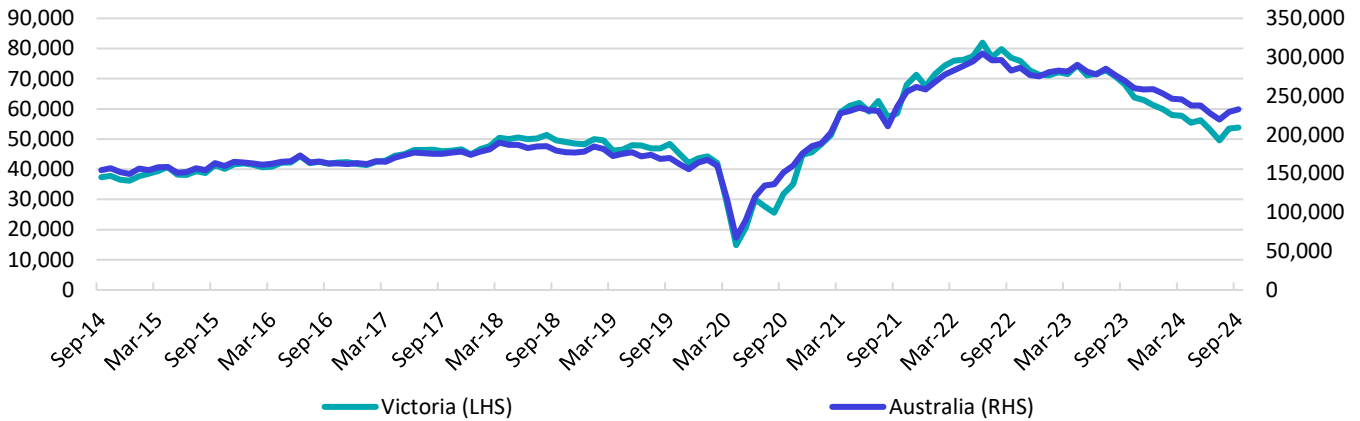**Change over the month**

↑ 0.5%

(or 284 job advertisements)

Change since Sep-23

↓ -21.1%

(or -14,345 job advertisements)

Number of online job advertisements over the ten years to September 2024

Victoria (LHS)   Australia (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index (IVI), seasonally adjusted data, September 2024
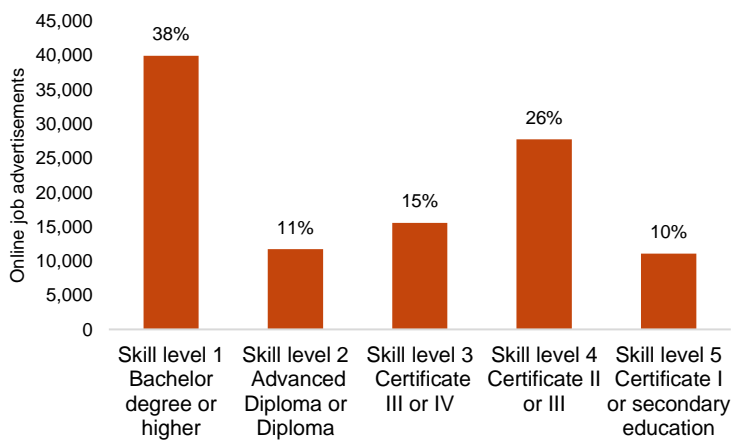
Top 10 occupations recruited for

Number of job ads online

Occupation	Number
General Clerks	2,508
Sales Assistants (General)	2,401
Registered Nurses	1,759
Advertising and Sales Managers	1,373
Software and Applications Programmers	1,032
Aged and Disabled Carers	1,015
Retail Managers	1,013
Accountants	993
Child Carers	974
Waiters	927

Source: JSA, IVI, seasonally adjusted data, Sep-2024

Job demand by skill level

Proportion of job ads

Skill level	%
Skill level 1 Bachelor degree or higher	38%
Skill level 2 Advanced Diploma or Diploma	11%
Skill level 3 Certificate III or IV	15%
Skill level 4 Certificate II or III	26%
Skill level 5 Certificate I or secondary education	10%

Source: JSA, IVI, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey
Victoria

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.
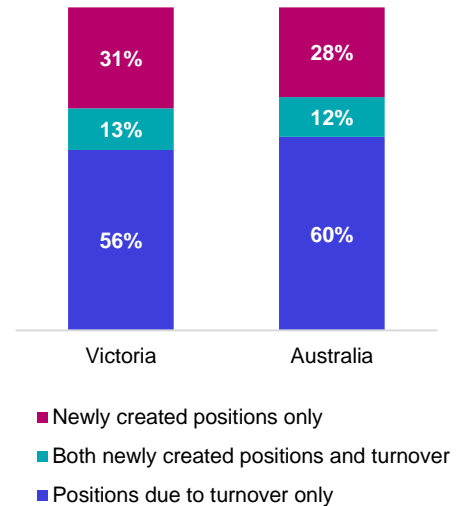
Recruitment activity and experiences

In Victoria, there were 2,438 responding employers in the 12 months to August 2024, of whom 44% were recruiting or had recruited over the past month. Of these recruiting businesses, 54% had difficulty recruiting. By comparison, 47% of employers were recruiting in Australia over the same period, of whom 54% had difficulty recruiting.

Employers in Victoria were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack technical skills
- Lack of applicants.

A chart showing reasons for recruitment for Victoria and Australia is included to the right.

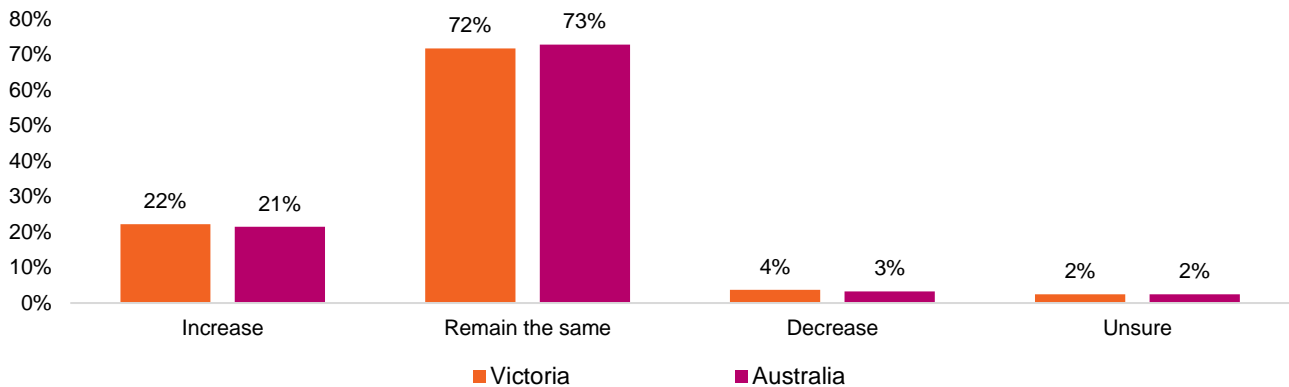Note: employers can select multiple reasons for recruitment difficulty.

Reasons for recruitment

	Victoria	Australia
Newly created positions only	31%	28%
Both newly created positions and turnover	13%	12%
Positions due to turnover only	56%	60%

- Newly created positions only
- Both newly created positions and turnover
- Positions due to turnover only

Staffing outlook for coming months
proportion of employers
Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Victoria	22%	72%	4%	2%
Australia	21%	73%	3%	2%

- Victoria
- Australia

Recruitment methods
proportion of employers who were recruiting

- Victoria
- Australia

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Victoria	63%	14%	4%	15%	28%
Australia	65%	20%	3%	14%	29%
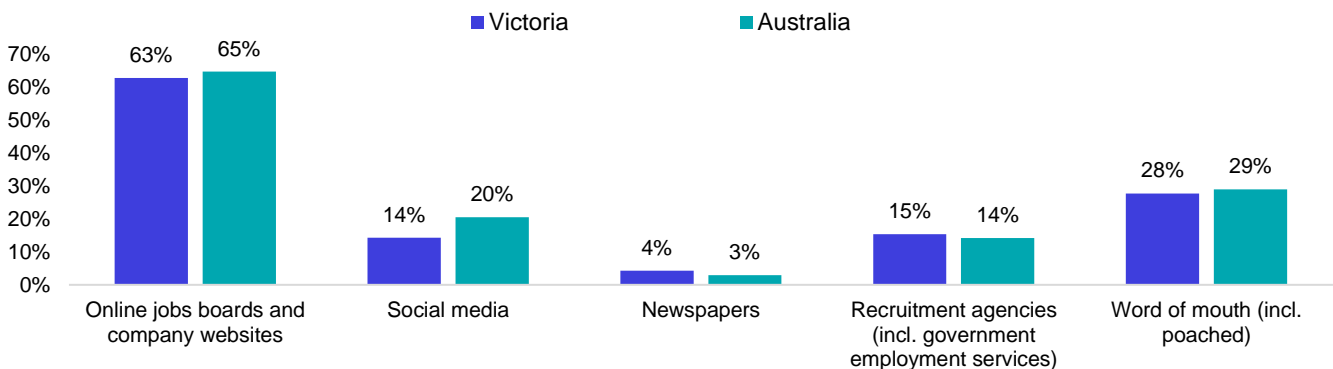
Note: employers can select multiple methods of recruitment.

Due to small sample sizes for data for the territories, caution should be exercised interpreting these results. Weighted data are used for Victoria and Australia. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

Ballarat

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Ballarat ER, September 2024

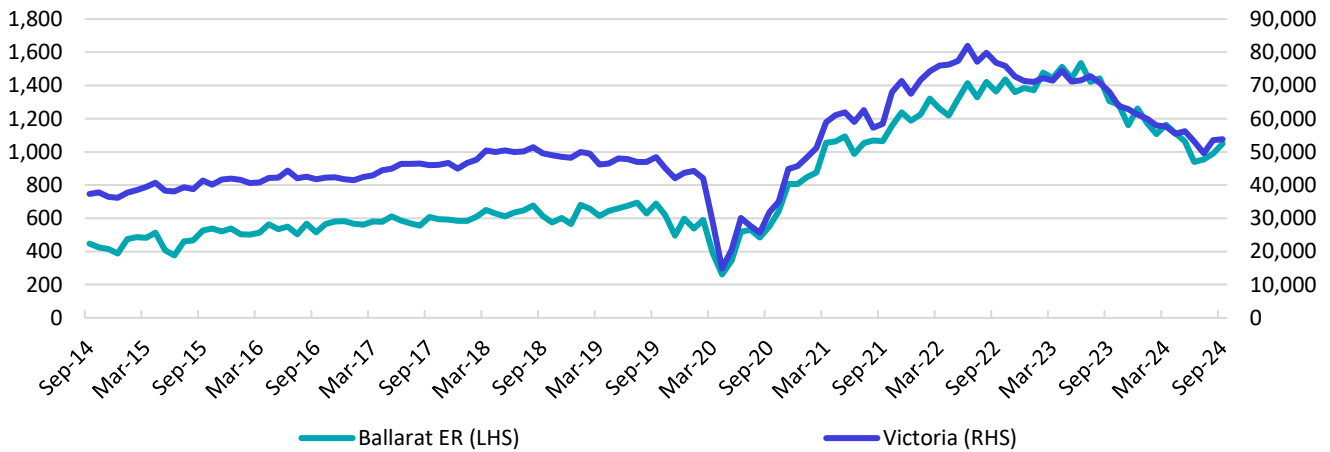| Job advertisement count	Change over the month	Change since Sep-23
1,049	↑ **6.1%**	↓ **-19.7%**
seasonally adjusted count	(or 60 job advertisements)	(or -257 job advertisements)

Number of online job advertisements over the ten years to September 2024

Ballarat ER (LHS) ——— Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024

Top 10 occupations recruited for
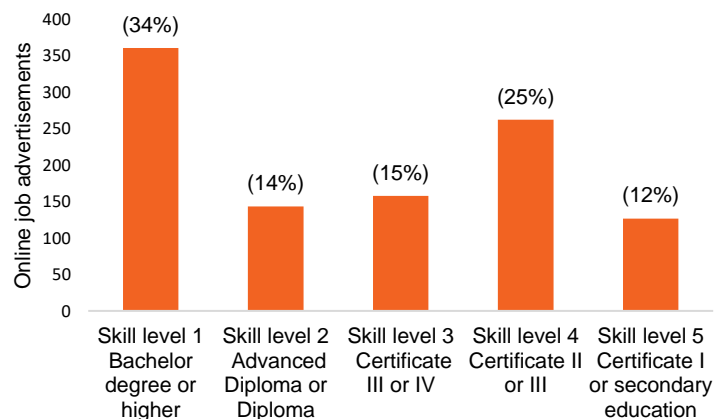### Number of job ads online

Occupation	Count
Registered Nurses	61
Sales Assistants (General)	59
General Clerks	49
Child Carers	33
Aged and Disabled Carers	28
Motor Mechanics	22
Welfare, Recreation and Community Arts Workers	20
Retail Managers	19
Receptionists	16
Nursing Support and Personal Care Workers	15

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(34%)
Skill level 2 Advanced Diploma or Diploma	(14%)
Skill level 3 Certificate III or IV	(15%)
Skill level 4 Certificate II or III	(25%)
Skill level 5 Certificate I or secondary education	(12%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey

Ballarat

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.
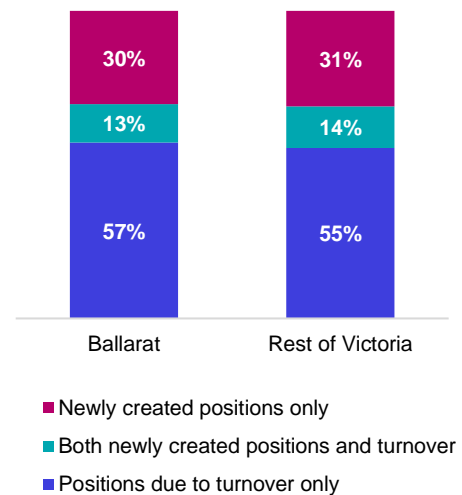
Recruitment activity and experiences

In Ballarat, there were 107 responding employers in the 12 months to August 2024, of whom 53% were recruiting or had recruited in the past month. Of these recruiting businesses, 56% had difficulty recruiting. By comparison, 48% of employers were recruiting in Rest of Victoria over the same period, of whom 59% had difficulty recruiting.

Employers in Ballarat were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Applicants lack technical skills
- Lack of applicants
- Location, eg remote or regional.

