



**Australian Government**

**Jobs and Skills Australia**

# **Recruitment methods used by employers**

**Findings from the Recruitment Experiences  
and Outlook Survey, 2021-2022**

**Tasmania**



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## Background and definitions

This paper is the first in a series reporting on methods of recruitment data collected as part of Jobs and Skills Australia's Recruitment Experiences and Outlook Survey. This report provides a summary of recruitment methods used by employers during 2021 and 2022 for Tasmania. Separate reports are available for each state and territory.

Jobs and Skills Australia (JSA) conducts the Recruitment Experiences and Outlook Survey (REOS) to monitor recruitment activity and conditions across Australia. Approximately 1,000 employers are surveyed each month to collect information on recruitment activity, recruitment difficulty and staffing outlook. Data are released as close to collection as possible, providing a current view of recruitment activity across Australia. The REOS covers a core set of questions asked each month, including:

- Current staff levels and recent changes
- Recruitment and retention difficulties
- Recruitment methods used; and
- Future staffing expectations.

The REOS provides insights about labour market conditions to help policy makers and analysts monitor and understand current and emerging labour market conditions, and to develop resources to help job seekers understand what employers are looking for. More information on the REOS questionnaire, methodology and key concepts can be found [here](#).

The [Recruitment Experiences and Outlook Survey \(REOS\)](#) is one of a number of JSA sources of labour market information. Others include the [Internet Vacancy Index \(IVI\)](#), [Small Area Labour Markets \(SALM\)](#), the [Monthly Labour Market Dashboards](#), the [Nowcast of Employment by Region and Occupation \(NERO\)](#), and [Five-Year Employment Projections](#).

Any data in this report should be referenced as: Jobs and Skills Australia, Recruitment Experiences and Outlook Survey. For any queries about the findings in this paper or the REOS, please contact [reos@jobsandskills.gov.au](mailto:reos@jobsandskills.gov.au).

## Methods of recruitment: definitions

Recruitment methods reflect the steps employers took to fill their vacancies. The recruitment methods most often reported by employers include advertising on the internet, promoting jobs by 'word of mouth', social media, use of recruitment agencies, company websites, and newspapers. The survey does not take into account the role that other parties (such as recruitment agencies or job aggregating websites) may have played in promoting the vacancy.

For their most recent recruitment round, we ask employers "What occupation have you most recently hired or replaced new staff for?". Employers can provide multiple responses and often use multiple recruitment methods. Where multiple methods are used, the successful method of recruitment used by recruiting employers is not currently collected.

## Employers that advertised and didn't advertise

Recruitment methods can be broadly defined as 'advertised' or 'not advertised':

- advertised recruitment methods include using the internet (job boards, company websites), newspapers, employment agencies, social media, sign in window, internally advertised/promoted, and 'other' formal methods.
- not advertised recruitment methods include word of mouth and job seekers who have directly approached employers.

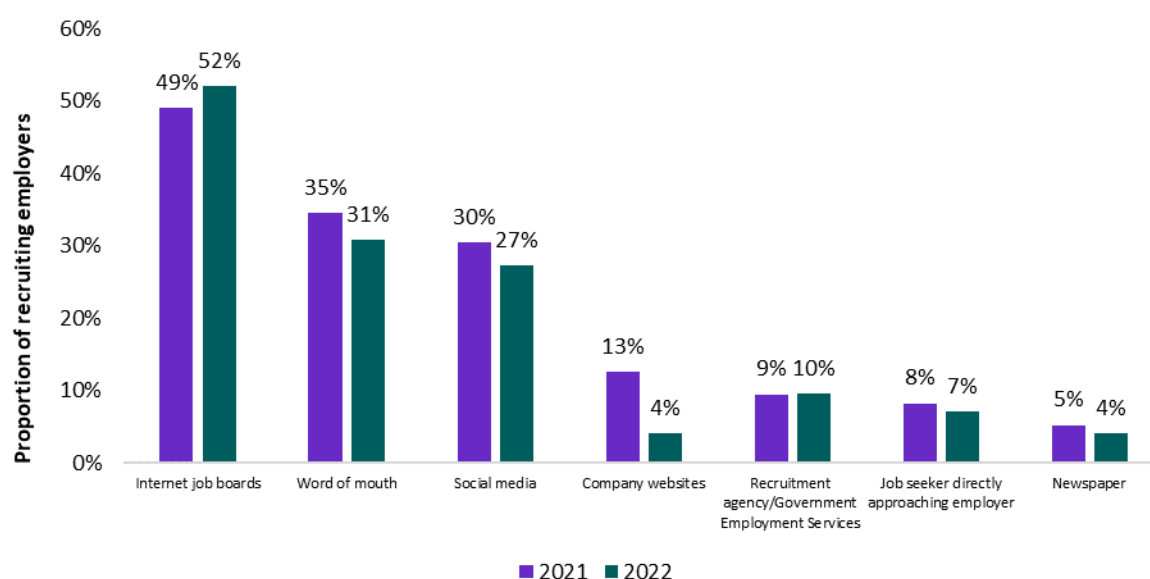
The JSA defines recruiting employers as 'not advertising' if they only use word of mouth and/or consider job seekers who approached the business directly.

