Australian Government
Jobs and Skills Australia

Recruitment trends and employers' needs: Regional Snapshot update

Goulburn/Murray, 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 Hume SA4.

Internet vacancies, headline figures, Goulburn/Murray ER, February 2023

Job advertisement count

2,867

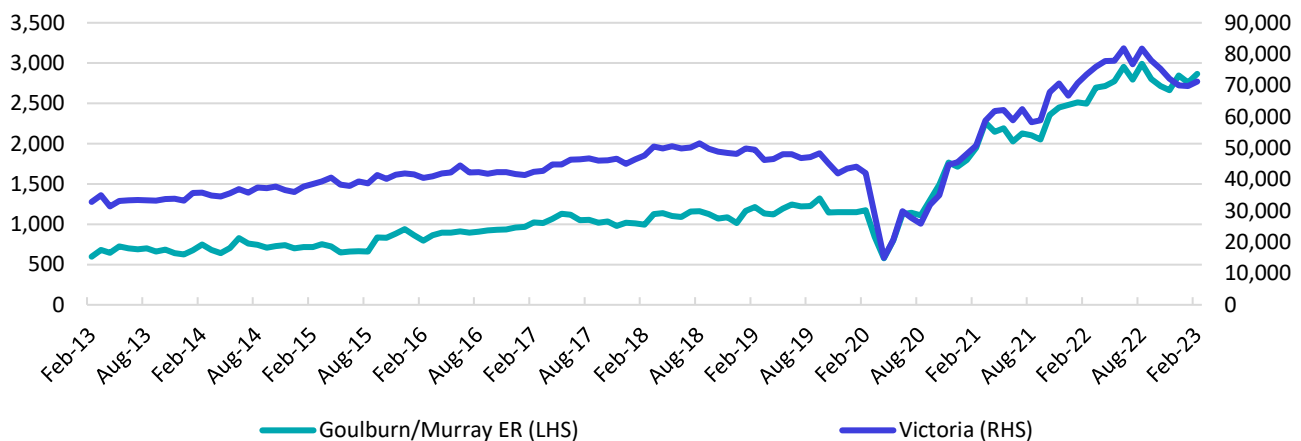seasonally adjusted count

Change over the month

↑ 4.0%

(or 109 job advertisements)

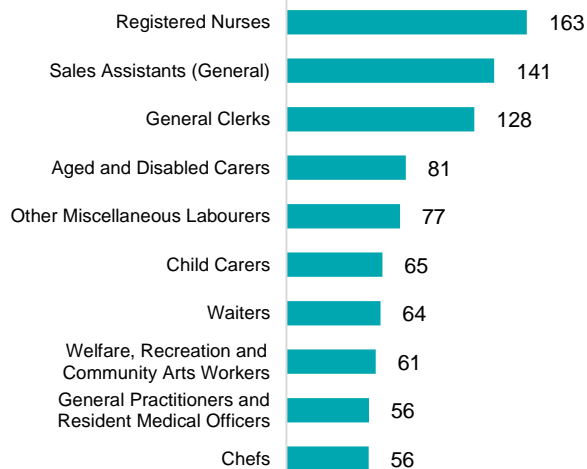**Change since Feb-22**

↑ 14.8%

(or 369 job advertisements)

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

— Goulburn/Murray ER (LHS) — Victoria (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, Feb-2023
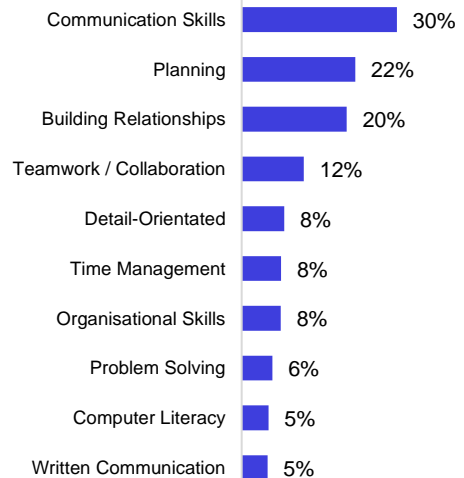
Top 10 occupations recruited for
Number of job ads online