A chart showing reasons for recruitment for Ballarat and Rest of Victoria is included to the right.
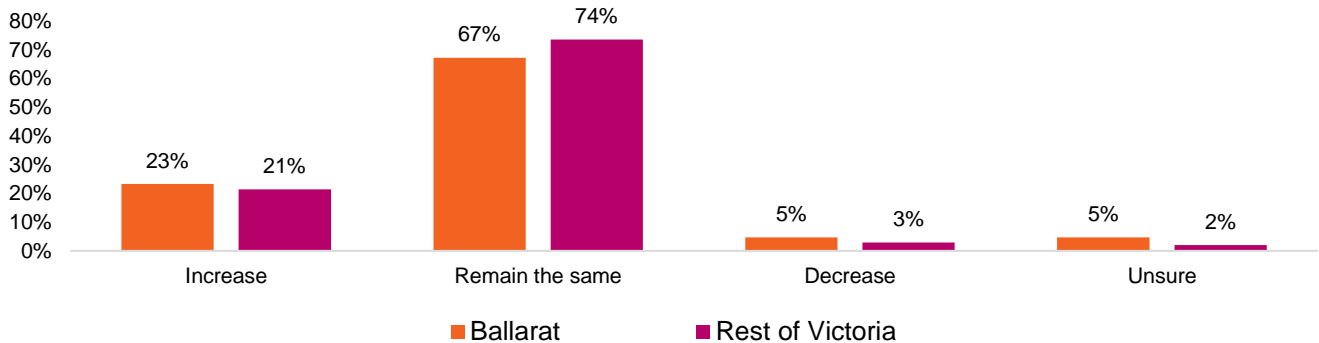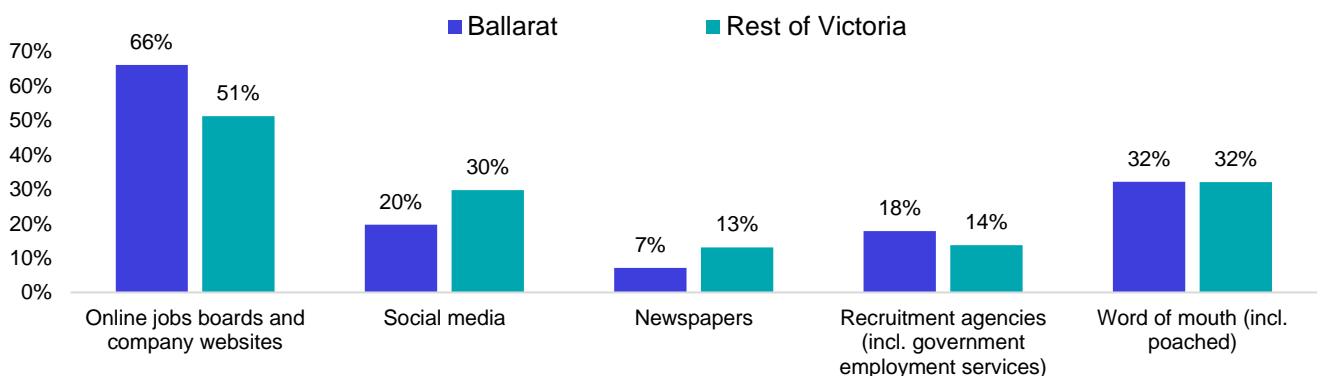
Reasons for recruitment

	Ballarat	Rest of Victoria
Newly created positions only	30%	31%
Both newly created positions and turnover	13%	14%
Positions due to turnover only	57%	55%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Ballarat	23%	67%	5%	5%
Rest of Victoria	21%	74%	3%	2%

- ■ Ballarat
- ■ Rest of Victoria

Recruitment methods

proportion of employers who were recruiting

- ■ Ballarat
- ■ Rest of Victoria

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Ballarat	66%	20%	7%	18%	32%
Rest of Victoria	51%	30%	13%	14%	32%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for Ballarat, while weighted data are used for Rest of Victoria. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

Recruitment trends and employers' needs: Regional Snapshot update

Barwon

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Barwon ER, September 2024

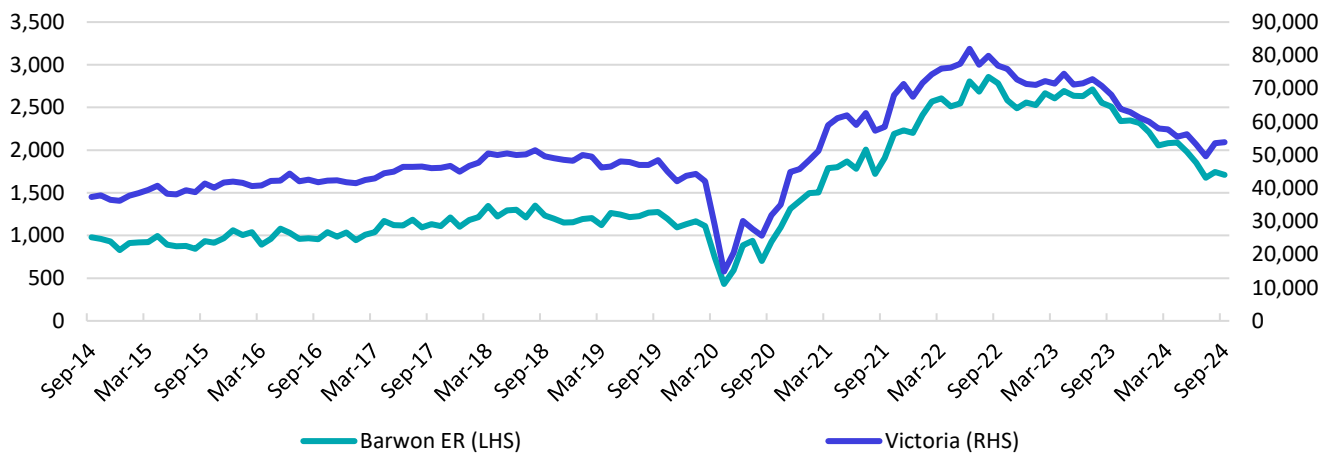| Job advertisement count	Change over the month	Change since Sep-23
1,711	**↓ -2.0%**	**↓ -31.8%**
seasonally adjusted count	(or -34 job advertisements)	(or -799 job advertisements)

Number of online job advertisements over the ten years to September 2024

Barwon ER (LHS) — Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
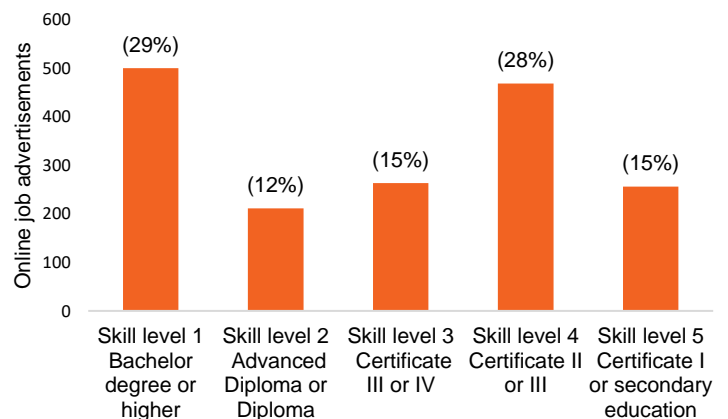
Top 10 occupations recruited for

Number of job ads online

Occupation	Count
General Clerks	100
Sales Assistants (General)	99
Registered Nurses	96
Child Carers	45
Aged and Disabled Carers	34
Retail Managers	33
Chefs	33
Welfare, Recreation and Community Arts Workers	30
Receptionists	28
Motor Mechanics	27

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(29%)
Skill level 2 Advanced Diploma or Diploma	(12%)
Skill level 3 Certificate III or IV	(15%)
Skill level 4 Certificate II or III	(28%)
Skill level 5 Certificate I or secondary education	(15%)
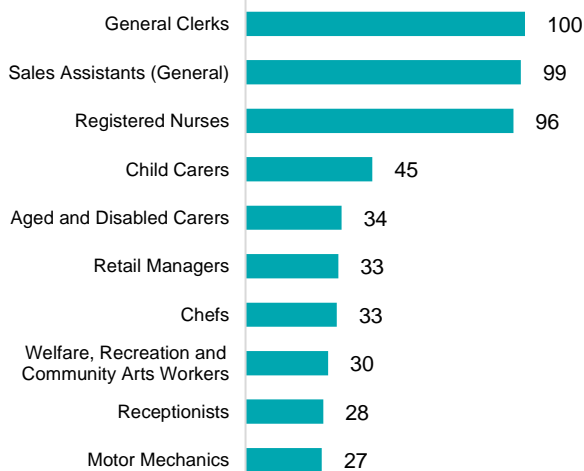
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey
Barwon

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.
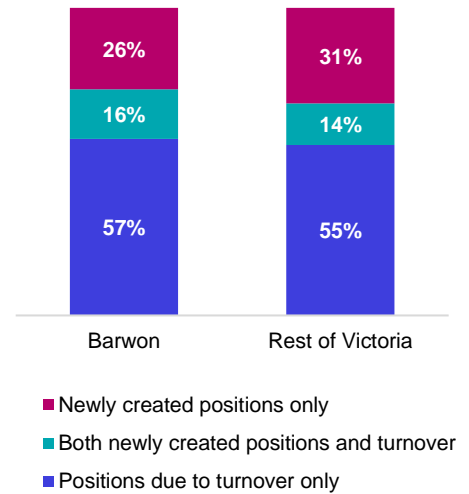
Recruitment activity and experiences

In Barwon, there were 145 responding employers in the 12 months to August 2024, of whom 47% were recruiting or had recruited in the past month. Of these recruiting businesses, 47% had difficulty recruiting. By comparison, 48% of employers were recruiting in Rest of Victoria over the same period, of whom 59% had difficulty recruiting.

Employers in Barwon were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack experience
- Location, eg remote or regional.

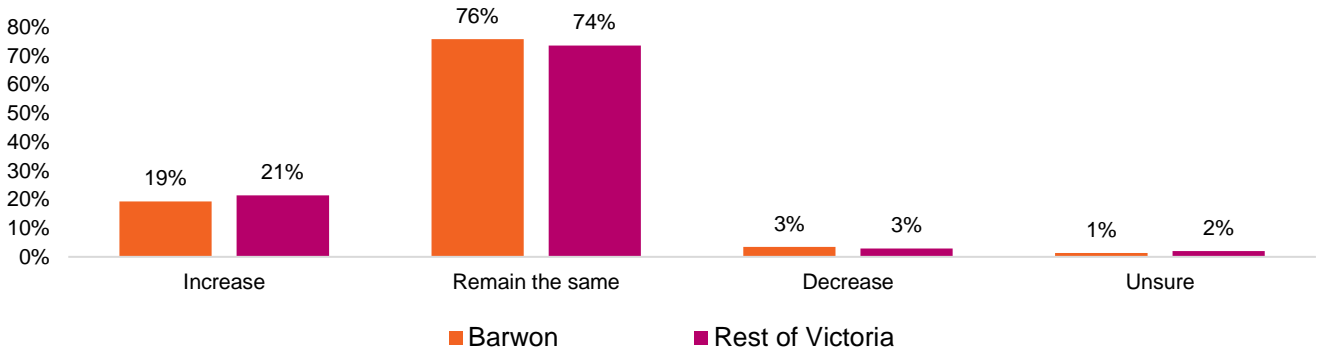A chart showing reasons for recruitment for Barwon and Rest of Victoria is included to the right.
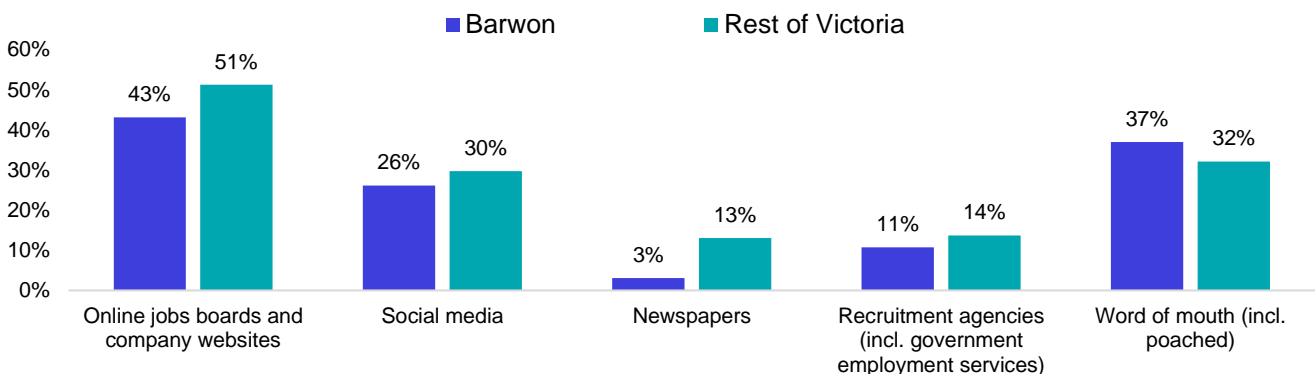
Reasons for recruitment

	Barwon	Rest of Victoria
Newly created positions only	26%	31%
Both newly created positions and turnover	16%	14%
Positions due to turnover only	57%	55%

■ Newly created positions only
■ Both newly created positions and turnover
■ Positions due to turnover only

Staffing outlook for coming months
proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Barwon	19%	76%	3%	1%
Rest of Victoria	21%	74%	3%	2%

■ Barwon ■ Rest of Victoria

Recruitment methods
proportion of employers who were recruiting

■ Barwon ■ Rest of Victoria

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Barwon	43%	26%	3%	11%	37%
Rest of Victoria	51%	30%	13%	14%	32%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for Barwon, while weighted data are used for Rest of Victoria. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

![Australian Government | Jobs and Skills Australia]

Recruitment trends and employers' needs: Regional Snapshot update

Bendigo

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Bendigo ER, September 2024

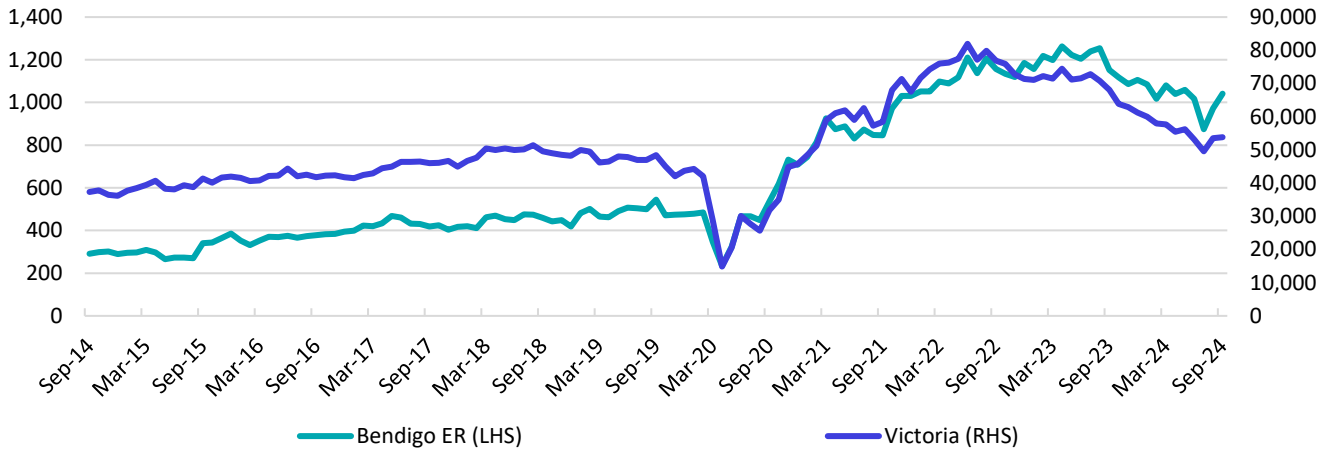| Job advertisement count	Change over the month	Change since Sep-23
1,041	↑ **7.1%**	↓ **-9.7%**
seasonally adjusted count	(or 69 job advertisements)	(or -111 job advertisements)