The data about these employers have important implications for job seekers looking to maximise their job opportunities: that developing and maintaining social connections is beneficial to the job-search process, and being proactive by calling or approaching employers for work is likely to help to find vacancies that aren't advertised.

## Methods of Recruitment: Tasmania

In Tasmania, internet jobs boards were used by half of all recruiting employers (52% in 2022, up from 49% in 2021) – the lowest rate of any state or territory. In 2022 around 31% of recruiting employers used word of mouth, falling from 35% in 2021. Similarly, around 27% of recruiting employers used social media to promote their vacancies, a decrease from 30% in 2021. The use of recruitment agencies/government employment services, job seekers approaching and newspapers all remained relatively stable between 2021 and 2022, while use of company websites fell significantly, from 13% in 2021 to 4% in 2022.

**Figure 1. Recruitment methods used by employers, Tasmania, 2021 and 2022\***



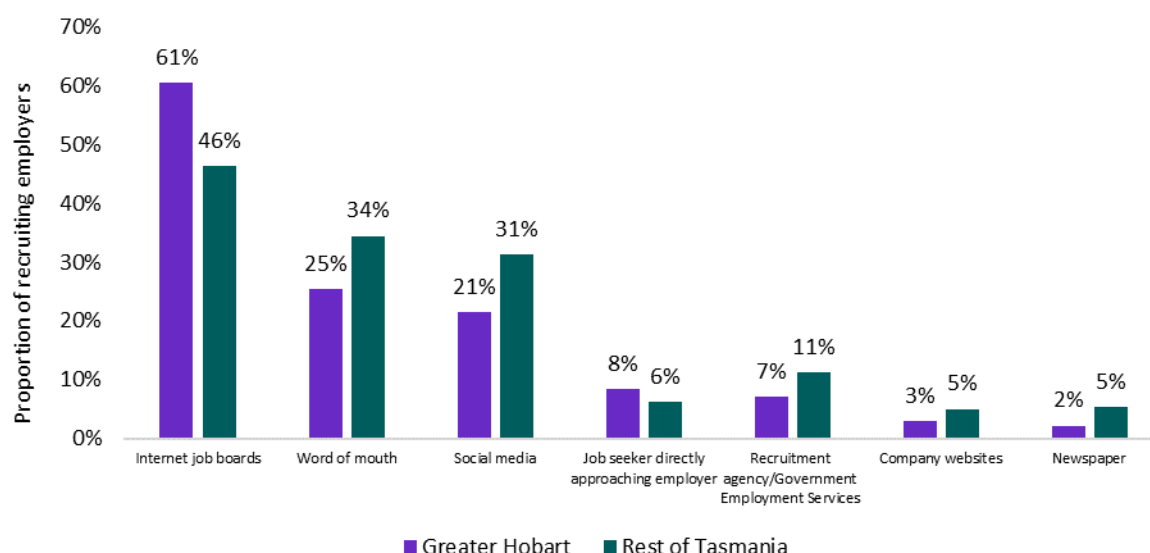
\*Note: Employers can report multiple methods so numbers may not add to 100%.

## Greater Hobart and Rest of Tasmania

Around 61% of Hobart employers relied on the internet compared with 46% of employers located in regional areas. However, regional employers relied more heavily on word of mouth (34%) and social media (31%) compared with their Hobart counterparts.

Interestingly, more regional employers (11%) in Tasmania used recruitment agencies/government employment services than in Hobart (7%).

**Figure 2. Recruitment methods used by employers, Greater Hobart and Rest of Tasmania, 2022\***



\*Note: Employers can report multiple methods so numbers may not add to 100%.