Occupation	Number
Registered Nurses	163
Sales Assistants (General)	141
General Clerks	128
Aged and Disabled Carers	81
Other Miscellaneous Labourers	77
Child Carers	65
Waiters	64
Welfare, Recreation and Community Arts Workers	61
General Practitioners and Resident Medical Officers	56
Chefs	56

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

Top 10 skills in demand*
Proportion of job ads

Skill	Proportion
Communication Skills	30%
Planning	22%
Building Relationships	20%
Teamwork / Collaboration	12%
Detail-Orientated	8%
Time Management	8%
Organisational Skills	8%
Problem Solving	6%
Computer Literacy	5%
Written Communication	5%

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
Goulburn/Murray

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.
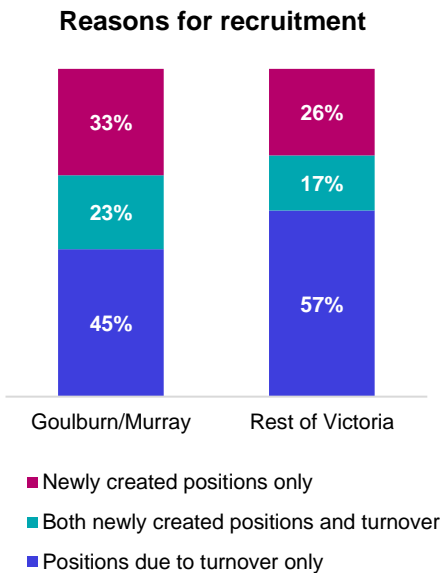
Recruitment activity and experiences

In Goulburn/Murray, there were 212 responding employers in the 12 months to February 2023, of whom 57% were recruiting or had recruited in the past month. Of these recruiting businesses, 73% 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 Goulburn/Murray were most likely to report the following reasons for recruitment difficulty:
- Lack of applicants
- Lack of suitable applicants
- Location, eg remote or regional
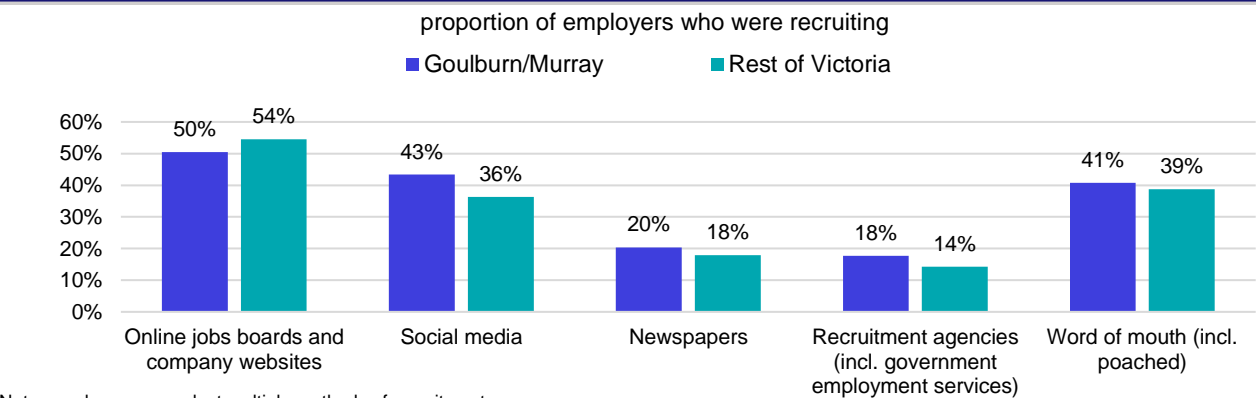- Undesirable working conditions/hours.

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

Reasons for recruitment

	Goulburn/Murray	Rest of Victoria
Newly created positions only	33%	26%
Both newly created positions and turnover	23%	17%
Positions due to turnover only	45%	57%

- ■ Newly created positions only
- ■ Both newly created positions and turnover
- ■ Positions due to turnover only

Staffing outlook for coming months
proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Goulburn/Murray	35%	61%	2%	2%
Rest of Victoria	32%	62%	3%	4%

- ■ Goulburn/Murray
- ■ Rest of Victoria

Recruitment methods
proportion of employers who were recruiting

- ■ Goulburn/Murray
- ■ Rest of Victoria

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Goulburn/Murray	50%	43%	20%	18%	41%
Rest of Victoria	54%	36%	18%	14%	39%

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 Goulburn/Murray, 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.