Recruitment trends and employers' needs: Regional Snapshot update

North Coast, September 2022

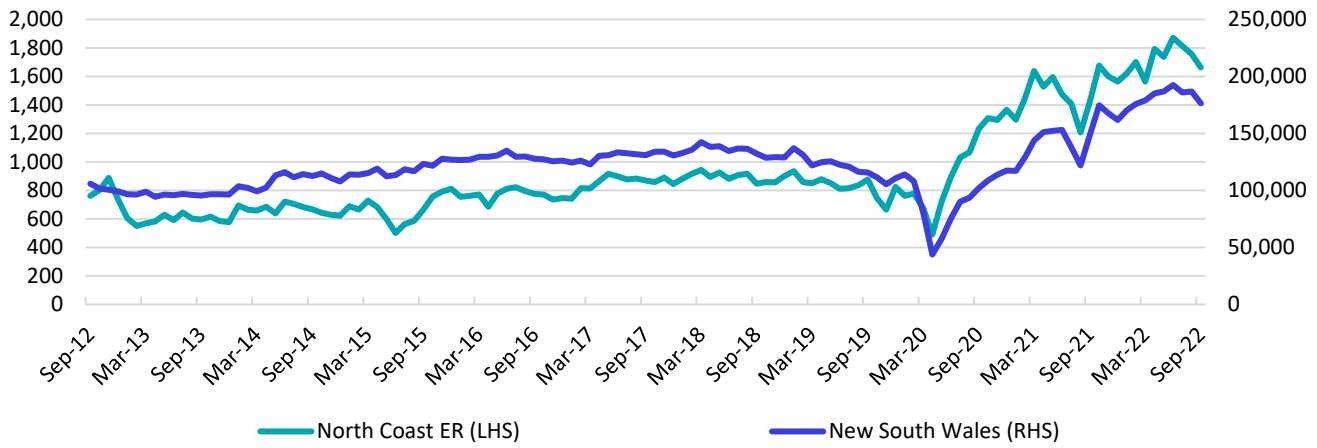
Release date: 14 November 2022

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). Lightcast (formerly Burning Glass Technologies) data are based on the Coffs Harbour - Grafton SA4.

Internet vacancies, headline figures, North Coast ER, September 2022

Job advertisement count	Change over the month	Change since Mar-20
1,660	↓ -5.5%	↑ 144.4%
seasonally adjusted count	(or -100 job advertisements)	(or 980 job advertisements)

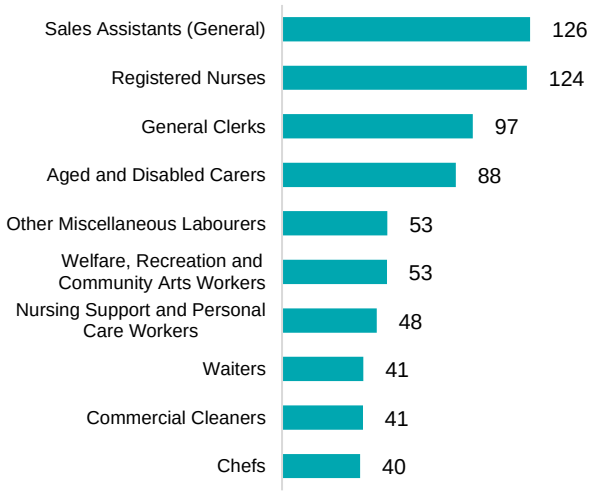
Number of online job advertisements over the ten years to September 2022



Source: National Skills Commission (NSC), Internet Vacancy Index, seasonally adjusted data, Sep-2022

Top 10 occupations recruited for

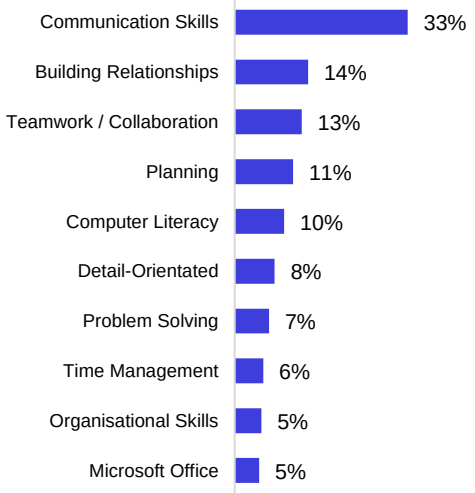
Number of job ads online



Source: NSC, Internet Vacancy Index, three month averages, Sep-2022

Top 10 skills in demand*

Proportion of job ads



Source: Lightcast, Jul to Sep-2022

*Lightcast (formerly Burning Glass technologies) is the source for skills in demand as it provides detailed text descriptions used in job vacancies. The NSC Internet Vacancy Index and Lightcast data are not directly comparable. The top 10 skills are baseline skills and exclude specialised skills. Proportions are calculated as a share of job ads which mention baseline skills. Some skills may have similar names but have different definitions in the Lightcast skills taxonomy.