Number of online job advertisements over the ten years to September 2024

Legend: Bendigo ER (LHS) — Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
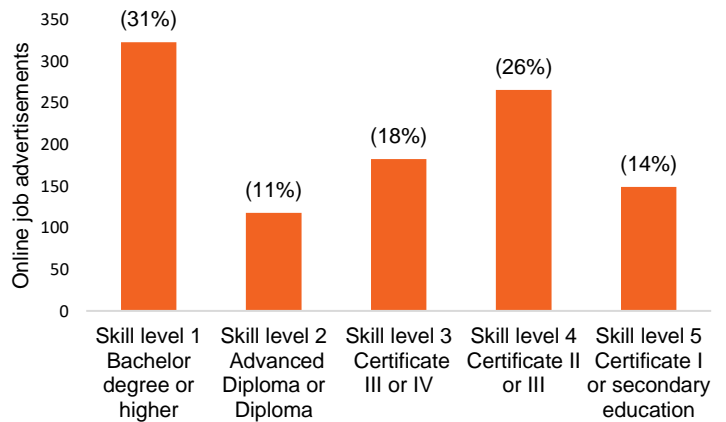
Top 10 occupations recruited for

Number of job ads online

Occupation	Number
Registered Nurses	53
Sales Assistants (General)	50
General Clerks	39
Child Carers	29
Aged and Disabled Carers	28
Motor Mechanics	22
Other Miscellaneous Labourers	21
Chefs	20
Retail Managers	17
Welfare, Recreation and Community Arts Workers	16

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(31%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(18%)
Skill level 4 Certificate II or III	(26%)
Skill level 5 Certificate I or secondary education	(14%)
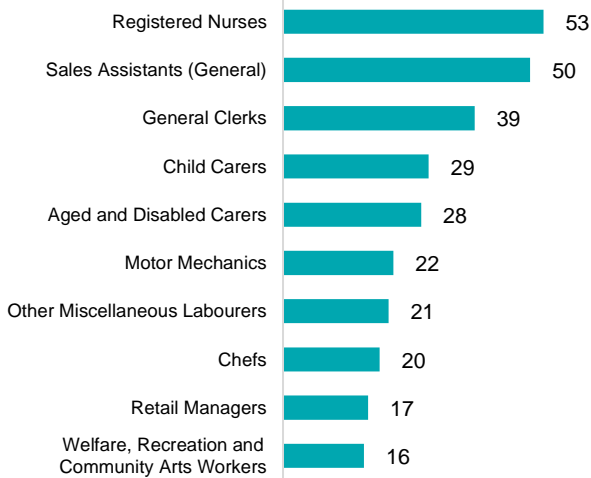
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey
Bendigo

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.
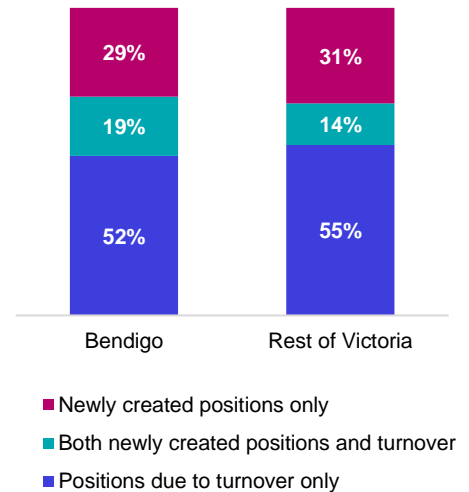
Recruitment activity and experiences

In Bendigo, there were 99 responding employers in the 12 months to August 2024, of whom 53% were recruiting or had recruited in the past month. Of these recruiting businesses, 40% had difficulty recruiting. By comparison, 48% of employers were recruiting in Rest of Victoria over the same period, of whom 59% had difficulty recruiting.

Employers in Bendigo were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Lack of applicants
- Applicants lack experience.

A chart showing reasons for recruitment for Bendigo and Rest of Victoria is included to the right.
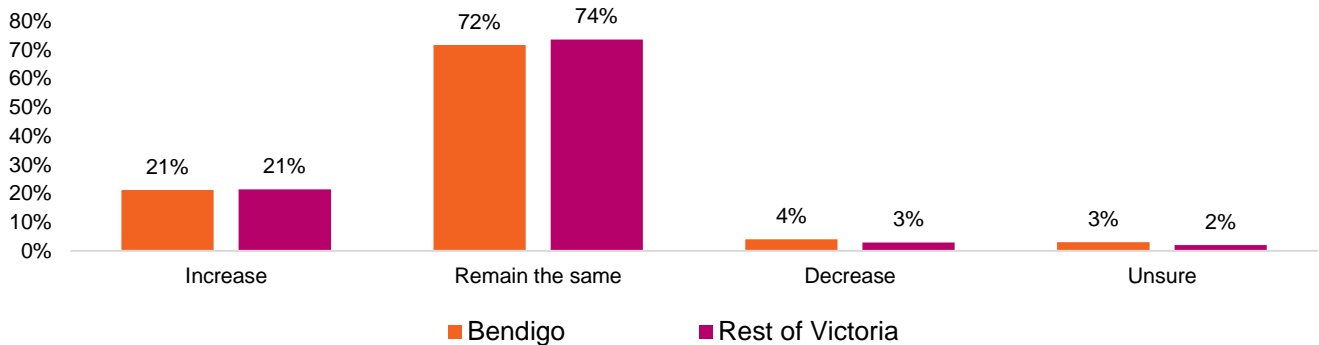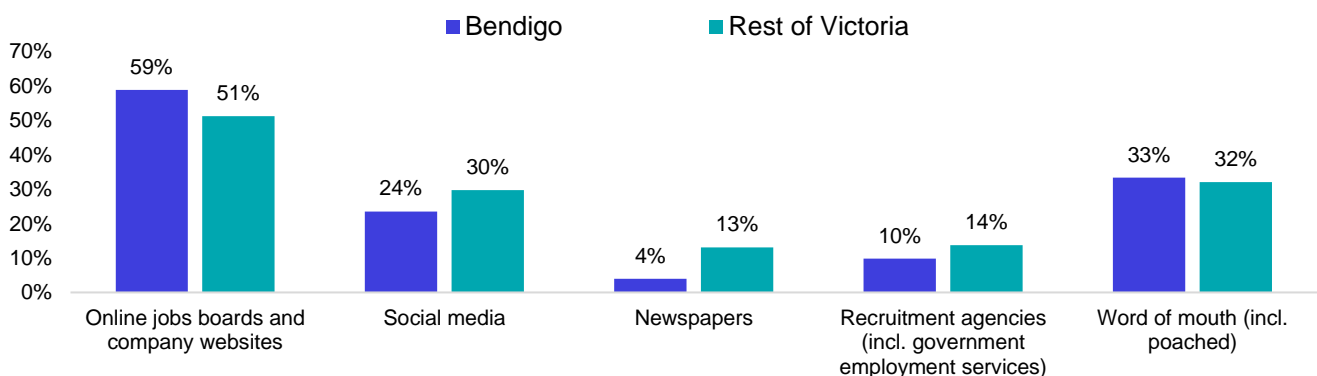
Reasons for recruitment

	Bendigo	Rest of Victoria
Newly created positions only	29%	31%
Both newly created positions and turnover	19%	14%
Positions due to turnover only	52%	55%

Staffing outlook for coming months
proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Bendigo	21%	72%	4%	3%
Rest of Victoria	21%	74%	3%	2%

Recruitment methods
proportion of employers who were recruiting

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Bendigo	59%	24%	4%	10%	33%
Rest of Victoria	51%	30%	13%	14%	32%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for Bendigo, while weighted data are used for Rest of Victoria. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

Gippsland

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Gippsland ER, September 2024

Job advertisement count

2,165

seasonally adjusted count

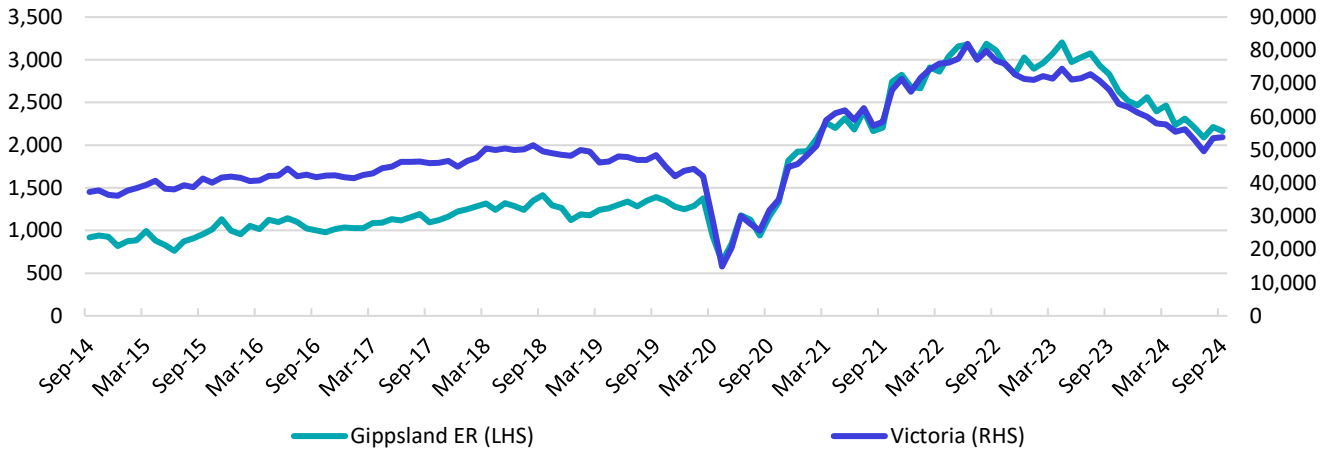**Change over the month**

↓ -2.1%

(or -48 job advertisements)

Change since Sep-23

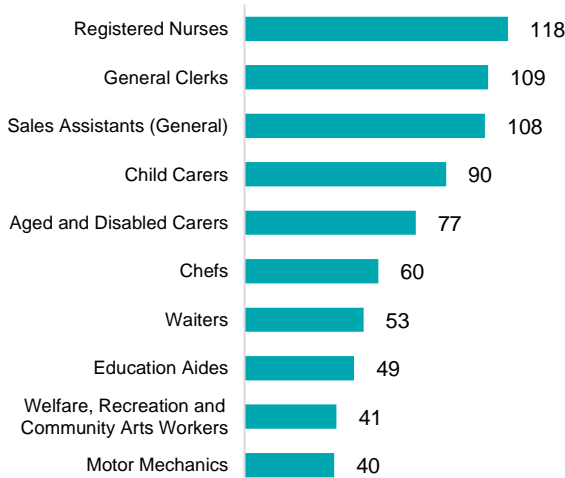↓ -23.4%

(or -663 job advertisements)

Number of online job advertisements over the ten years to September 2024

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
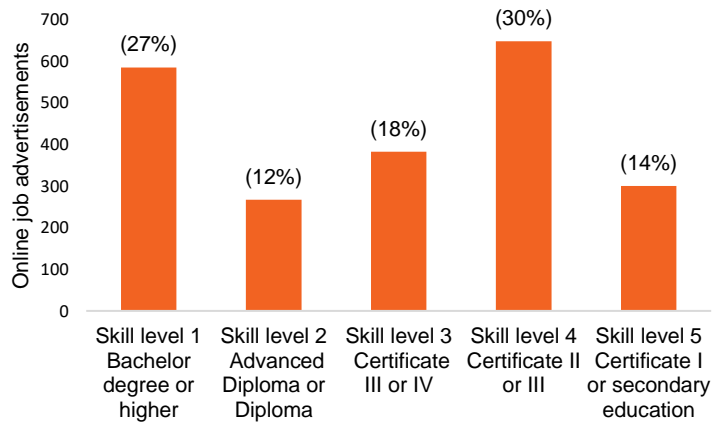
Top 10 occupations recruited for

Number of job ads online

Occupation	Number
Registered Nurses	118
General Clerks	109
Sales Assistants (General)	108
Child Carers	90
Aged and Disabled Carers	77
Chefs	60
Waiters	53
Education Aides	49
Welfare, Recreation and Community Arts Workers	41
Motor Mechanics	40

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(27%)
Skill level 2 Advanced Diploma or Diploma	(12%)
Skill level 3 Certificate III or IV	(18%)
Skill level 4 Certificate II or III	(30%)
Skill level 5 Certificate I or secondary education	(14%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey
Gippsland

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.
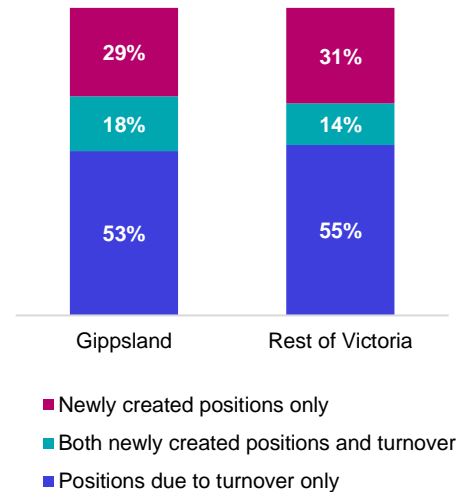
Recruitment activity and experiences

In Gippsland, there were 160 responding employers in the 12 months to August 2024, of whom 46% were recruiting or had recruited in the past month. Of these recruiting businesses, 49% had difficulty recruiting. By comparison, 48% of employers were recruiting in Rest of Victoria over the same period, of whom 59% had difficulty recruiting.

Employers in Gippsland were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Location, eg remote or regional
- Undesirable working conditions/hours
- Lack of applicants.

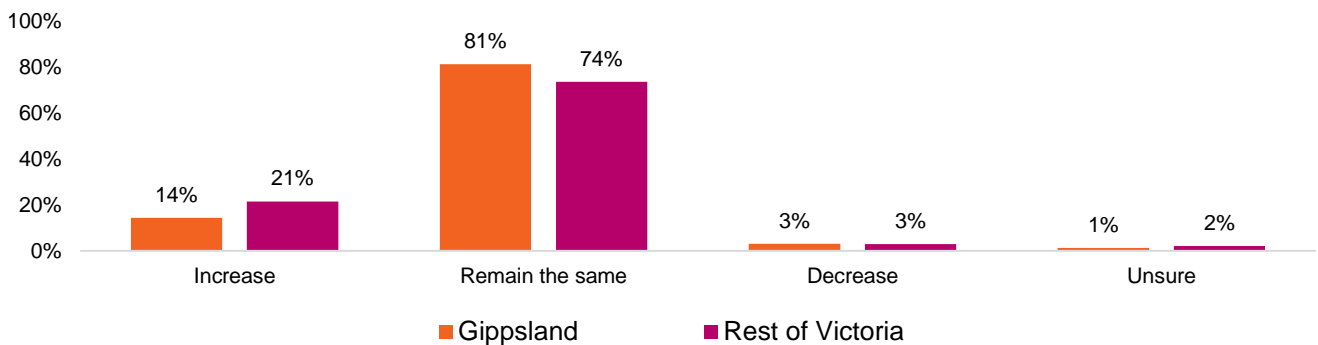A chart showing reasons for recruitment for Gippsland and Rest of Victoria is included to the right.
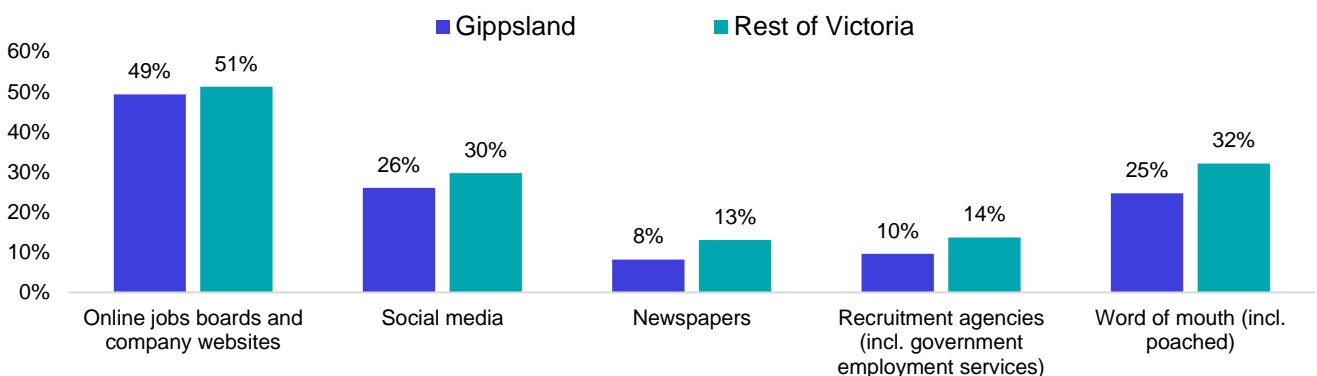
Reasons for recruitment

