



Recruitment trends and employers' needs: Regional Snapshot update

Ballarat, February 2023

Release date: 6 April 2023

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 Ballarat SA4.

Internet vacancies, headline figures, Ballarat ER, February 2023

Job advertisement count

1,460

seasonally adjusted count

Change over the month

↑ 7.2%

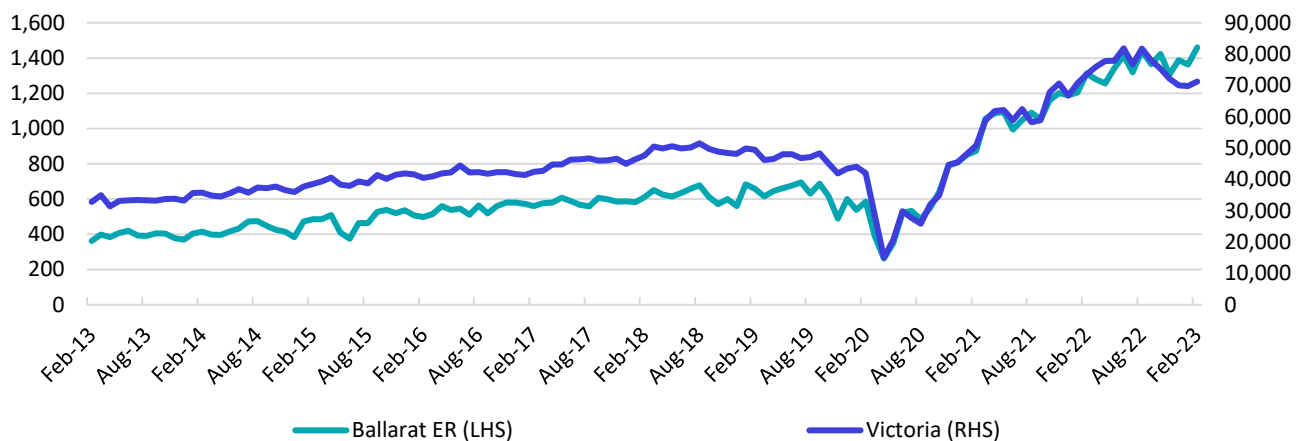
(or 98 job advertisements)

Change since Feb-22

↑ 11.4%

(or 149 job advertisements)

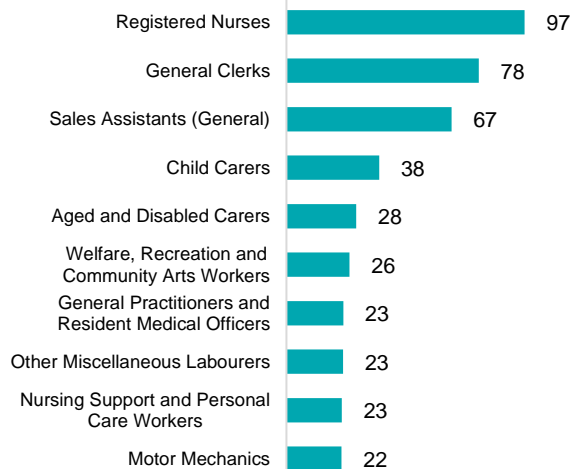
Number of online job advertisements over the ten years to February 2023



Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, Feb-2023

Top 10 occupations recruited for

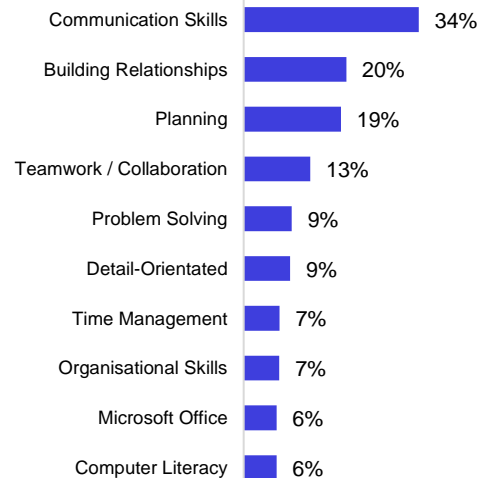
Number of job ads online



Source: JSA, Internet Vacancy Index, three month averages, Feb-2023

Top 10 skills in demand*

Proportion of job ads



Source: Lightcast, Nov-2022 to Jan-2023

*Lightcast (formerly Burning Glass technologies) is the source for skills in demand as it provides detailed text descriptions used in job vacancies. The JSA 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

Ballarat

Information on this page is based on the Recruitment Experiences and Outlook Survey, which is an ongoing survey of employers across Australia run by JSA. 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 February 2023, unless otherwise indicated.

