

# South Gippsland Job Advertisement Statistics

July 2015





# SOUTH GIPPSLAND SHIRE

## SUMMARY OF JOB VACANCIES

### July 2015

#### DISCLAIMER

This report should be used as a guide only. Whilst all attempts have been made to accurately interpret data, the South Gippsland Shire Council, nor its employees or contractors can be held liable for any losses or actions incurred by any third party acting directly on this document.

This document was produced by amjproject on behalf of the South Gippsland Shire Council.

© Copyright resides with the South Gippsland Shire Council and amjproject.



amjproject@dcsi.net.au  
PO Box 1111  
Warragul Vic 3820

# SOUTH GIPPSLAND SHIRE SUMMARY OF JOB VACANCIES

## JULY 2015 – Overview

Nationally, the average total number of internet and newspaper job advertisements fell 0.44% in July. Internet job advertising fell 0.5% and newspaper job advertising rose 2.18% (seasonally adjusted).

Increases in the weekly average number of newspaper advertisements over last month were seen in The Australian Capital Territory (+32.55%), Queensland (+10.14%), Tasmania (+6.01%) and New South Wales (+4.98%). The largest fall was in South Australia (-9.16%) followed by the Northern Territory (-5.52%), Western Australia (-4.53%) and Victoria (-0.99%).<sup>1</sup>

The South Gippsland Shire Council recorded a total of 110 newspaper job vacancies in July; an average of 27.5 per week week.

The sector of *Health & Wellness* recorded the highest number of positions advertising 39% of newspaper vacancies in July, followed by *Administration & Support Services* (10%) and *Hospitality & Tourism* (8%).

% CHANGE AVERAGE NO. OF NEWSPAPER JOB ADVERTISEMENTS COMPARISON (JANUARY-JULY 2015 OVER JANUARY-JULY 2014)	
SOUTH GIPPSLAND	1.43%
VICTORIA	-10.79%
AUSTRALIA	-20.39%

For the study period January-July 2015 over January-July 2014 the South Gippsland Shire region recorded an increase of 1.43% in the average number of newspaper job advertisements; this compares with Victoria and Australia which recorded falls of 10.79% and 20.39% respectively over the same period (original numbers).

---

<sup>1</sup> ANZ Job Advertisement Series released 3 August 2015

## METHODOLOGY

The figures for July 2015 have been obtained from the local newspapers the “South Gippsland Sentinel – Times”, “Great Southern Star”, the “Foster Mirror” and the “Mirboo North Times” published in July. The “Sentinel” and the “Star” are published on Tuesdays or Wednesdays and the “Mirror” and “Mirboo North Times” on Wednesdays. Some of the job advertisements appear in one or more papers. As most job advertisements appear in the “Sentinel”, any duplicate advertisements have been noted from the positions advertised in the other newspapers. amjproject statistical counts have been adjusted to remove duplications and repeat advertisements.

The “South Gippsland Sentinel – Times” covers South Gippsland Shire and the Bass Coast Shire and also receives job advertisements from other neighbouring Shires. Not all job locations are stated.

As some months may have five weeks of job advertisements one year and four in others, a straight comparison of monthly figures can be misleading. To clarify this, the average number of jobs per week within each month has been used where required.

The newspaper job advertisements counted have been sorted into seventeen (17) industry sectors in accordance with South Gippsland Shire Council requirements and are reported on a monthly basis.

