



REOS Recruitment Insights Report – January 2025

Jobs and Skills Australia surveys employers as part of the Recruitment Experiences and Outlook Survey (REOS) to find out their experiences recruiting staff, and whether they are expecting to increase staffing levels.

Due to the lower number surveyed employers each January (caused by operational reasons), this report and the associated datafile only presents data for the three key indicators at the national level. Additionally, due to the high degree of seasonal effects in January, where many employers delay recruiting until later in the year, the results for January 2025 should be interpreted with caution.

Key Findings

As is common, recruitment activity was subdued in January, with a large fall in the recruitment rate over the month to January 2025. This is likely to be influenced by many employers pausing recruitment in the period following the start of the new year. For employers that recruited, though, there was a rise in the recruitment difficulty rate over the month. There was also a slight rise in employer expectations to increase staffing levels in future months.

In smoothed terms, recruitment activity is trending down, while recruitment difficulty and expectations to increasing staffing levels have been generally flat over recent months.

Recruitment activity

In January 2025, the recruitment rate was 33%. This was 11 percentage points lower than last month. Compared with a year ago (January 2024), the recruitment rate has decreased by 15 percentage points.

Recruitment difficulty

The recruitment difficulty rate increased by 4 percentage points to 51% of recruiting employers in January 2025. Recruitment difficulty is currently 4 percentage points lower than it was a year ago.

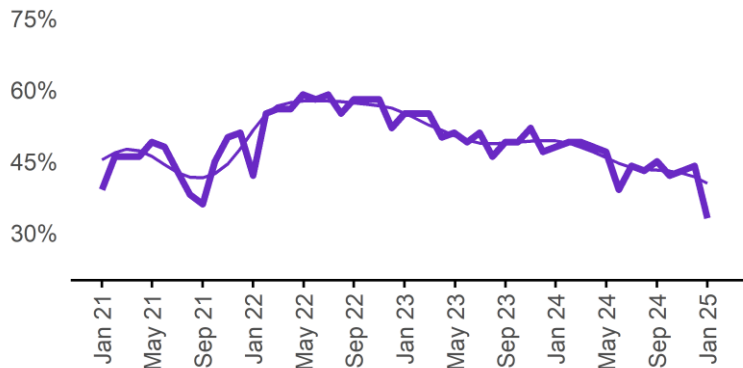
Staffing outlook: employers expecting to increase staff

Over the month, the proportion of employers expecting to increase their staffing numbers in the next three months increased by 1 percentage point to 20% of employers in January 2025. This was 4 percentage points lower than it was a year earlier.

REOS national indicators ¹

Recruitment rate

Proportion of employers currently recruiting or who recruited in the previous month.



33%

Monthly change:

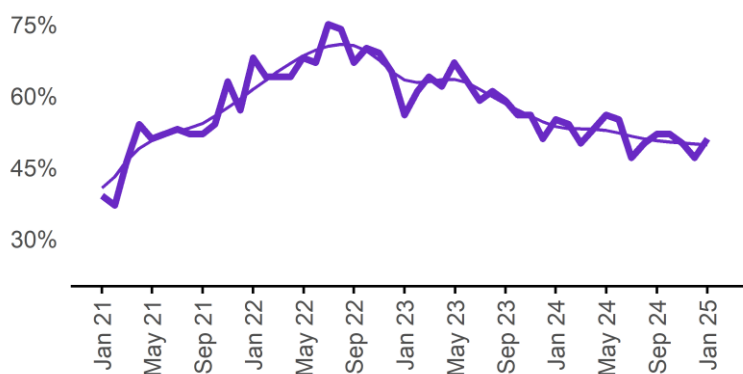
▼ 11%pts

Annual change:

▼ 15%pts

Recruitment difficulty rate

Proportion of recruiting employers who stated they had difficulty hiring staff.



51%

Monthly change:

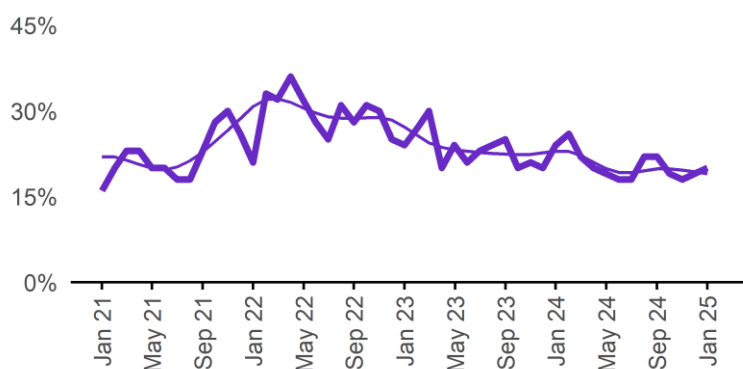
▲ 4%pts

Annual change:

▼ 4%pts

Expecting to increase staff

Proportion of employers who expected to increase staffing numbers over the next three months.



20%

Monthly change:

▲ 1%pt

Annual change:

▼ 4%pts

¹ A Henderson smoothed line has been included in the charts to reduce month to month volatility and illustrate long term patterns. See the explanatory note for more information.

Background

Jobs and Skills Australia (JSA) conducts the Recruitment Experiences and Outlook Survey (REOS), a telephone administered survey with the business owner or other person in the business responsible for recruitment. In most months, around 1,000 employers are surveyed each month, with data published on the [JSA website](#). While the data are indicative of recruitment activity, they may be subject to seasonal factors and other volatility and should therefore be used with a degree of caution. In addition, the survey is targeted towards employers with 5 or more employees and excludes many government organisations. Details of the survey methodology can be accessed from the [JSA website](#).

Smoothed series in charts

Charts include Henderson-smoothed lines in addition to original data for most of our recruitment indicators. As the time series is not yet long enough for seasonal adjustment, a Henderson smoothed moving average with a 13-term filter (equating to 13 months) has been directly applied to the original series. This provides an indication of the general movement in each recruitment indicator relative to previous months. Due to using 13 months in the moving average, results for the most recent six months will be revised when another month is added to the series.

Referencing this report

Data in this release should be referenced as: Jobs and Skills Australia, Recruitment Insights Report, January 2025.

Contact us

For additional information, email REOS@jobsandskills.gov.au

Also available from the REOS

Data file with monthly and quarterly recruitment indicators

A REOS data file is available on the [JSA website](#). Breakdowns by Capital City/Rest of State area, Business size, and ANZSCO Skill Level are included in the monthly results. Quarterly recruitment indicators provide detail by state, [ARIA](#) (ABS' Accessibility and Remoteness Index of Australia) as well as selected industry and occupation groups.

Next Recruitment Insights Report release:

- February 2025 Recruitment Insights Report – 18 March 2025

Stay up to date

JSA also releases semi-regular reports including spotlight articles, detailing aspects of the REOS that cannot be included in our monthly Recruitment Insights Report. Sign up and get the Recruitment Insights Report notifications sent straight to your inbox.

Upcoming spotlight:

- May 2025 spotlight – March quarter 2025 results

Recent spotlights:

- January 2025 spotlight – December quarter 2025 results
- December 2025 spotlight – Trends and Change in Recruitment Difficulty