Recruitment activity and experiences

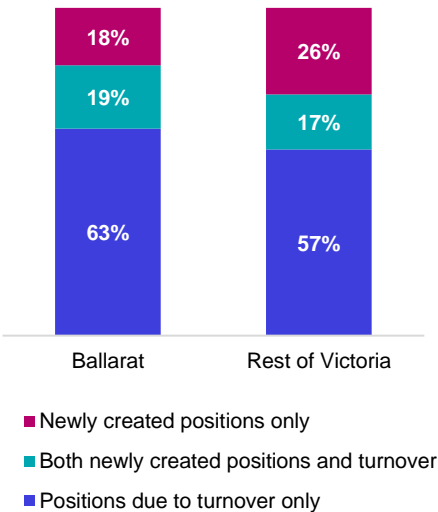
In Ballarat, there were 85 responding employers in the 12 months to February 2023, of whom 67% were recruiting or had recruited in the past month. Of these recruiting businesses, 82% had difficulty recruiting. By comparison, 57% of employers were recruiting in Rest of Victoria over the same period, of whom 75% had difficulty recruiting.

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

- Lack of applicants
- Applicants lack technical skills
- Undesirable working conditions/hours
- Location, eg remote or regional.

A chart showing reasons for recruitment for Ballarat and Rest of Victoria is included to the right.

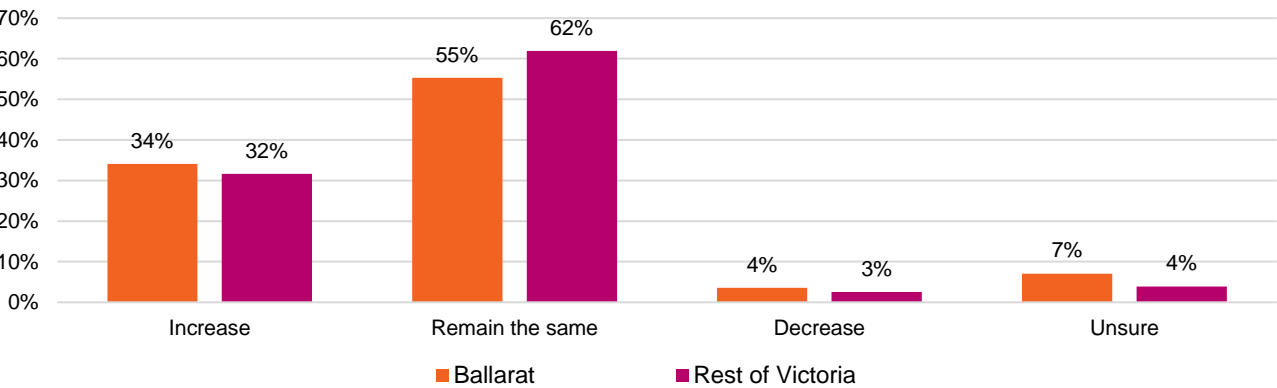
Reasons for recruitment



Staffing outlook for coming months

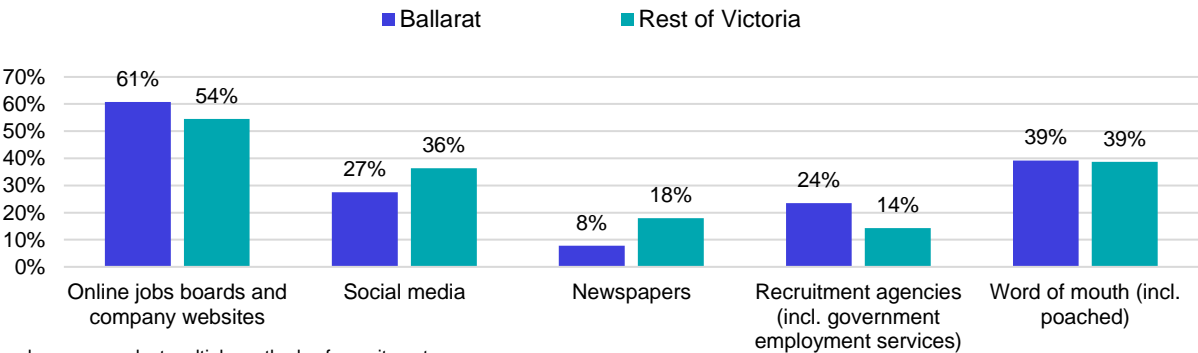
proportion of employers

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 Ballarat, while weighted data are used for Rest of Victoria. 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.