	Gippsland	Rest of Victoria
Newly created positions only	29%	31%
Both newly created positions and turnover	18%	14%
Positions due to turnover only	53%	55%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months
proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Gippsland	14%	81%	3%	1%
Rest of Victoria	21%	74%	3%	2%

■ Gippsland ■ Rest of Victoria

Recruitment methods
proportion of employers who were recruiting

■ Gippsland ■ Rest of Victoria

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Gippsland	49%	26%	8%	10%	25%
Rest of Victoria	51%	30%	13%	14%	32%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for Gippsland, while weighted data are used for Rest of Victoria. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

Recruitment trends and employers' needs: Regional Snapshot update

Goulburn/Murray

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Goulburn/Murray ER, September 2024

Job advertisement count
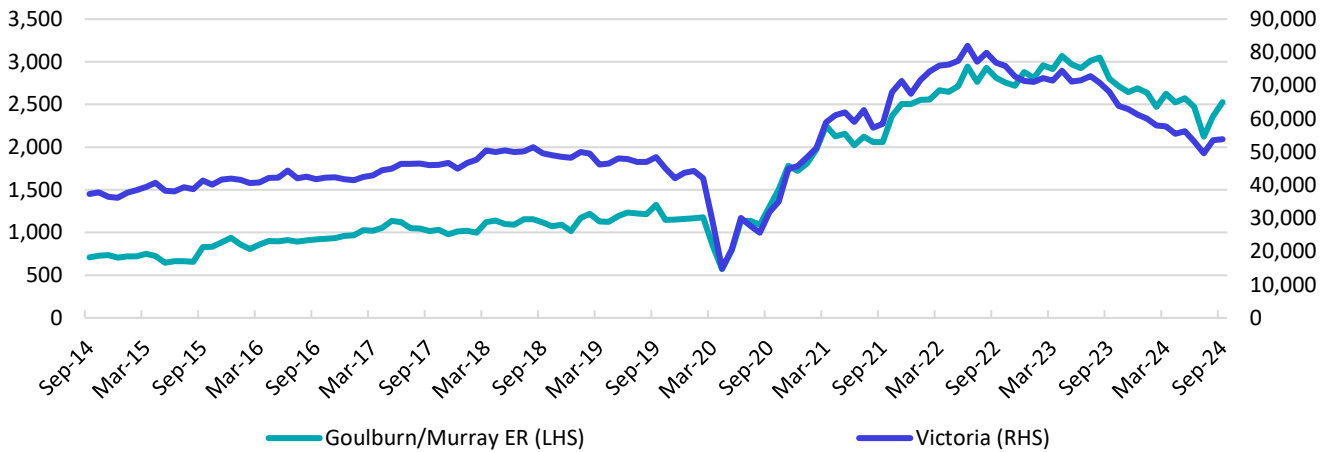
2,529

seasonally adjusted count

Change over the month

↑ 7.1%

(or 168 job advertisements)

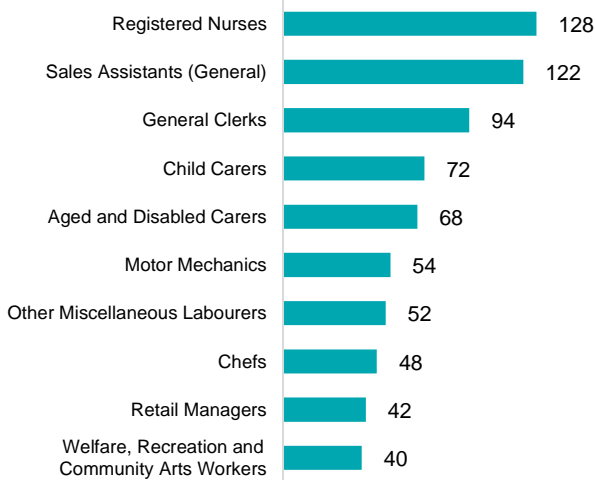**Change since Sep-23**

↓ -9.7%

(or -271 job advertisements)

Number of online job advertisements over the ten years to September 2024

Goulburn/Murray ER (LHS)　　Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
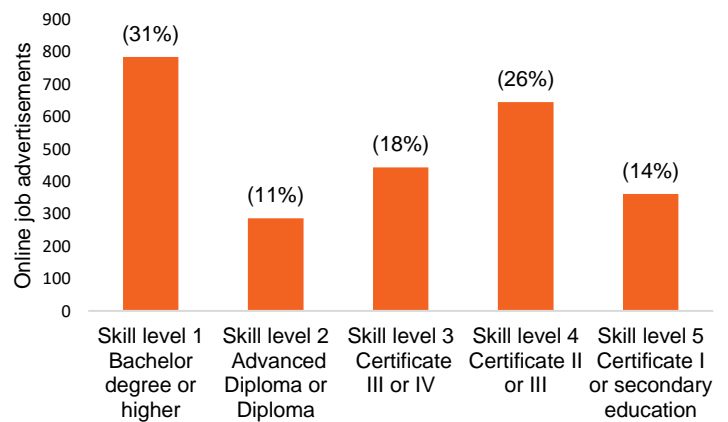
Top 10 occupations recruited for

Number of job ads online

Occupation	Count
Registered Nurses	128
Sales Assistants (General)	122
General Clerks	94
Child Carers	72
Aged and Disabled Carers	68
Motor Mechanics	54
Other Miscellaneous Labourers	52
Chefs	48
Retail Managers	42
Welfare, Recreation and Community Arts Workers	40

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(31%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(18%)
Skill level 4 Certificate II or III	(26%)
Skill level 5 Certificate I or secondary education	(14%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey

Goulburn/Murray

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.
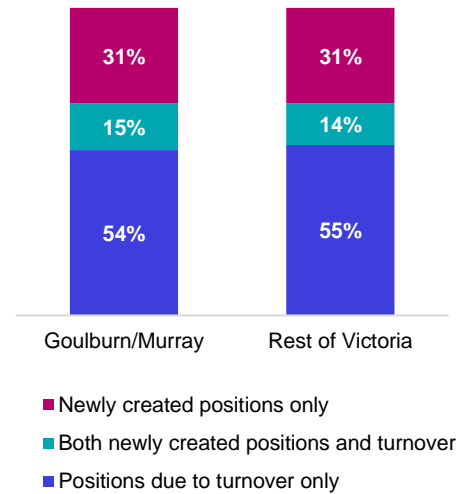
Recruitment activity and experiences

In Goulburn/Murray, there were 289 responding employers in the 12 months to August 2024, of whom 50% were recruiting or had recruited in the past month. Of these recruiting businesses, 62% had difficulty recruiting. By comparison, 48% of employers were recruiting in Rest of Victoria over the same period, of whom 59% had difficulty recruiting.

Employers in Goulburn/Murray were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Lack of applicants
- Undesirable working conditions/hours
- Applicants lack technical skills.

A chart showing reasons for recruitment for Goulburn/Murray and Rest of Victoria is included to the right.
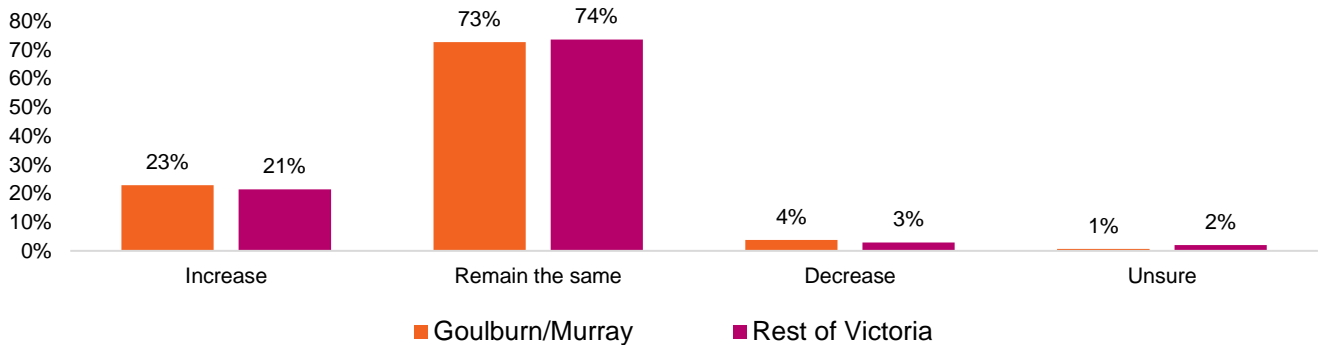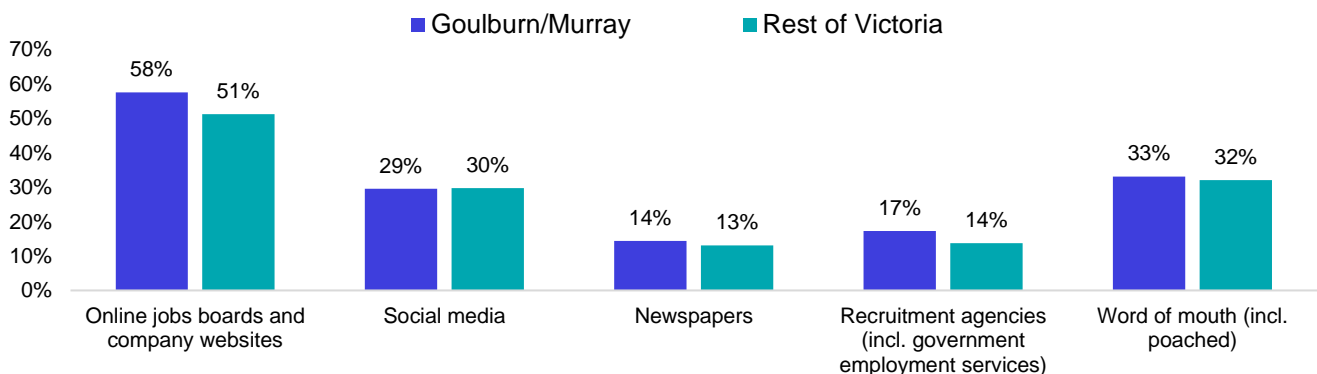
Reasons for recruitment

	Goulburn/Murray	Rest of Victoria
Newly created positions only	31%	31%
Both newly created positions and turnover	15%	14%
Positions due to turnover only	54%	55%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Goulburn/Murray	23%	73%	4%	1%
Rest of Victoria	21%	74%	3%	2%

■ Goulburn/Murray ■ Rest of Victoria

Recruitment methods

proportion of employers who were recruiting

■ Goulburn/Murray ■ Rest of Victoria

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Goulburn/Murray	58%	29%	14%	17%	33%
Rest of Victoria	51%	30%	13%	14%	32%

Note: employers can select multiple methods of recruitment.

Inner Metropolitan Melbourne

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Inner Metropolitan Melbourne ER, September 2024

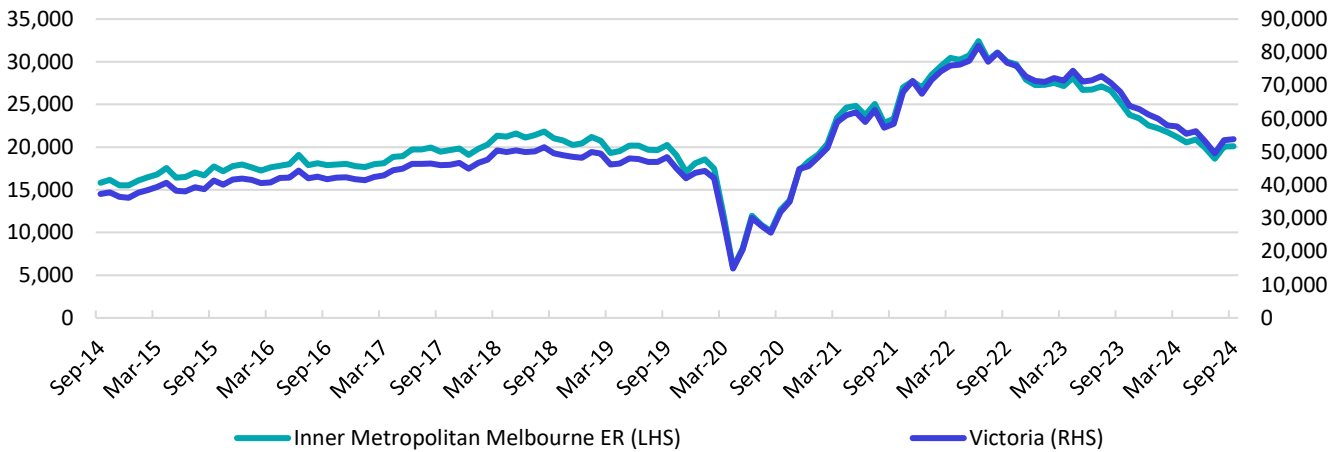| Job advertisement count	Change over the month	Change since Sep-23
20,103	↑ **0.3%**	↓ **-20.3%**
seasonally adjusted count	(or 54 job advertisements)	(or -5,119 job advertisements)

Number of online job advertisements over the ten years to September 2024

Inner Metropolitan Melbourne ER (LHS) ——— Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024

Top 10 occupations recruited for
Number of job ads online

Occupation	Number
Sales Assistants (General)	901
General Clerks	899
Advertising and Sales Managers	627
Registered Nurses	502
Software and Applications Programmers	477
Accountants	420
Waiters	384
Retail Managers	362
Construction Managers	336
Aged and Disabled Carers	299

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(39%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(26%)
Skill level 5 Certificate I or secondary education	(10%)
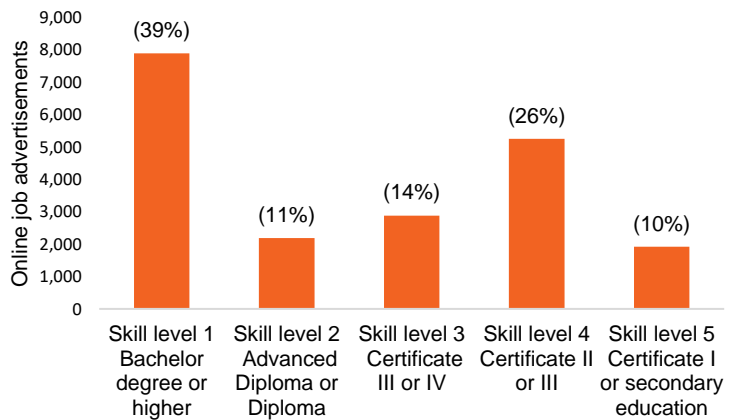
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey

Inner Metropolitan Melbourne

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.

