![Australian Government - Jobs and Skills Australia]

Recruitment trends and employers' needs: Regional Snapshot update

Mid North Coast, 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 Coffs Harbour - Grafton SA4.

Internet vacancies, headline figures, Mid North Coast ER, February 2023

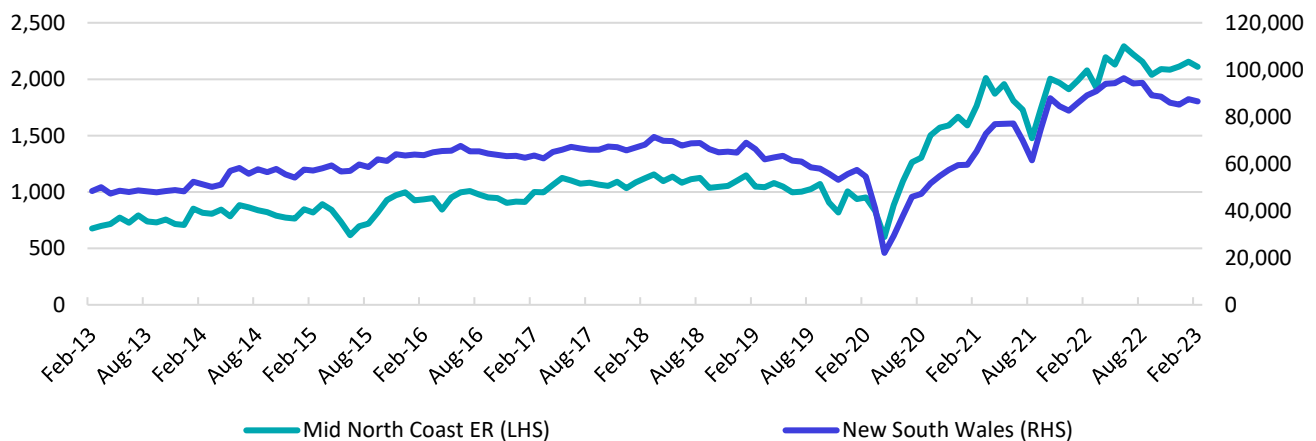| Job advertisement count	Change over the month	Change since Feb-22
2,109	↓ **-2.2%**	↑ **1.4%**
seasonally adjusted count	(or -47 job advertisements)	(or 29 job advertisements)

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

— Mid North Coast ER (LHS)   — New South Wales (RHS)

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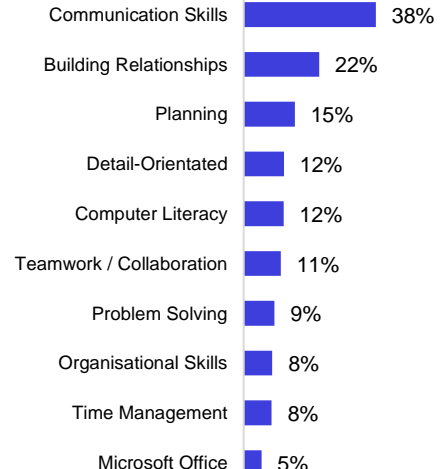
Top 10 occupations recruited for

Number of job ads online

Occupation	Count
Registered Nurses	147
Sales Assistants (General)	100
General Clerks	96
Aged and Disabled Carers	75
Welfare, Recreation and Community Arts Workers	50
Other Miscellaneous Labourers	49
Nursing Support and Personal Care Workers	49
Waiters	41
Commercial Cleaners	38
Retail Managers	38
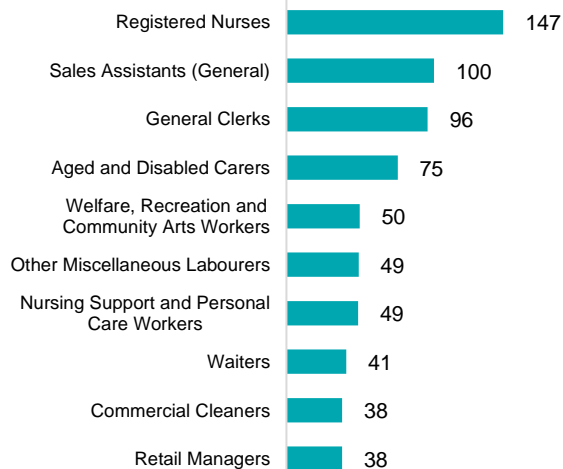
Source: JSA, Internet Vacancy Index, three month averages, Feb-2023

Top 10 skills in demand*

Proportion of job ads

Skill	Proportion
Communication Skills	38%
Building Relationships	22%
Planning	15%
Detail-Orientated	12%
Computer Literacy	12%
Teamwork / Collaboration	11%
Problem Solving	9%
Organisational Skills	8%
Time Management	8%
Microsoft Office	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
Mid North Coast