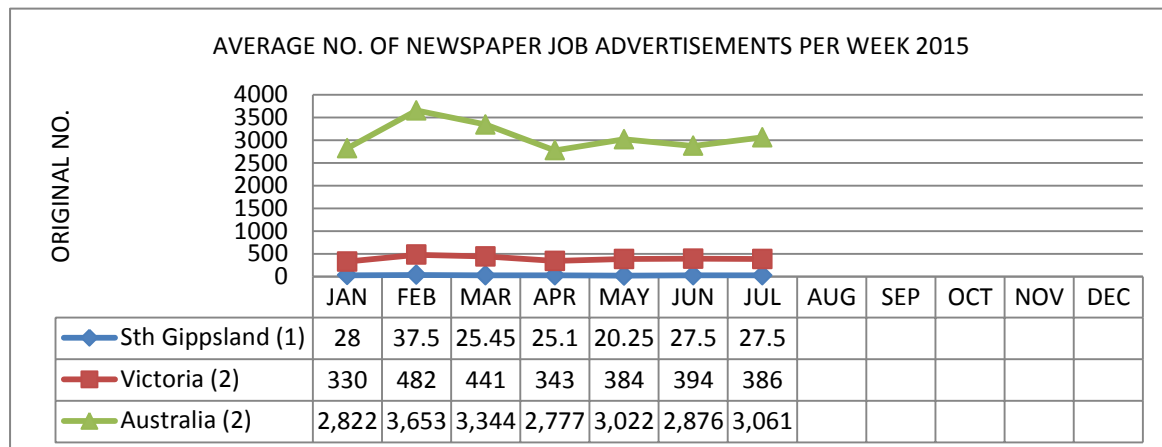
## HISTORICAL DATA

In the absence of similarly detailed historical data directly relevant to the South Gippsland Shire being available, the historic data used has been obtained from Gippsland Research and Information Service (GRIS) “Weekly Job Advertisements”. It should be noted that these figures show the number of job advertisements placed, not the number of advertised jobs. Repeat advertisements would therefore be counted and advertisements with more than one position would not be reflected in these figures. **Caution should therefore be made when using the historical information.** Although the figures are not a direct comparison to those counted from both the local papers, it is possible to observe general trends.

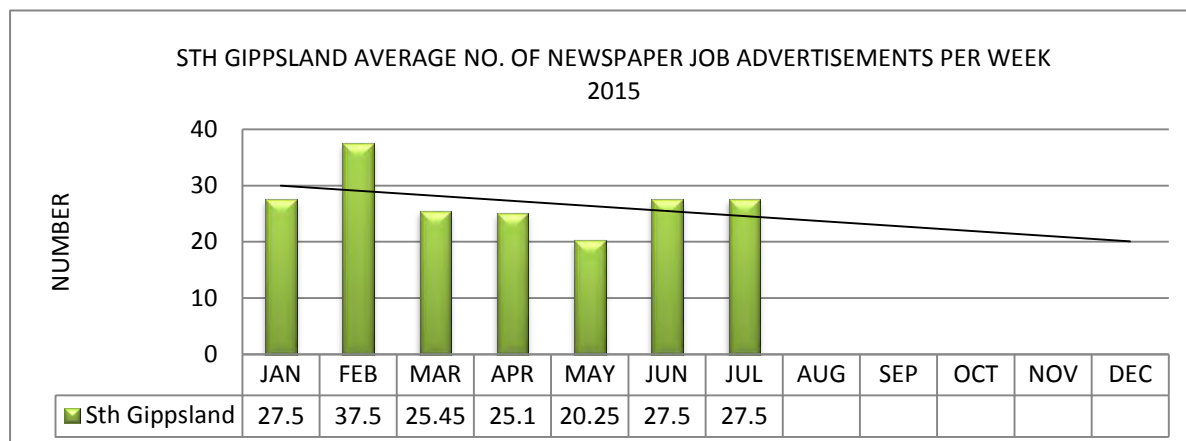
It is not possible to obtain information on which job categories the positions relate from this historical information.

# JUNE 2015

The following graph shows data compiled from the ANZ Job Advertisement Series and South Gippsland Shire regional statistics of the average number of newspaper job advertisements per week, as distinct from the average total number of newspaper and internet job advertisements per week.

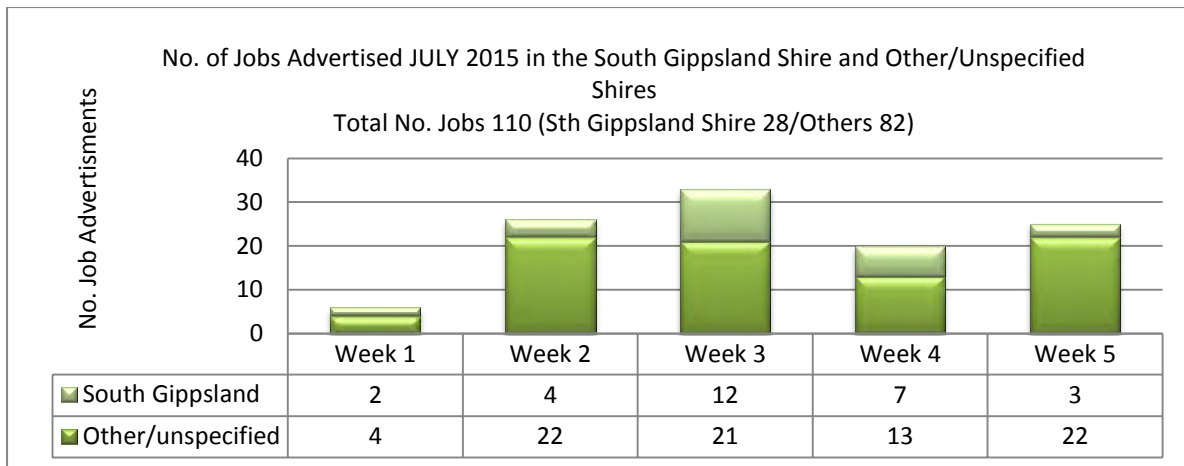


Source: (1) Sth Gippsland Sentinel-Times, Great Southern Star, Foster Mirror & Mirboo Nth Times  
 (2) ANZ Banking Group (original number)