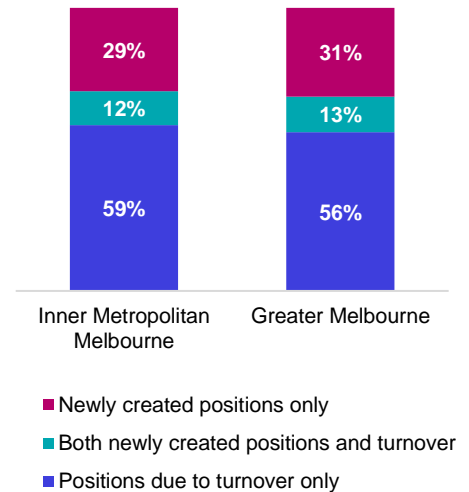## Recruitment activity and experiences

In Inner Metropolitan Melbourne, there were 519 responding employers in the 12 months to August 2024, of whom 42% were recruiting or had recruited in the past month. Of these recruiting businesses, 46% had difficulty recruiting. By comparison, 43% of employers were recruiting in Greater Melbourne over the same period, of whom 52% had difficulty recruiting.

Employers in Inner Metropolitan Melbourne were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Applicants lack experience
- Applicants lack technical skills
- Undesirable working conditions/hours.

A chart showing reasons for recruitment for Inner Metropolitan Melbourne and Greater Melbourne is included to the right.
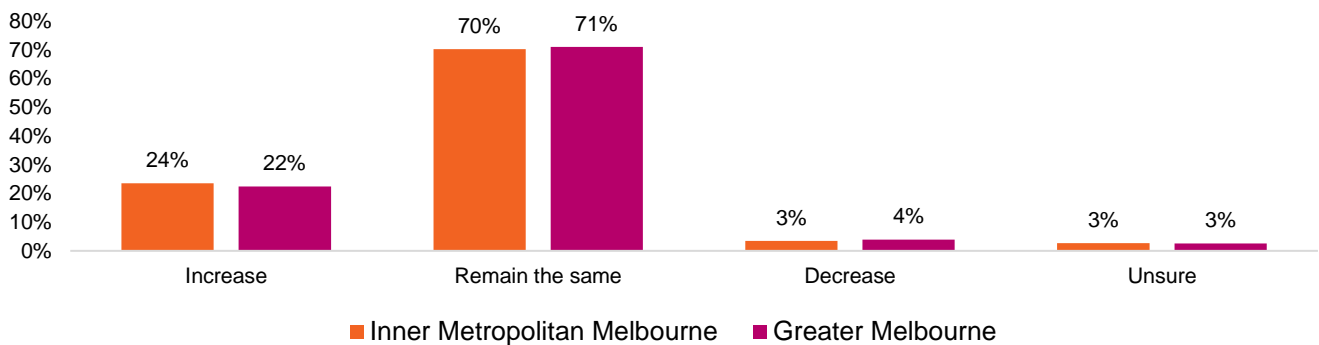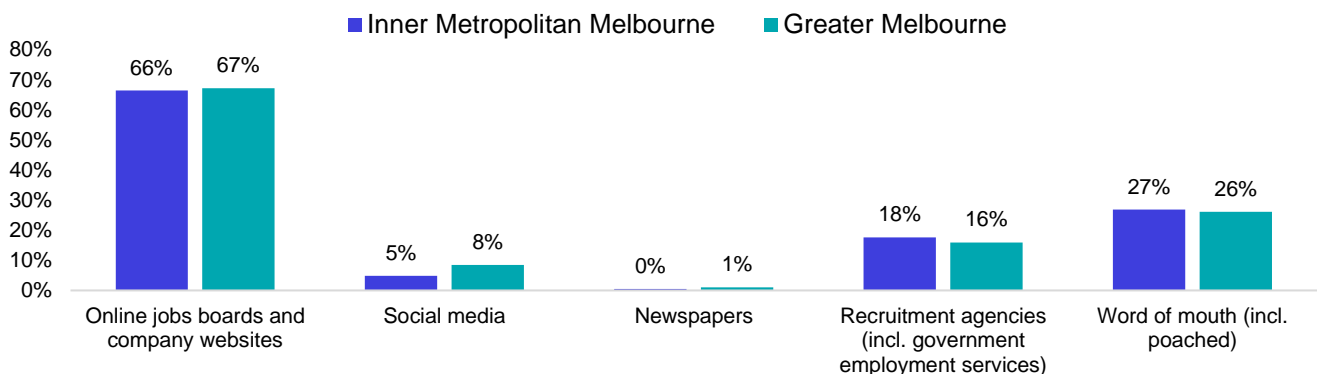
Reasons for recruitment

	Inner Metropolitan Melbourne	Greater Melbourne
Newly created positions only	29%	31%
Both newly created positions and turnover	12%	13%
Positions due to turnover only	59%	56%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Inner Metropolitan Melbourne	24%	70%	3%	3%
Greater Melbourne	22%	71%	4%	3%

■ Inner Metropolitan Melbourne ■ Greater Melbourne

Recruitment methods

proportion of employers who were recruiting

■ Inner Metropolitan Melbourne ■ Greater Melbourne

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Inner Metropolitan Melbourne	66%	5%	0%	18%	27%
Greater Melbourne	67%	8%	1%	16%	26%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for Inner Metropolitan Melbourne, while weighted data are used for Greater Melbourne. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

Recruitment trends and employers' needs: Regional Snapshot update

North Eastern Melbourne

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, North Eastern Melbourne ER, September 2024

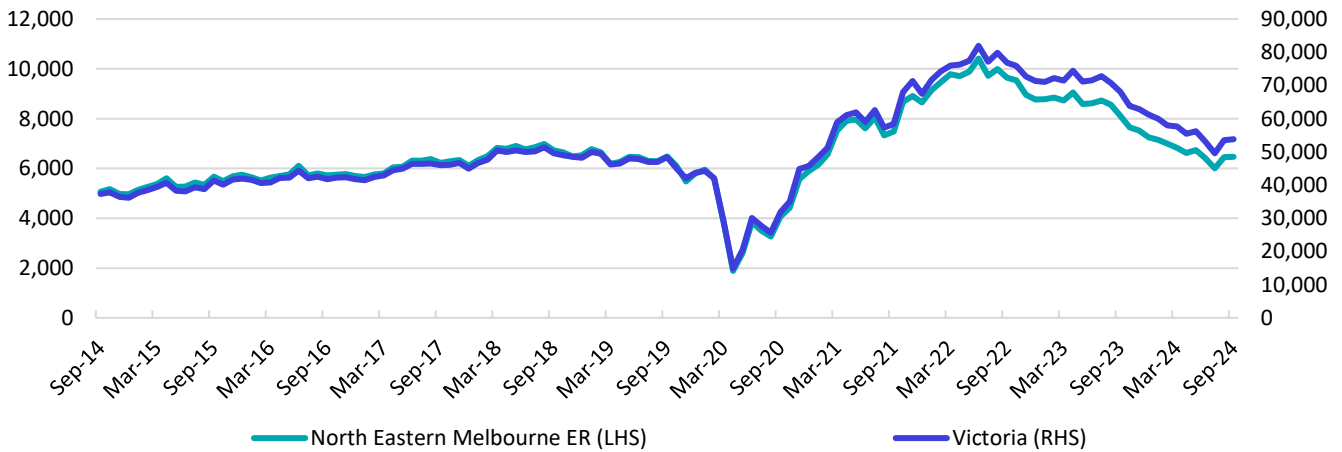| Job advertisement count	Change over the month	Change since Sep-23
6,474	↑ **0.3%**	↓ **-20.2%**
seasonally adjusted count	(or 20 job advertisements)	(or -1,642 job advertisements)

Number of online job advertisements over the ten years to September 2024

Legend: North Eastern Melbourne ER (LHS) — Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
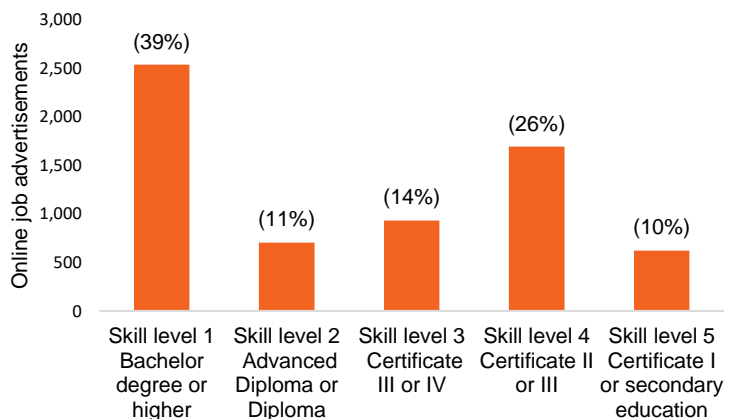
Top 10 occupations recruited for
Number of job ads online

Occupation	Number
Sales Assistants (General)	290
General Clerks	289
Advertising and Sales Managers	200
Registered Nurses	164
Software and Applications Programmers	152
Accountants	134
Waiters	124
Retail Managers	117
Construction Managers	108
Aged and Disabled Carers	98

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(39%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(26%)
Skill level 5 Certificate I or secondary education	(10%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey

North Eastern Melbourne

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.

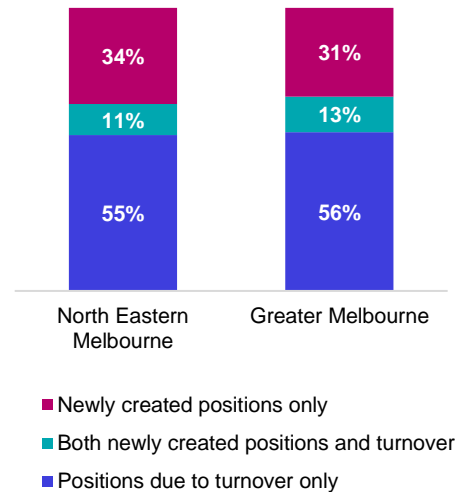## Recruitment activity and experiences

In North Eastern Melbourne, there were 347 responding employers in the 12 months to August 2024, of whom 43% were recruiting or had recruited in the past month. Of these recruiting businesses, 58% had difficulty recruiting. By comparison, 43% of employers were recruiting in Greater Melbourne over the same period, of whom 52% had difficulty recruiting.

Employers in North Eastern Melbourne were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Applicants lack technical skills
- Applicants lack experience
- Undesirable working conditions/hours.

A chart showing reasons for recruitment for North Eastern Melbourne and Greater Melbourne is included to the right.
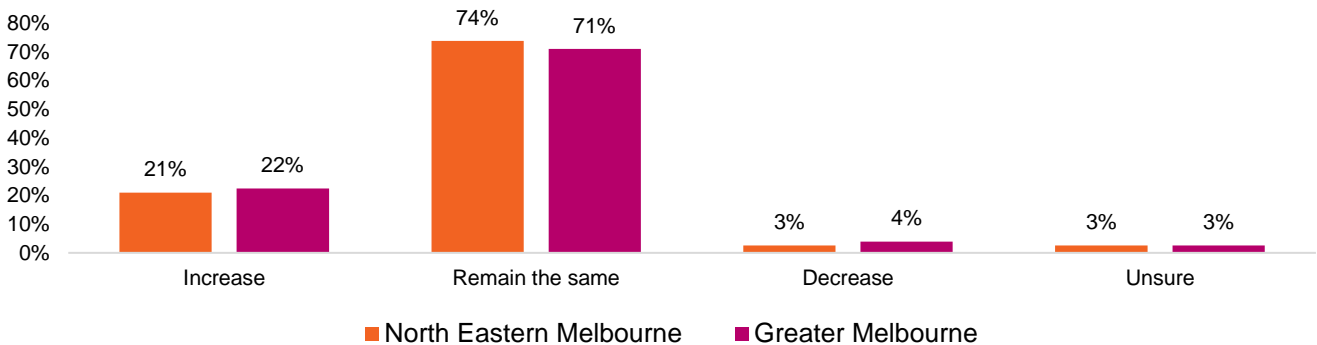
Reasons for recruitment

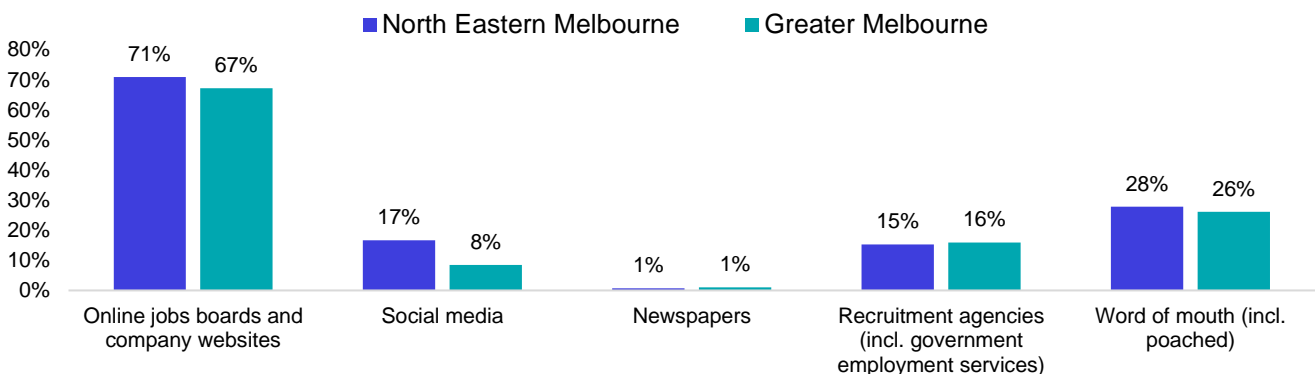|	North Eastern Melbourne	Greater Melbourne
Newly created positions only	34%	31%
Both newly created positions and turnover	11%	13%
Positions due to turnover only	55%	56%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
North Eastern Melbourne	21%	74%	3%	3%
Greater Melbourne	22%	71%	4%	3%

- ■ North Eastern Melbourne
- ■ Greater Melbourne

Recruitment methods

proportion of employers who were recruiting

- ■ North Eastern Melbourne
- ■ Greater Melbourne

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
North Eastern Melbourne	71%	17%	1%	15%	28%
Greater Melbourne	67%	8%	1%	16%	26%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for North Eastern Melbourne, while weighted data are used for Greater Melbourne. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

North Western Melbourne

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, North Western Melbourne ER, September 2024

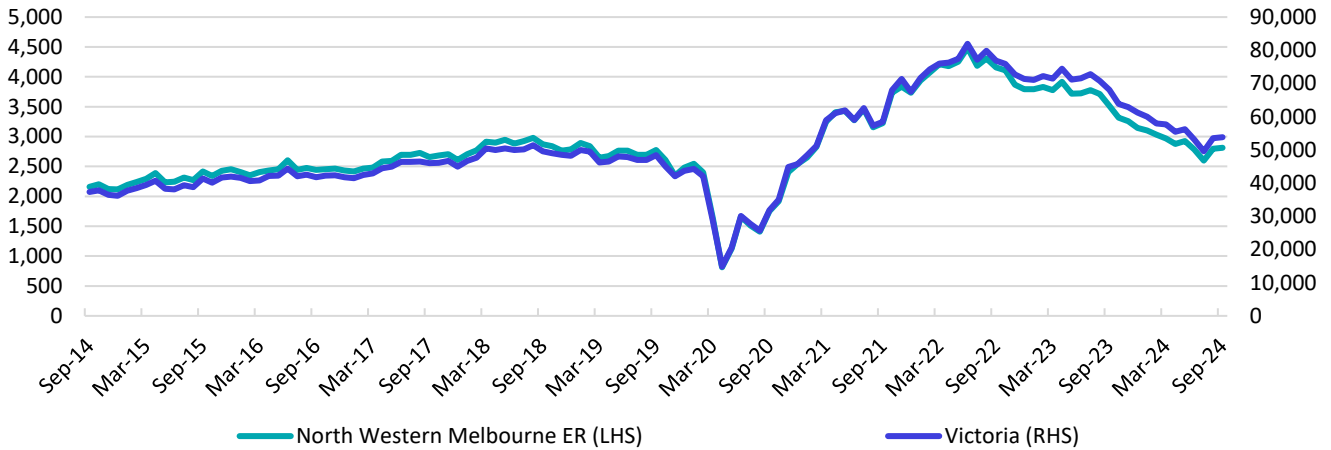| Job advertisement count	Change over the month	Change since Sep-23
2,814	**↑ 0.5%**	**↓ -19.9%**
seasonally adjusted count	(or 15 job advertisements)	(or -699 job advertisements)

