



## Labour Market Conditions in the Caboolture-Sunshine Coast Region

Overall, the labour market in the Caboolture-Sunshine Coast region is a little mixed although it is showing some signs of strengthening, driven by labour market conditions in the Sunshine Coast.

- The unemployment rate for the Sunshine Coast has decreased by 0.2 percentage points to 6.4 per cent, however, it has increased by 1.6 percentage points for Moreton Bay-North to stand at 8.9 per cent.<sup>1</sup>
- Employment has grown by 8 per cent in the 12 months to April 2014, compared with 1 per cent for the State.<sup>1</sup>
- The participation rate for the Sunshine Coast increased by 4.6 per cent to stand at 64.0 per cent, while for Moreton Bay-North it is 58.1 per cent.<sup>1</sup>
- The region's two largest employing industries, Health Care and Social Assistance and Retail Trade, experienced strong growth in the five years to February 2014 (up by 42 per cent and 26 per cent respectively).<sup>2</sup>
- On the other hand, employment in Construction, the third largest employing industry in the region, has fallen by 10 per cent over the last five years although the pace of decline slowed significantly in the last 12 months (down by 1 per cent).



Region	Unemployment Rate (April 2014)	Employment Growth (April 2014)	Participation Rate (April 2014)
Moreton Bay – North	8.9%	4%	58.1%
Sunshine Coast	6.4%	10%	64.0%
Caboolture-Sunshine Coast Region 2014	7.3%	8%	61.6%
Queensland	6.3% <sup>3</sup>	1%	65.9%

### What employers are telling us

The survey results support the apparent, albeit slight, strengthening in the labour market conditions.<sup>4</sup>

- There was a slight increase in recruitment activity, with 74 per cent of employers recruiting in the year prior to the survey, compared with 60 per cent for all regions surveyed<sup>5</sup>.
- Competition for vacancies is very high, with 18.4 applicants per vacancy compared with 12.2 applicants in February 2013. On average, 3.2 applicants per vacancy were interviewed.
  - The increase in competition was driven by the internet advertising of Clerical and Administrative Worker and Sales Worker occupations which attracted many applications.
- Additionally, the proportion of vacancies that remained unfilled (1.8 per cent) and the proportion of employers reporting recruitment difficulty (29 per cent) was low, suggesting labour supply continues to outpace demand.
- Importantly, there is increasing optimism about the future, with 49 per cent of employers expecting to recruit in the year following the survey (38 per cent for all regions) and 27 per cent expecting to increase staff.

Region	% Recruited	Applicants (Average)	Applicants Interviewed (Average)	% Will Recruit	% Will Increase Staff
Caboolture-Sunshine Coast Region 2014	74%	18.4	3.2	49%	27%
All regions surveyed	60%	10.6	2.7	38%	19%

### Where are the opportunities?

Opportunities exist in growth industries such as Health Care and Social Assistance, Retail Trade and Accommodation and Food Services with employers expecting to recruit for occupations at all skill levels such as Sales Assistants (General), Waiters, Bar Attendants and Baristas and Registered Nurses. Employers also reported difficulty filling vacancies for skilled occupations such as Chefs and Early Childhood (Pre-primary School) Teachers.

<sup>1</sup> ABS Labour Force, Australia, April 2014 and April 2013. The data for the PEA uses combined Sunshine Coast and Moreton Bay – North SA4s. The PEA comprises 88 per cent of the total population of these two SA4s

<sup>2</sup> ABS Labour Force, Australia, Detailed, Quarterly, February 2014

<sup>3</sup> ABS Labour Force, Australia, April 2014 (seasonally adjusted)

<sup>4</sup> This report is based on a Survey of Employers' Recruitment Experiences of 375 employers undertaken in April 2014. The region was previously surveyed in February 2013 and November 2011

<sup>5</sup> Survey of Employers' Recruitment Experiences, All Regions Surveyed in the 12 months to March 2014