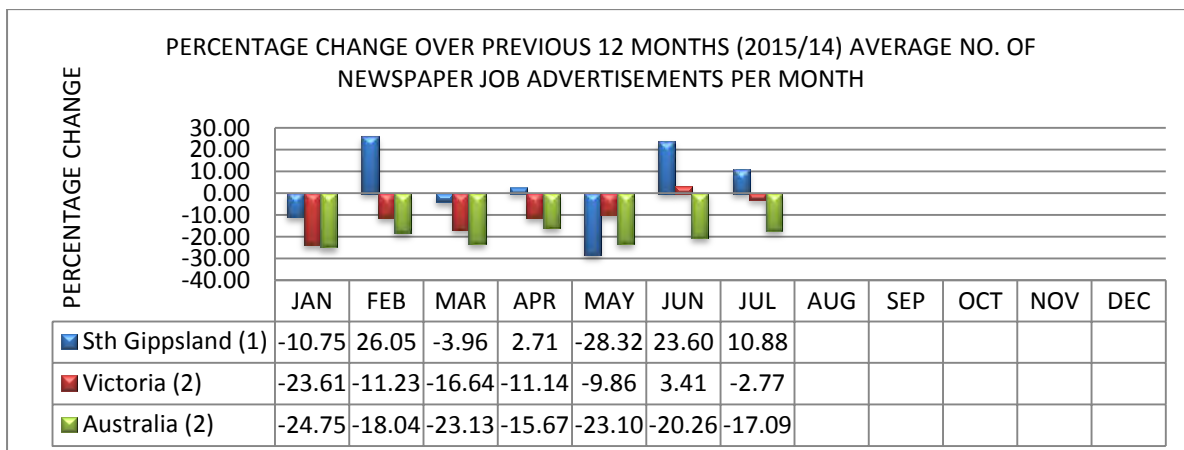
Source: Sth Gippsland Sentinel-Times, Great Southern Star, Foster Mirror & Mirboo Nth Times

Where known, the following chart details which jobs were located in the South Gippsland Shire. Not all vacancies state their location and others are from neighbouring shires. All job advertisements have been included regardless of location, based on the premise that the region acts as a cohesive workforce and thus gives a more accurate picture of work opportunities for people living within South Gippsland Shire.



Source: *Sth Gippsland Sentinel-Times, Great Southern Star, Foster Mirror & Mirboo Nth Times*

The following chart shows the percentage change in average weekly newspaper job advertisement numbers over the corresponding month of the previous year for the Shire of South Gippsland, Victoria and Australia.