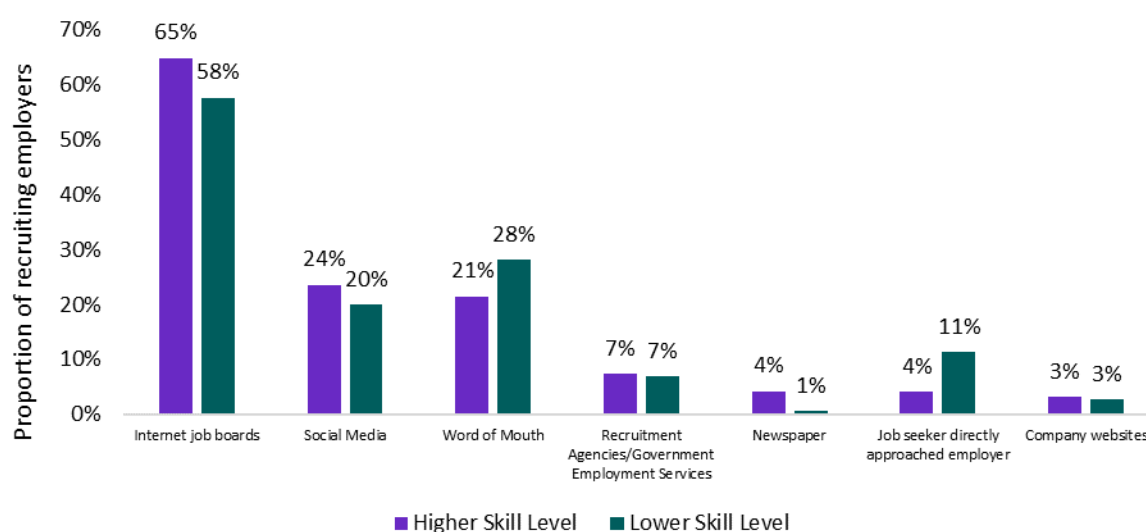
## Skill Levels

Each occupation is assigned a Skill Level which is based on the ABS ANZSCO Skill Level classification (see this [ABS article for more information](#)). Skill Levels reflect the range and complexity of the tasks undertaken in the occupation, based on required levels of formal education and training, previous experience, and the amount of on-the-job training required. For this report, higher skilled vacancies are defined as ANZSCO Skill Levels 1-3; and lower skilled vacancies as ANZSCO Skill Levels 4-5. Recruitment methods often vary depending on the skill level required for the advertised job.

### Greater Hobart

For higher skilled vacancies in Hobart, almost two thirds of recruiting employers used internet job boards, compared with the 58% of employers advertising for lower skill level positions. Around 24% of employers looking to fill high skilled positions used social media compared to one-fifth of those looking for lower skilled workers. The direct approach method was utilised by 11% of employers seeking staff for lower skilled jobs, equal highest with Darwin.

**Figure 3. Recruitment methods used by employers, by skill level, Greater Hobart, 2022\***



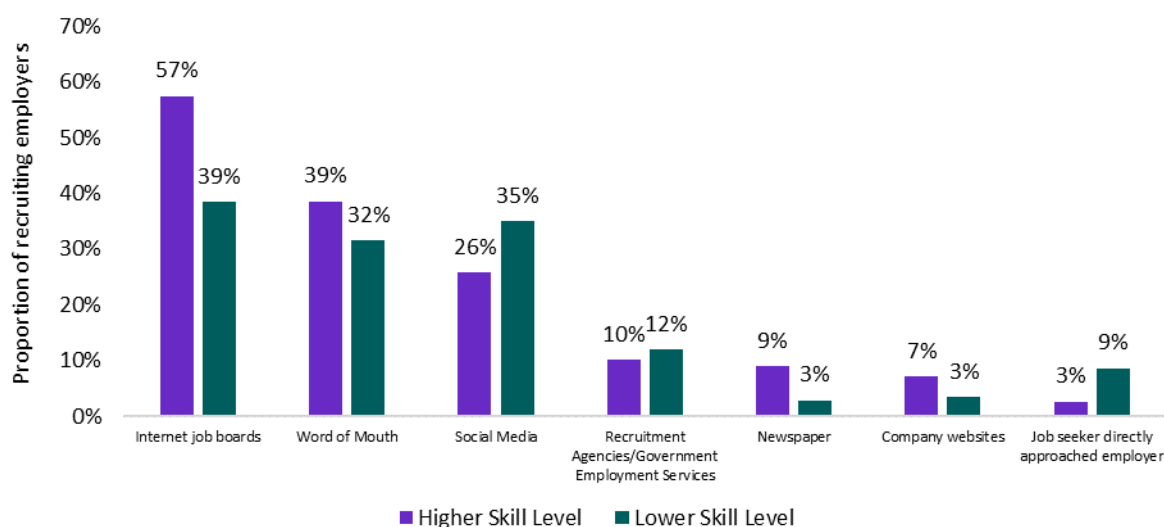
*\*Note: Employers can report multiple methods so numbers may not add to 100%.*