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 Mid North Coast, there were 146 responding employers in the 12 months to February 2023, of whom 66% were recruiting or had recruited in the past month. Of these recruiting businesses, 70% had difficulty recruiting. By comparison, 59% of employers were recruiting in Rest of NSW over the same period, of whom 67% had difficulty recruiting.
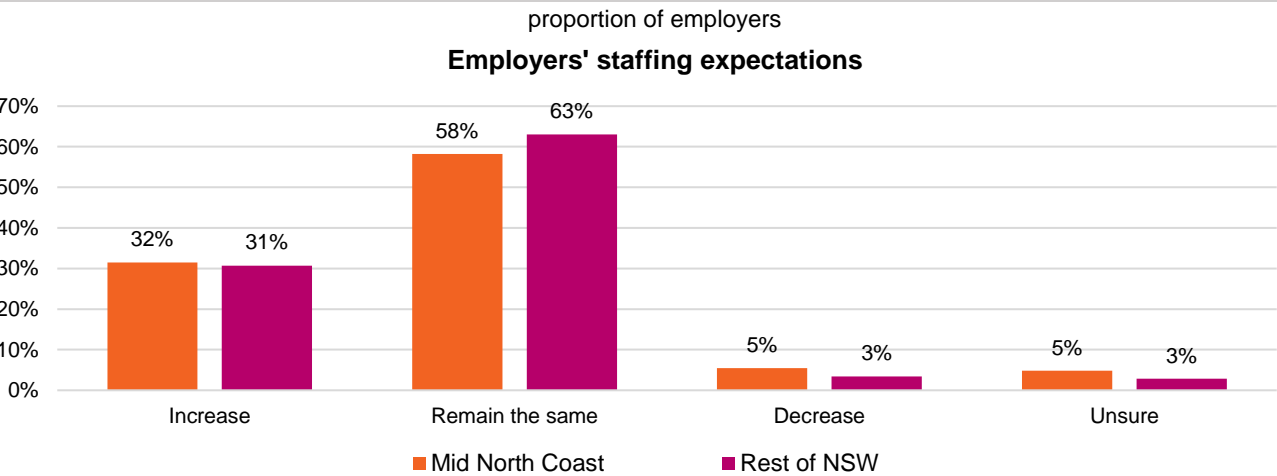
Employers in Mid North Coast were most likely to report the following reasons for recruitment difficulty:
  • Lack of applicants
  • Lack of suitable applicants
  • Undesirable working conditions/hours
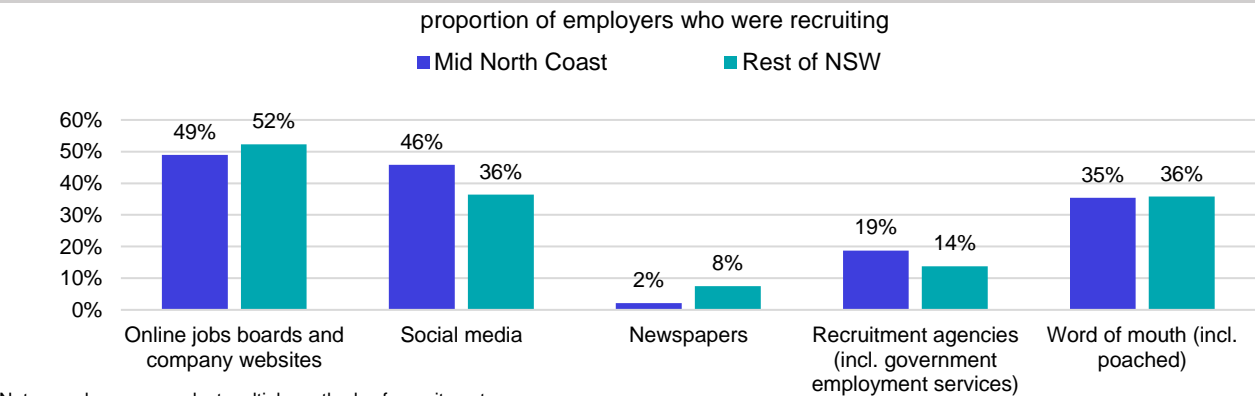 • Location, eg remote or regional.

A chart showing reasons for recruitment for Mid North Coast and Rest of NSW is included to the right.

Reasons for recruitment

	Mid North Coast	Rest of NSW
Newly created positions only	29%	24%
Both newly created positions and turnover	27%	18%
Positions due to turnover only	44%	58%

■ 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
Mid North Coast	32%	58%	5%	5%
Rest of NSW	31%	63%	3%	3%

■ Mid North Coast ■ Rest of NSW

Recruitment methods
proportion of employers who were recruiting

■ Mid North Coast ■ Rest of NSW

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Mid North Coast	49%	46%	2%	19%	35%
Rest of NSW	52%	36%	8%	14%	36%

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 Mid North Coast, while weighted data are used for Rest of NSW. 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.