Number of online job advertisements over the ten years to September 2024

Legend: North Western Melbourne ER (LHS) — Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
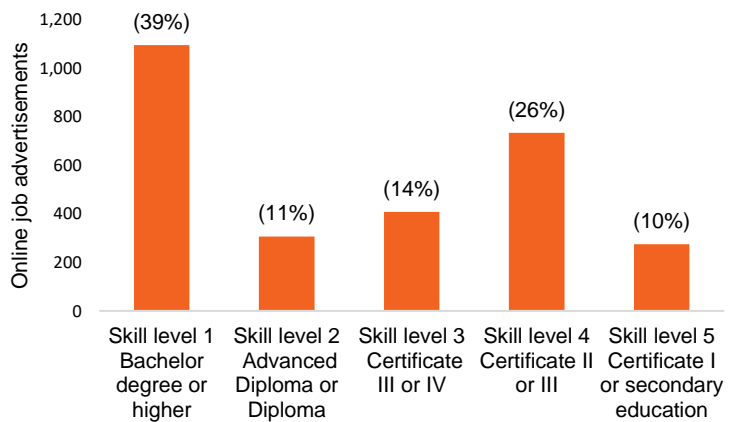
Top 10 occupations recruited for
Number of job ads online

Occupation	Number
Sales Assistants (General)	126
General Clerks	125
Advertising and Sales Managers	85
Registered Nurses	73
Software and Applications Programmers	64
Accountants	57
Waiters	53
Retail Managers	51
Construction Managers	46
Aged and Disabled Carers	43

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(39%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(26%)
Skill level 5 Certificate I or secondary education	(10%)
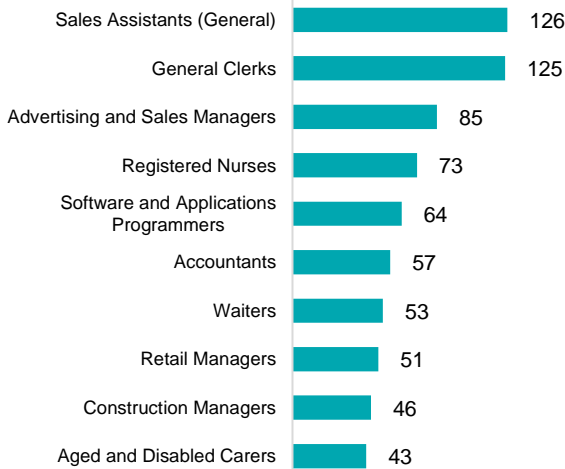
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey

North Western Melbourne

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.

Recruitment activity and experiences

In North Western Melbourne, there were 112 responding employers in the 12 months to August 2024, of whom 36% were recruiting or had recruited in the past month. Of these recruiting businesses, 54% had difficulty recruiting. By comparison, 43% of employers were recruiting in Greater Melbourne over the same period, of whom 52% had difficulty recruiting.
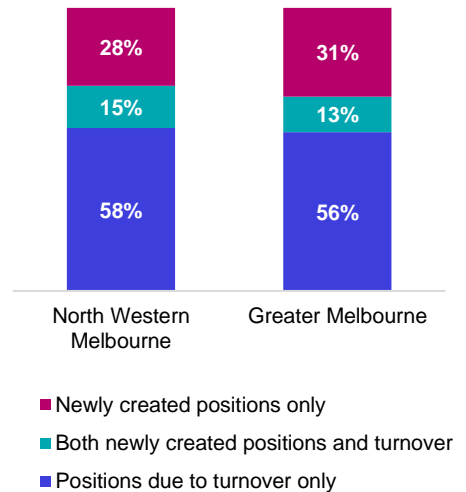
Employers in North Western Melbourne were most likely to report the following reasons for recruitment difficulty:

- Lack of suitable applicants
- Applicants lack experience
- Lack of applicants
- Undesirable working conditions/hours.

A chart showing reasons for recruitment for North Western Melbourne and Greater Melbourne is included to the right.

Note: employers can select multiple reasons for recruitment difficulty.
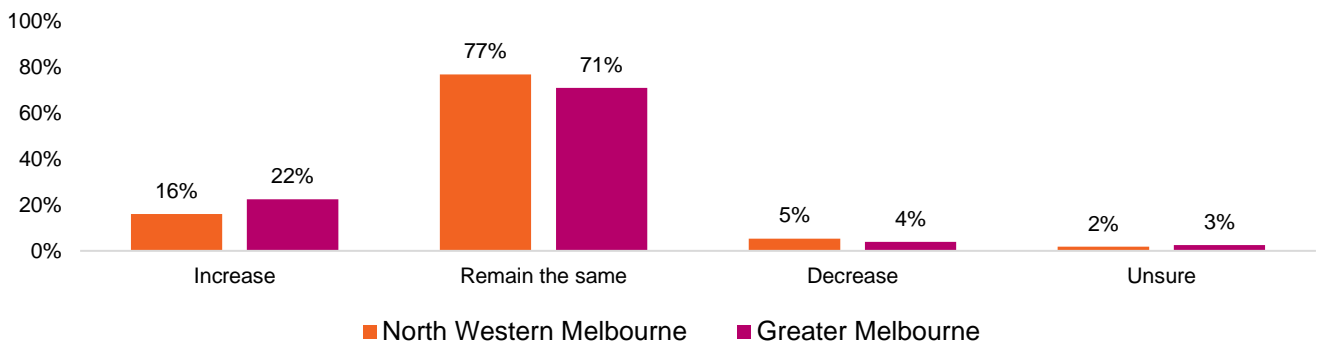
Reasons for recruitment

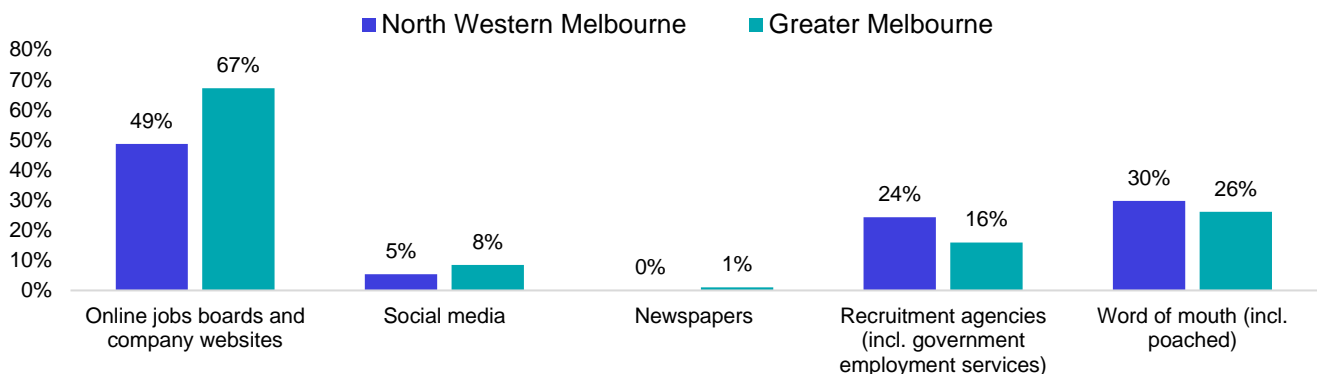North Western Melbourne: Newly created positions only 28%, Both newly created positions and turnover 15%, Positions due to turnover only 58%.
Greater Melbourne: Newly created positions only 31%, Both newly created positions and turnover 13%, Positions due to turnover only 56%.

- Newly created positions only
- Both newly created positions and turnover
- Positions due to turnover only

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
North Western Melbourne	16%	77%	5%	2%
Greater Melbourne	22%	71%	4%	3%

Recruitment methods

proportion of employers who were recruiting

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
North Western Melbourne	49%	5%	0%	24%	30%
Greater Melbourne	67%	8%	1%	16%	26%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for North Western Melbourne, while weighted data are used for Greater Melbourne. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

![Australian Government | Jobs and Skills Australia]

Recruitment trends and employers' needs: Regional Snapshot update

South Coast of Victoria

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, South Coast of Victoria ER, September 2024

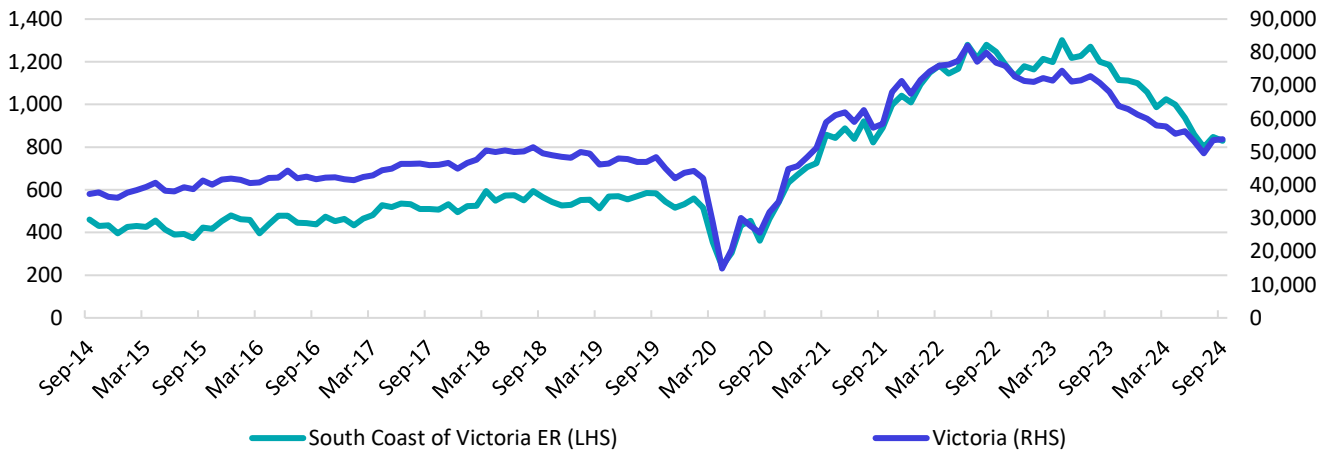| Job advertisement count	Change over the month	Change since Sep-23
830	↓ -2.0%	↓ -29.9%
seasonally adjusted count	(or -17 job advertisements)	(or -355 job advertisements)

Number of online job advertisements over the ten years to September 2024

— South Coast of Victoria ER (LHS) — Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
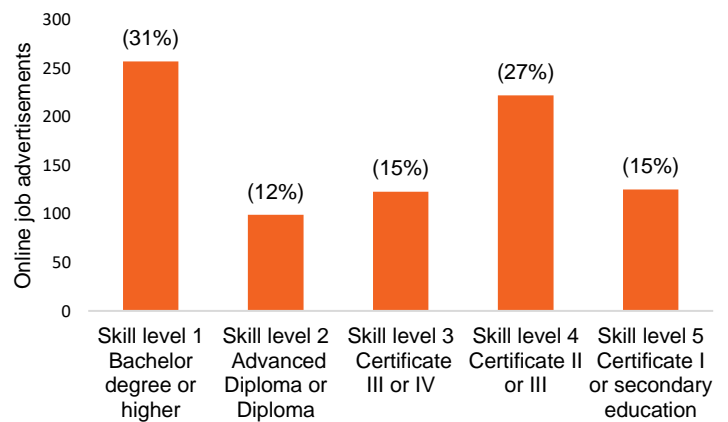
Top 10 occupations recruited for
Number of job ads online

Occupation	Number
Registered Nurses	56
Sales Assistants (General)	47
General Clerks	46
Child Carers	21
Aged and Disabled Carers	17
Welfare, Recreation and Community Arts Workers	16
Retail Managers	15
Chefs	14
Other Miscellaneous Labourers	14
Motor Mechanics	13

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

Skill level 1 Bachelor degree or higher (31%)
Skill level 2 Advanced Diploma or Diploma (12%)
Skill level 3 Certificate III or IV (15%)
Skill level 4 Certificate II or III (27%)
Skill level 5 Certificate I or secondary education (15%)
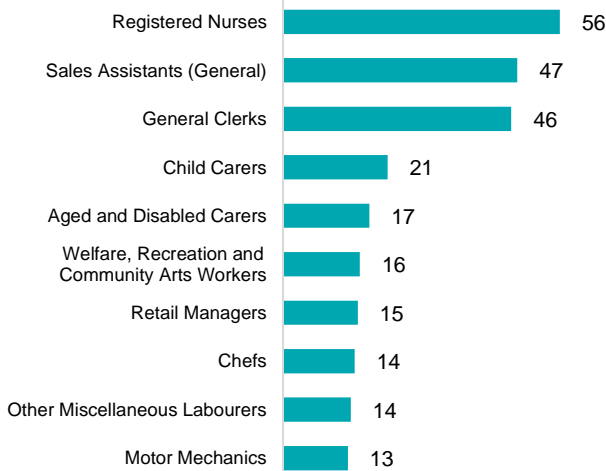
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey

South Coast of Victoria

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.

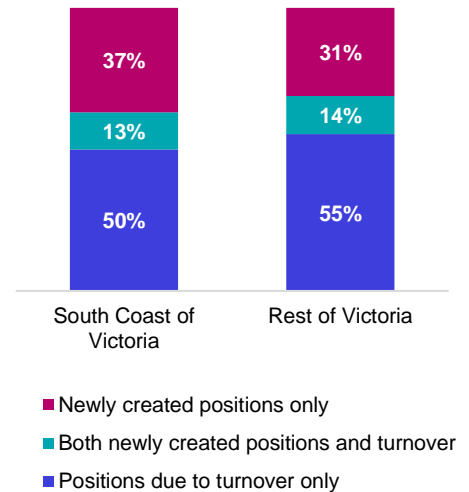## Recruitment activity and experiences

In South Coast of Victoria, there were 82 responding employers in the 12 months to August 2024, of whom 59% were recruiting or had recruited in the past month. Of these recruiting businesses, 71% had difficulty recruiting. By comparison, 48% of employers were recruiting in Rest of Victoria over the same period, of whom 59% had difficulty recruiting.

Employers in South Coast of Victoria were most likely to report the following reasons for recruitment difficulty:
- Lack of applicants
- Location, eg remote or regional
- Undesirable working conditions/hours
- Lack of suitable applicants.

