



Hairdresser

ANZSCO 3911-11

South Australia
November 2018

Current labour market rating: Shortage

Shortages of hairdressers are longstanding (persistent over the past two decades) and employers continued to have difficulty filling their vacancies.

Key research findings

- Employers typically prefer hairdressers who have completed an apprenticeship and have at least two years' experience
- Approximately half of the surveyed employers did not attract any suitable applicants.
- Other reasons for applicants being considered unsuitable included, poor language and literacy skills, poor cover letters and résumés.
- Shortages were widespread, although metropolitan employers had greater difficulty filling their vacancies
- Employers filled just 8 per cent of their vacancies, compared with 50 per cent for regional employers.
- All employers required applicants who had practical experience working in a salon, the minimum length of experience required ranged from one to four years.
- Employers required applicants to have an array of hairdressing skills including the knowledge of different techniques and products.
- Employers recruiting for barbers required applicants who had specialised skills and experience as a barber.
- Employers stated the industry appeared to have qualified hairdressers that were self-employed or working from home.
- Soft skills including strong communication skills and customer service skills were also important to employers.

2018 Survey Results¹



14%
of vacancies filled



4.6
Applicants per vacancy



1.4
Qualified applicants per vacancy



0.6
Suitable applicants per vacancy

Demand and supply

- Employment and advertised vacancy indicators suggest the demand for hairdressers has subdued.
- The Census indicated the number of employed hairdressers has fluctuated in recent times, but generally it declined from 2011 to around 4300 workers in SA in 2016.²
- Internet vacancy numbers for hairdressers decreased steadily over the past 10 years to a low in October 2018.³
- Majority of employers surveyed advertised through Seek or Indeed. Some of the employers surveyed used Facebook to gain suitable applicants.
- Entry into this occupation was usually through the completion of a Certificate III in Hairdressing. Training was offered through the apprenticeship system and through the vocational education and training system.
 - The number of students who completed their apprenticeships in SA has fluctuated in the last 10 years with the lowest being in 2016-17 with 123 completions
 - Completion rates in 2017-18 were 139, which is a slight improvement on the previous year.⁴

¹ The methodology underpinning this research is outlined at [Skill Shortage Research Methodology](#) | Department of Jobs and Small Business.

² ABS, Census of Population and Housing, August 2016

³ Department of Jobs and Small Business, Internet Vacancy Index, 12 month moving average, October 2018

⁴ NCVET, Apprentices and Trainees, June 2018, estimates