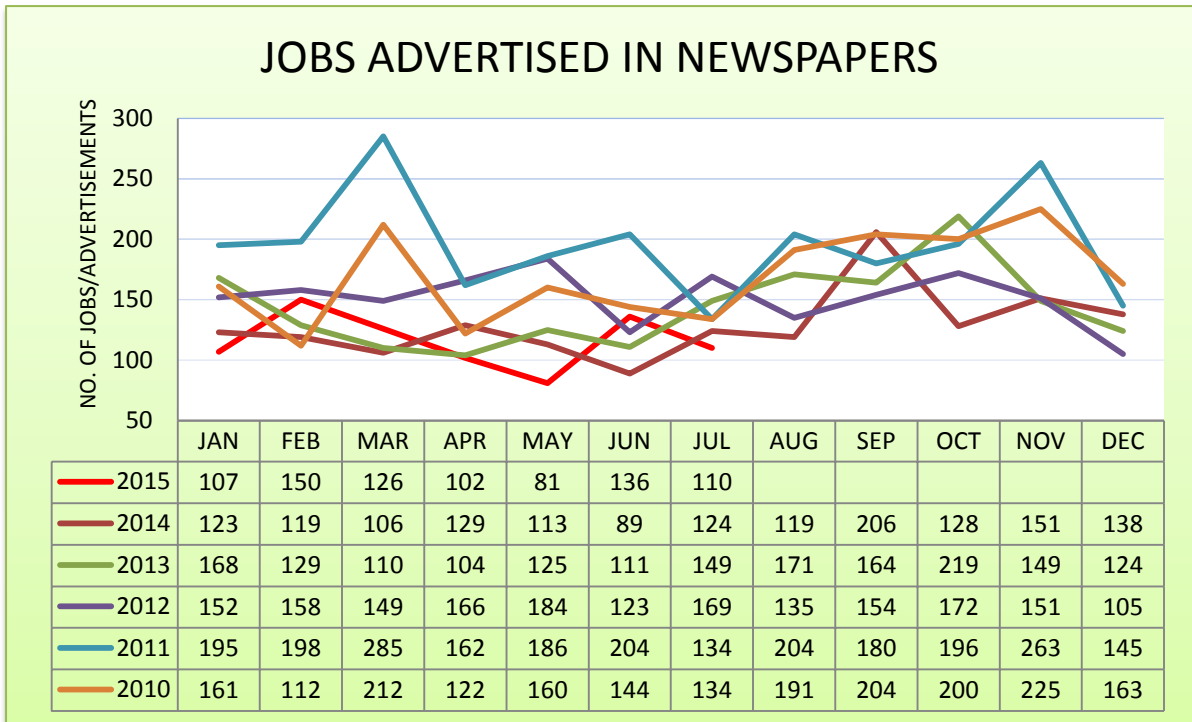


Source: (1) *Sth Gippsland Sentinel-Times, Great Southern Star, Foster Mirror & Mirboo Nth Times* (2) ANZ Banking Group (original number)

## HISTORICAL DATA

As previously stated, in the absence of historical data directly relevant to the South Gippsland Shire being available, the historic data used has been obtained from Gippsland Research and Information Service (GRIS) "Weekly Job Advertisements" and partly amjproject estimates (September – December 2009). Where the figures from GRIS have been used it should be noted that these show the number of job advertisements placed, not the number of advertised jobs. Duplicates and repeat advertisements are also counted. **Caution should therefore be made when using this information.** Although the figures are not a direct comparison to those counted from the local papers, it is possible to observe general trends.

It is not possible to obtain information from the historical GRIS data on which job categories these positions relate from this information.



Source: *Sth Gippsland Sentinel-Times, Great Southern Star, Foster Mirror & Mirboo Nth Times*

## JOB VACANCIES BY CATEGORY

The newspaper job advertisements counted have been sorted into seventeen (17) industry sectors in accordance with the South Gippsland Shire Council requirements.

July figures incorporate a total of six (6) Apprenticeships, zero (0) Traineeships and four (4) Government positions.

## SOUTH GIPPSLAND SHIRE JOB VACANCIES BY CATEGORY 2015

CATEGORY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
ADMINISTRATION & SUPPORT	5	9	3	11	7	12	11						
AGRICULTURE	13	9	16	11	14	8	8						
ARTS & RECREATION	1	0	5	5	1	2	3						
COMMERCE	5	1	2	2	0	14	1						
EDUCATION & TRAINING	3	15	6	10	8	7	6						
ENGINEERING	0	0	0	0	1	1	0						
HEALTH & WELLNESS	20	30	41	35	17	48	43						
HOSPITALITY & TOURISM	24	35	13	3	12	16	9						
MAINTENANCE	3	3	10	0	2	1	3						
MANAGEMENT	3	2	0	0	2	0	0						
MANUFACTURING (Incl. Food)	3	11	6	0	4	5	6						
REAL ESTATE	0	5	1	3	5	2	2						
RETAIL	6	11	8	8	1	5	4						
TECHNOLOGY	1	2	0	0	0		2						
TRADES AND SERVICES	11	14	9	7	6	9	4						
TRANSPORT	5	2	3	2	0	3	4						
WATER & ENERGY	4	1	3	5	1	3	4						
<b>MONTHLY TOTAL</b>	<b>107</b>	<b>150</b>	<b>126</b>	<b>102</b>	<b>81</b>	<b>136</b>	<b>110</b>						
<i>Average no. of weekly advertisements</i>	<i>27.5</i>	<i>37.5</i>	<i>25.45</i>	<i>25.1</i>	<i>20.25</i>	<i>27.5</i>	<i>27.5</i>						

JULY 2015 Total No. of Apprenticeships 6, Traineeships 0, Government positions 4

NB The figures shown represent the number of jobs advertised in the South Gippsland Sentinel-Times, Great Southern Star, Foster Mirror and the Mirboo North Times each calendar month. Repeat or duplicated advertisements have not been included.