A chart showing reasons for recruitment for South Coast of Victoria and Rest of Victoria is included to the right.
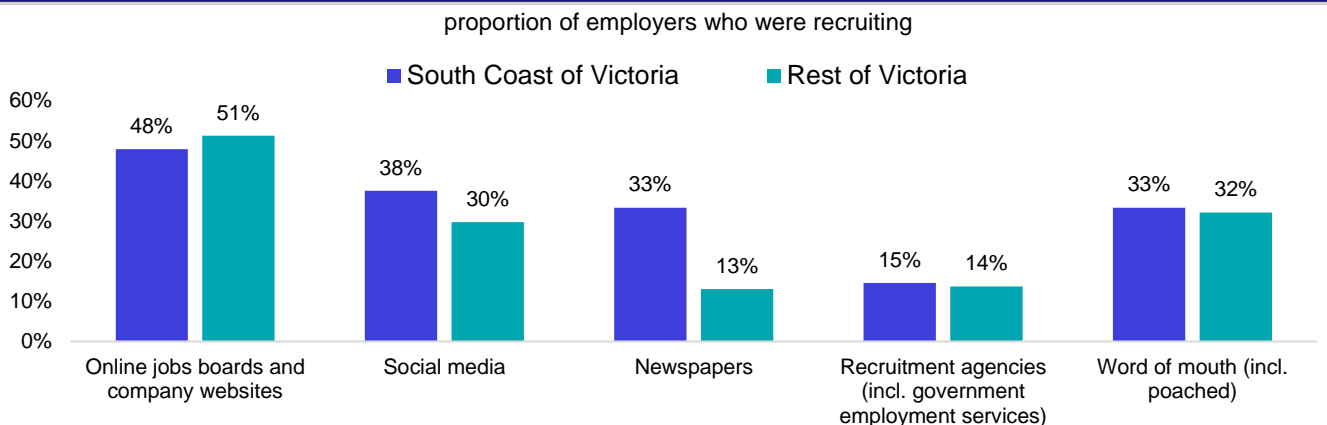
Reasons for recruitment

	South Coast of Victoria	Rest of Victoria
Newly created positions only	37%	31%
Both newly created positions and turnover	13%	14%
Positions due to turnover only	50%	55%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
South Coast of Victoria	30%	66%	2%	1%
Rest of Victoria	21%	74%	3%	2%

- ■ South Coast of Victoria
- ■ Rest of Victoria

Recruitment methods

proportion of employers who were recruiting

- ■ South Coast of Victoria
- ■ Rest of Victoria

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
South Coast of Victoria	48%	38%	33%	15%	33%
Rest of Victoria	51%	30%	13%	14%	32%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for South Coast of Victoria, while weighted data are used for Rest of Victoria. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

South Eastern Melbourne and Peninsula

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, South Eastern Melbourne and Peninsula ER, September 2024

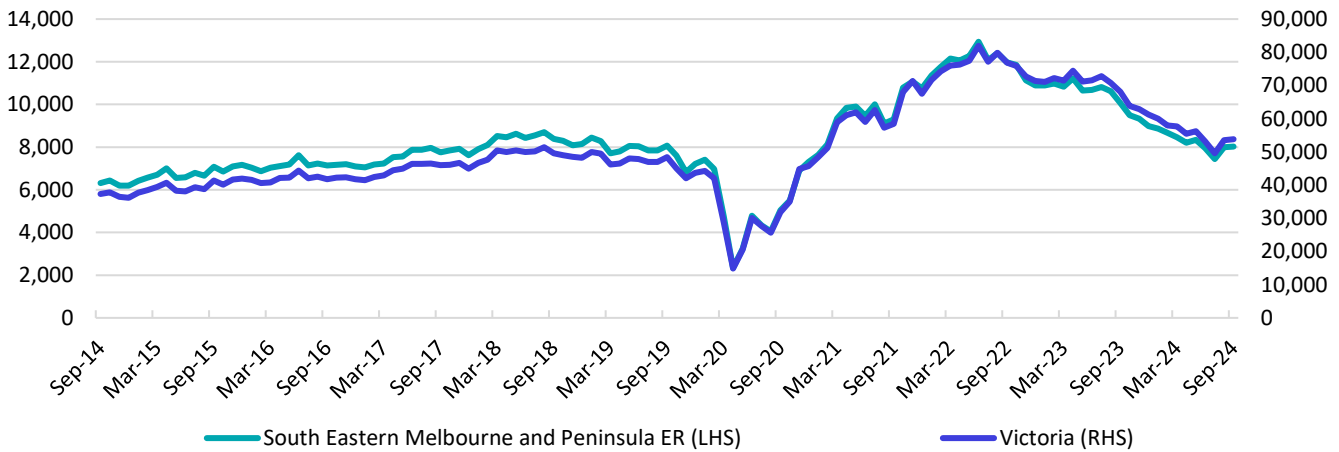| Job advertisement count	Change over the month	Change since Sep-23
8,022	↑ **0.3%**	↓ **-20.3%**
seasonally adjusted count	(or 22 job advertisements)	(or -2,043 job advertisements)

Number of online job advertisements over the ten years to September 2024

South Eastern Melbourne and Peninsula ER (LHS) — Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024

Top 10 occupations recruited for
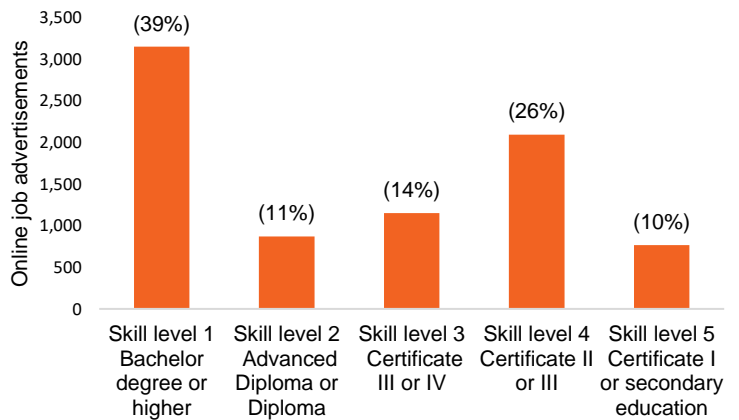Number of job ads online

Occupation	Count
Sales Assistants (General)	359
General Clerks	359
Advertising and Sales Managers	250
Registered Nurses	200
Software and Applications Programmers	190
Accountants	168
Waiters	153
Retail Managers	145
Construction Managers	134
Aged and Disabled Carers	120

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(39%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(26%)
Skill level 5 Certificate I or secondary education	(10%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey
South Eastern Melbourne and Peninsula

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.

Recruitment activity and experiences

In South Eastern Melbourne and Peninsula, there were 345 responding employers in the 12 months to August 2024, of whom 41% were recruiting or had recruited in the past month. Of these recruiting businesses, 49% had difficulty recruiting. By comparison, 43% of employers were recruiting in Greater Melbourne over the same period, of whom 52% had difficulty recruiting.

Employers in South Eastern Melbourne and Peninsula were most likely to report the following reasons for recruitment difficulty:
- Undesirable working conditions/hours
- Lack of suitable applicants
- Applicants lack technical skills
- Applicants lack experience.
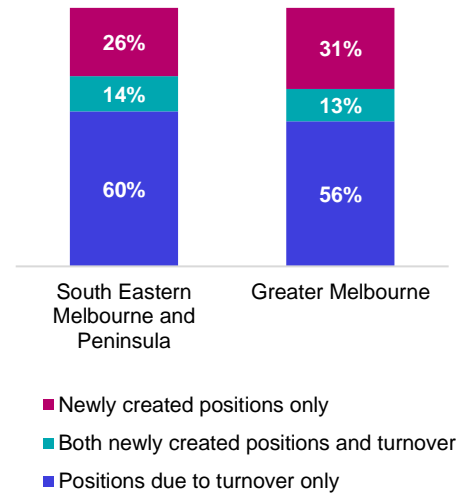
A chart showing reasons for recruitment for South Eastern Melbourne and Peninsula and Greater Melbourne is included to the right.

Reasons for recruitment

	South Eastern Melbourne and Peninsula	Greater Melbourne
Newly created positions only	26%	31%
Both newly created positions and turnover	14%	13%
Positions due to turnover only	60%	56%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months
proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
South Eastern Melbourne and Peninsula	21%	71%	5%	4%
	22%	71%	4%	3%

■ South Eastern Melbourne and Peninsula
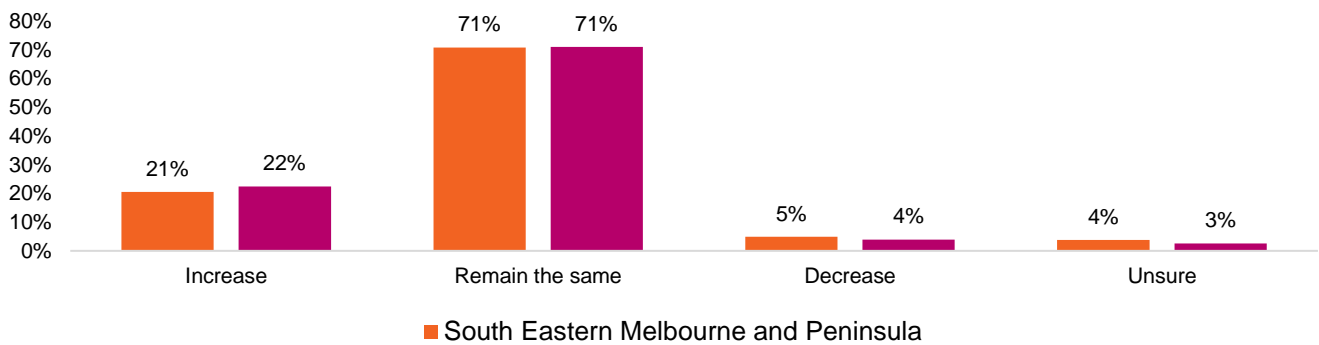
Recruitment methods
proportion of employers who were recruiting

■ South Eastern Melbourne and Peninsula
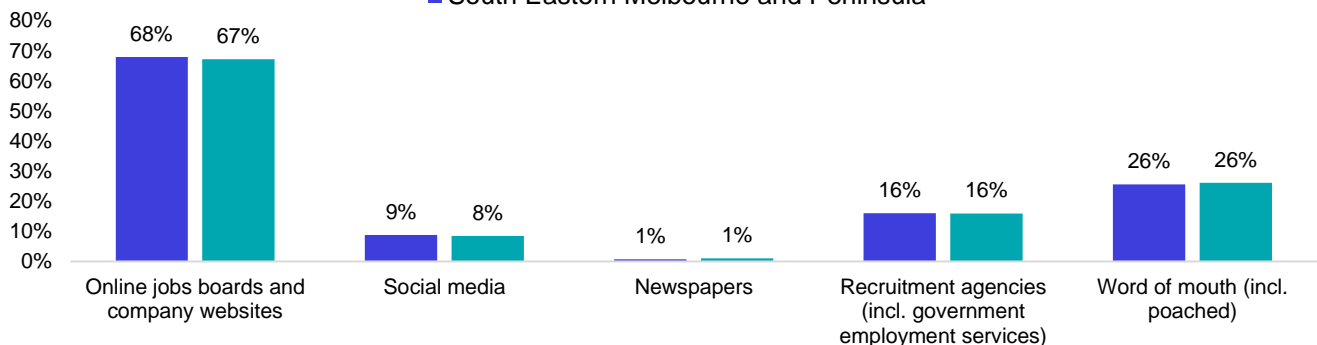
	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
	68%	9%	1%	16%	26%
	67%	8%	1%	16%	26%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for South Eastern Melbourne and Peninsula, while weighted data are used for Greater Melbourne. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

Australian Government | Jobs and Skills Australia

Western Melbourne

Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Western Melbourne ER, September 2024

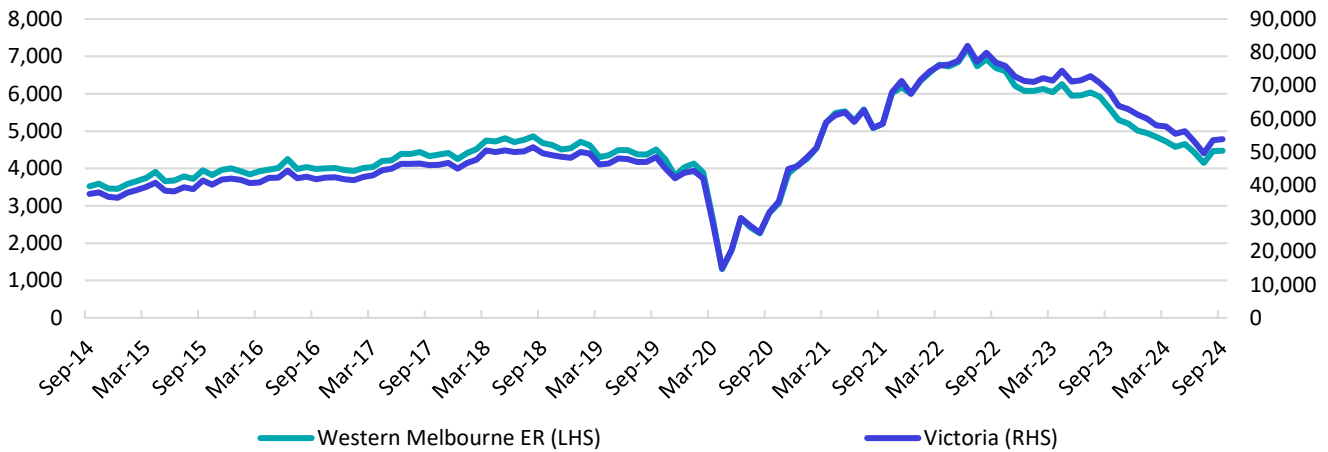| Job advertisement count	Change over the month	Change since Sep-23
4,476	↑ **0.3%**	↓ **-20.3%**
seasonally adjusted count	(or 12 job advertisements)	(or -1,140 job advertisements)

Number of online job advertisements over the ten years to September 2024

Western Melbourne ER (LHS) ——— Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
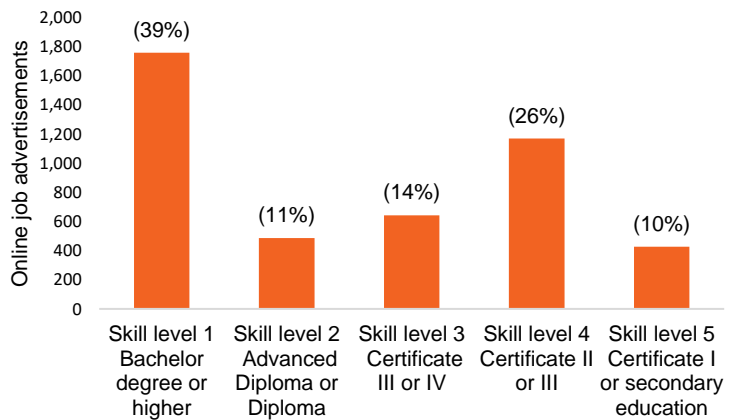
Top 10 occupations recruited for
Number of job ads online

Occupation	Count
Sales Assistants (General)	201
General Clerks	200
Advertising and Sales Managers	140
Registered Nurses	112
Software and Applications Programmers	106
Accountants	94
Waiters	85
Retail Managers	81
Construction Managers	75
Aged and Disabled Carers	67

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(39%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(26%)
Skill level 5 Certificate I or secondary education	(10%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey

Western Melbourne

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.

Recruitment activity and experiences

In Western Melbourne, there were 138 responding employers in the 12 months to August 2024, of whom 49% were recruiting or had recruited in the past month. Of these recruiting businesses, 54% had difficulty recruiting. By comparison, 43% of employers were recruiting in Greater Melbourne over the same period, of whom 52% had difficulty recruiting.
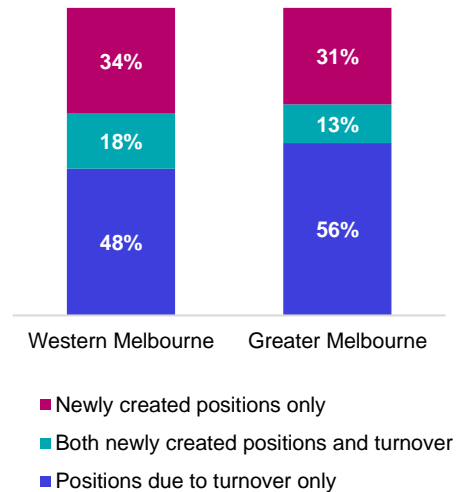
Employers in Western Melbourne were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Applicants lack technical skills
- Undesirable working conditions/hours
- Applicants lack experience.