Insights from the Recruitment Experiences and Outlook Survey

North Coast

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by the NSC. 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 September 2022, unless otherwise indicated.

Recruitment activity and experiences

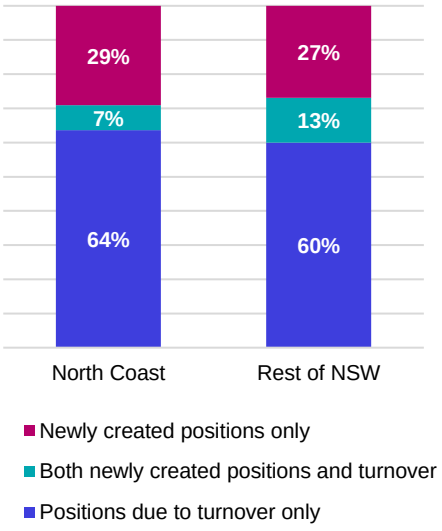
In North Coast, there were 86 responding employers between October 2021 and September 2022, of whom 58% were recruiting or had recruited in the past month. Of these recruiting businesses, 56% had difficulty recruiting. By comparison, 56% of employers were recruiting in Rest of NSW over the same period, of whom 64% had difficulty recruiting.

Employers in North Coast were most likely to report the following reasons for recruitment difficulty:

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

A chart showing reasons for recruitment for North Coast and Rest of NSW is included to the right.

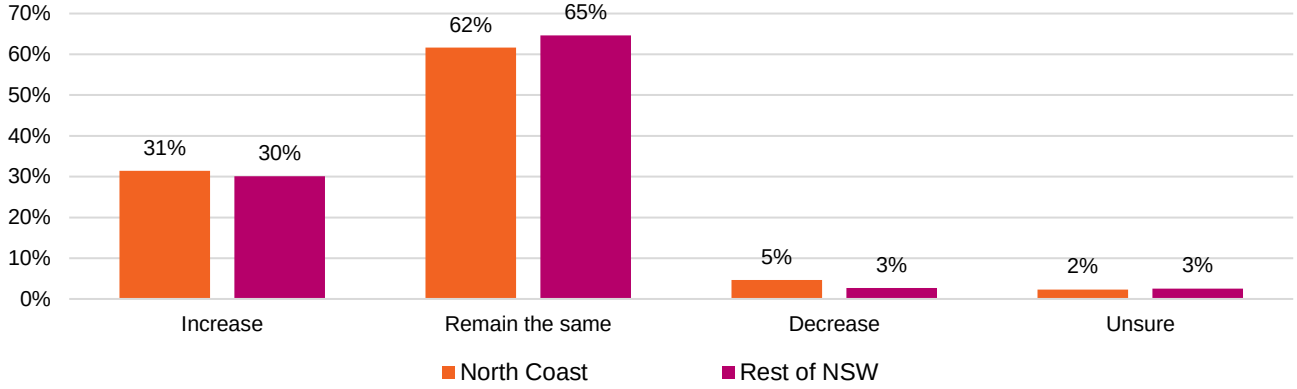
Reasons for recruitment



Staffing outlook for coming months

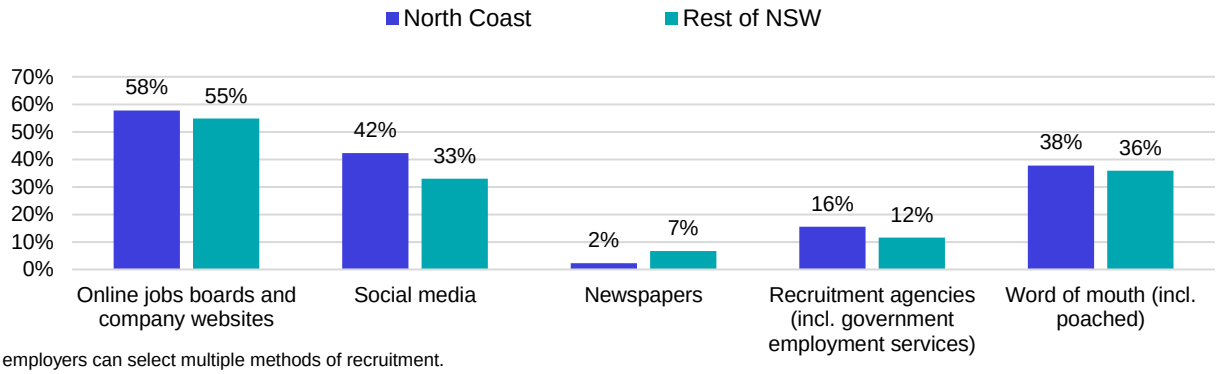
proportion of employers

Employers' staffing expectations



Recruitment methods

proportion of employers who were recruiting



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 Coast, while weighted data are used for Rest of NSW. 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.