A chart showing reasons for recruitment for Western Melbourne and Greater Melbourne is included to the right.

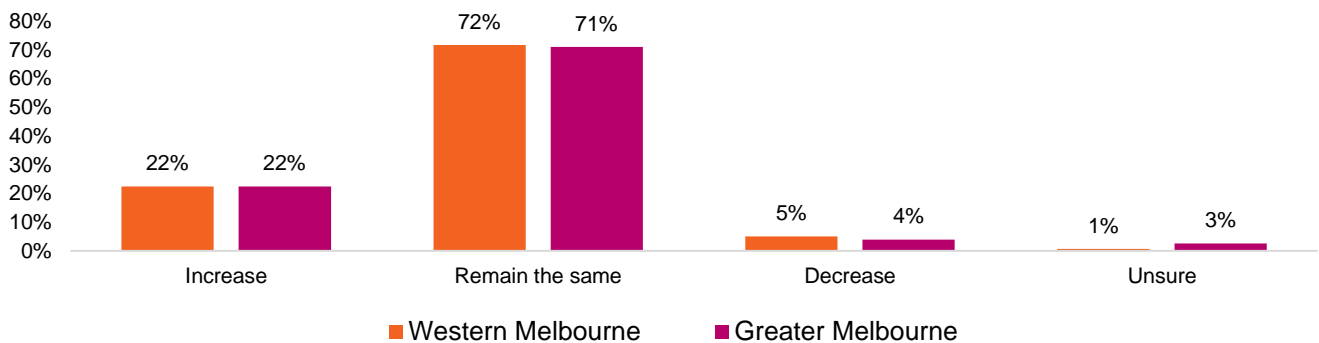Note: employers can select multiple reasons for recruitment difficulty.
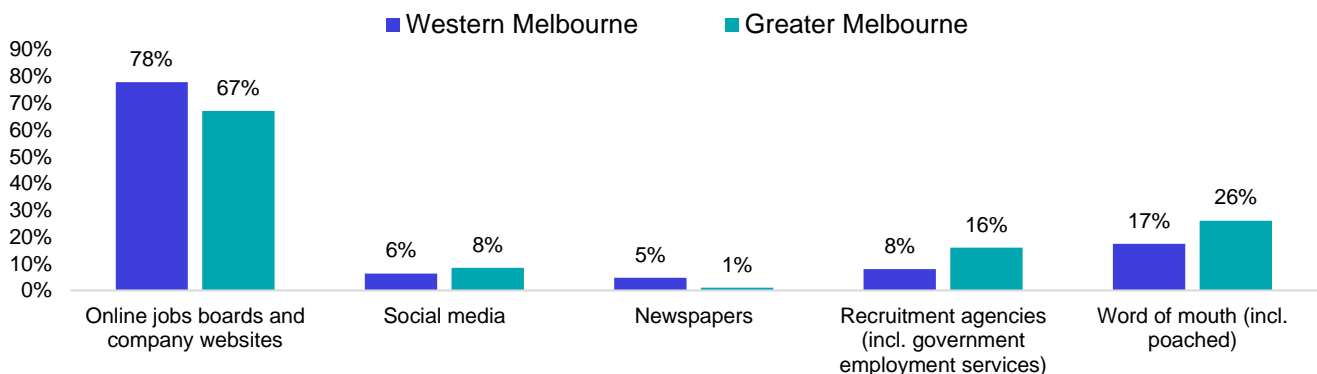
Reasons for recruitment

	Western Melbourne	Greater Melbourne
Newly created positions only	34%	31%
Both newly created positions and turnover	18%	13%
Positions due to turnover only	48%	56%

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Western Melbourne	22%	72%	5%	1%
Greater Melbourne	22%	71%	4%	3%

Recruitment methods

proportion of employers who were recruiting

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Western Melbourne	78%	6%	5%	8%	17%
Greater Melbourne	67%	8%	1%	16%	26%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for Western Melbourne, while weighted data are used for Greater Melbourne. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.

Recruitment trends and employers' needs: Regional Snapshot update

Wimmera Mallee
Release date: 24 October 2024

This snapshot provides information about trends in employers' recruitment experiences and future staffing outlook. Information on this page is sourced from the online job advertisements measured by the Internet Vacancy Index (IVI).

Internet vacancies, headline figures, Wimmera Mallee ER, September 2024

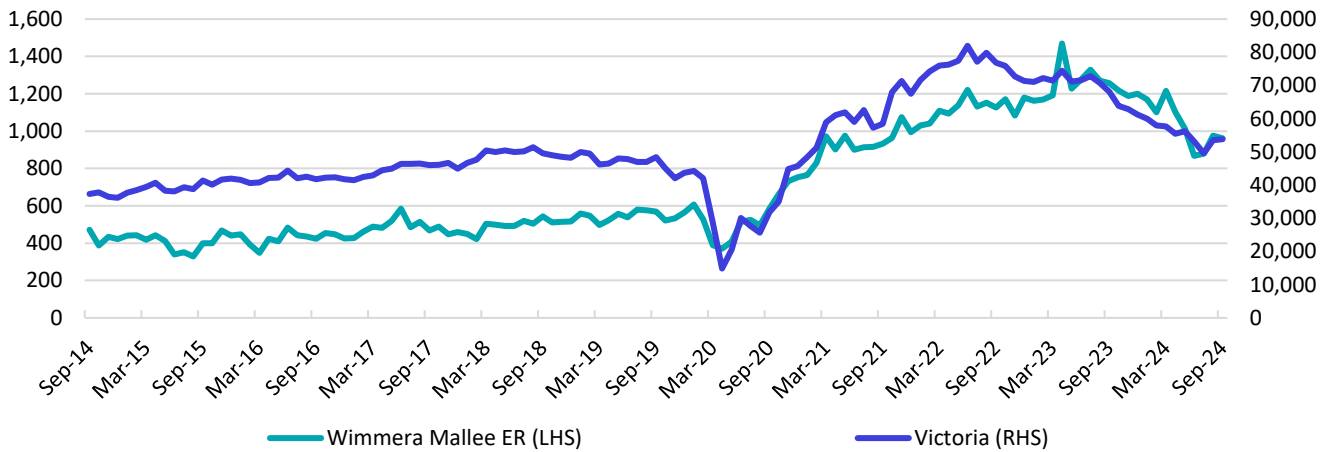| Job advertisement count	Change over the month	Change since Sep-23
961	↓ -1.5%	↓ -23.5%
seasonally adjusted count	(or -14 job advertisements)	(or -296 job advertisements)

Number of online job advertisements over the ten years to September 2024

Wimmera Mallee ER (LHS) Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, September 2024
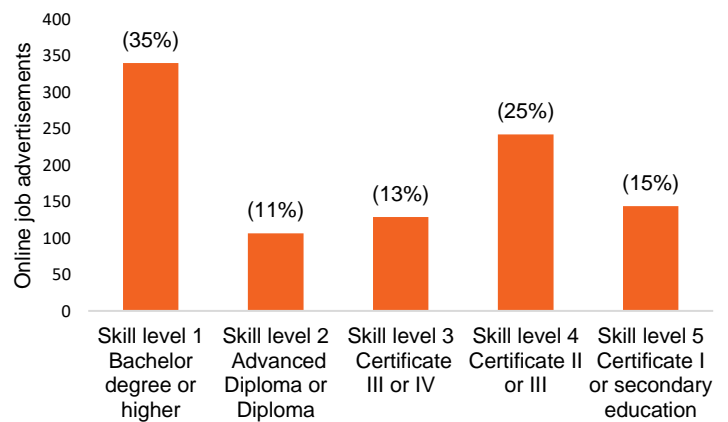
Top 10 occupations recruited for
Number of job ads online

Occupation	Count
Registered Nurses	91
Sales Assistants (General)	53
General Clerks	46
Aged and Disabled Carers	23
Child Carers	22
Welfare, Recreation and Community Arts Workers	21
Other Miscellaneous Labourers	20
Enrolled and Mothercraft Nurses	19
Truck Drivers	19
Nursing Support and Personal Care Workers	18

Source: JSA, Internet Vacancy Index, three month averages, Sep-2024

Job demand by skill level
Proportion of job ads

- Skill level 1 Bachelor degree or higher (35%)
- Skill level 2 Advanced Diploma or Diploma (11%)
- Skill level 3 Certificate III or IV (13%)
- Skill level 4 Certificate II or III (25%)
- Skill level 5 Certificate I or secondary education (15%)
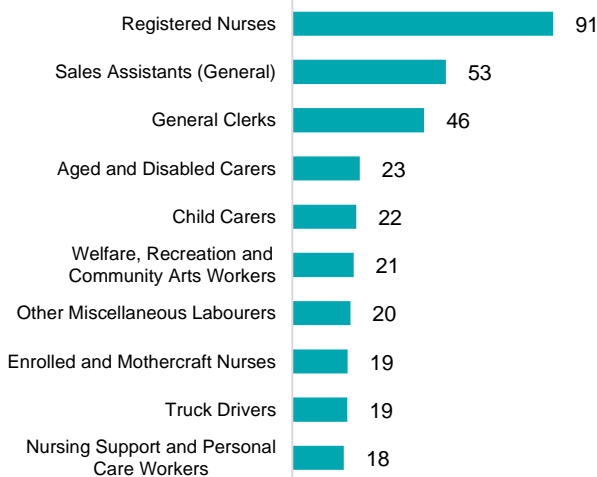
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Sep-2024

Insights from the Recruitment Experiences and Outlook Survey
Wimmera Mallee

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. The survey collects insights on a range of topics, including recruitment activity, recruitment difficulty and employers' future staffing expectations. Data are for the year to August 2024, unless otherwise indicated.
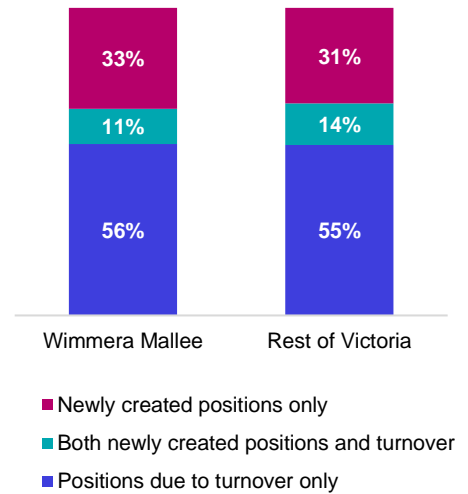
Recruitment activity and experiences

In Wimmera Mallee, there were 133 responding employers in the 12 months to August 2024, of whom 47% were recruiting or had recruited in the past month. Of these recruiting businesses, 81% had difficulty recruiting. By comparison, 48% of employers were recruiting in Rest of Victoria over the same period, of whom 59% had difficulty recruiting.

Employers in Wimmera Mallee were most likely to report the following reasons for recruitment difficulty:
- Location, eg remote or regional
- Lack of applicants
- Lack of suitable applicants
- Undesirable working conditions/hours.

A chart showing reasons for recruitment for Wimmera Mallee and Rest of Victoria is included to the right.
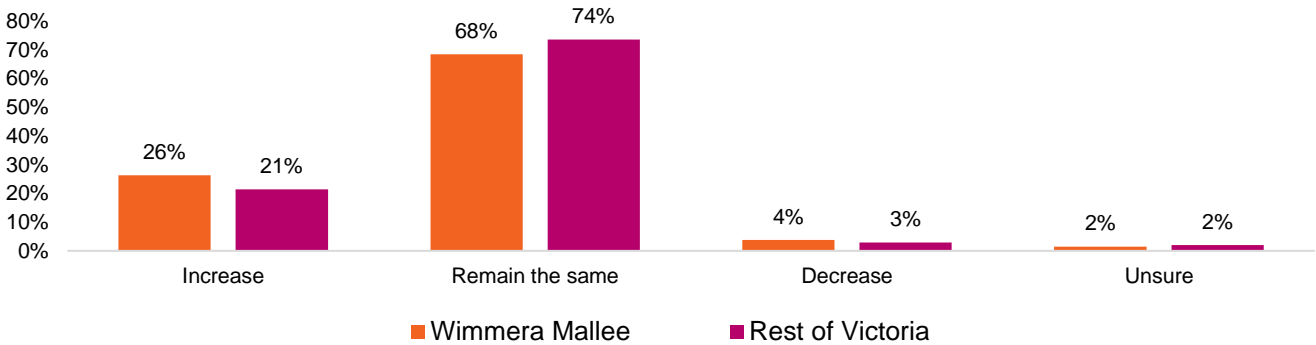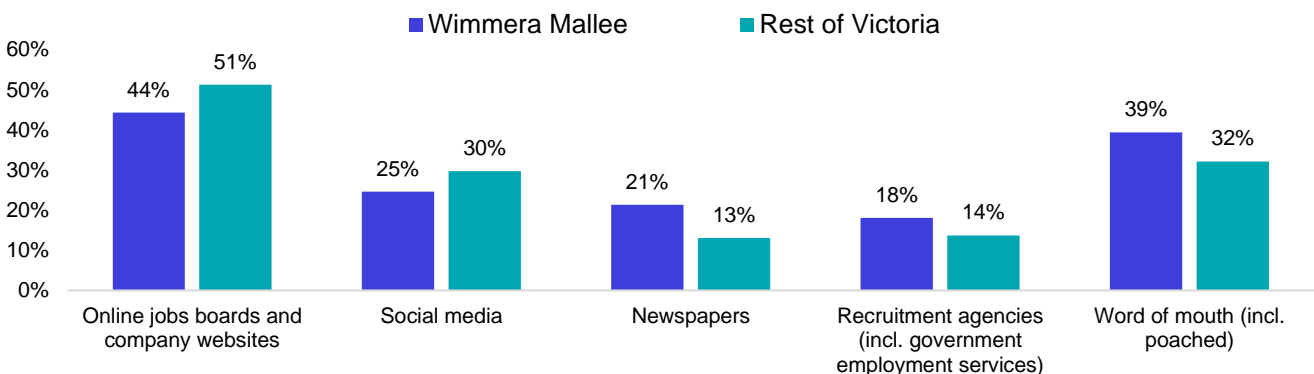
Reasons for recruitment

	Wimmera Mallee	Rest of Victoria
Newly created positions only	33%	31%
Both newly created positions and turnover	11%	14%
Positions due to turnover only	56%	55%

- Newly created positions only
- Both newly created positions and turnover
- Positions due to turnover only

Staffing outlook for coming months
proportion of employers
Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Wimmera Mallee	26%	68%	4%	2%
Rest of Victoria	21%	74%	3%	2%

■ Wimmera Mallee ■ Rest of Victoria

Recruitment methods
proportion of employers who were recruiting

■ Wimmera Mallee ■ Rest of Victoria

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Wimmera Mallee	44%	25%	21%	18%	39%
Rest of Victoria	51%	30%	13%	14%	32%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for regional data, caution should be exercised interpreting these results. Unweighted data are used for Wimmera Mallee, while weighted data are used for Rest of Victoria. Number of responses for each item varies depending on whether employers recruited or not. Reasons for recruitment difficulty data are only available for employers who have completed recruitment.