## Rest of Tasmania

Like many other regional areas in Australia, employers advertising for lower skilled positions use a combination of methods rather than relying predominantly on internet jobs boards. In Rest of Tasmania, only 39% of recruiting employers used internet job boards for lower skilled jobs, while 35% used social media and 32% used word of mouth.

For higher skilled positions, 57% of regional employers relied on advertising on internet jobs boards, while about two-thirds used word of mouth or social media.

**Figure 4. Recruitment methods used by employers, by skill level, Rest of Tasmania, 2022\***



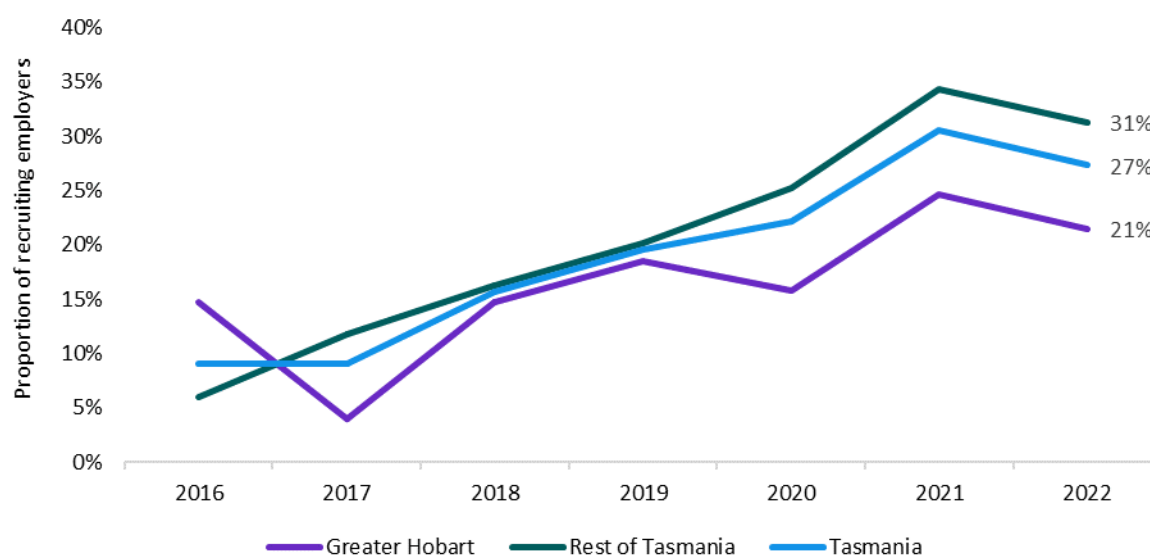
*\*Note: Employers can report multiple methods so numbers may not add to 100%.*

## Use of social media continues to rise

An emerging trend over recent years has been the increasing use of social media for recruitment. This is when employers advertise a vacant position on a social media platform, including advertising on Facebook job groups, Instagram or LinkedIn. Employers use social media for recruitment as it is inexpensive, fast, and allows job ads to have wide exposure amongst job seekers.

In 2022, social media use to recruit staff is more pronounced in Rest of Tasmania (31%) compared with Greater Hobart (21%), a trend commonly seen across the country. [Previous REOS findings](#) also reveal that social media is more commonly used when recruiting for lower skilled positions.

**Figure 5. Employers using social media for recruitment, Tasmania, 2016 to 2022\***



*\*Note: Data from 2016 to 2019 are from the Survey of Employers' Recruitment Experiences (SERE). Due to changes in questions and methodology from the SERE (2016-19) and the REOS (2020-2022), comparisons with 2019 and prior should be treated with some caution. From November 2019 to March 2020 the survey was suspended due to the COVID-19 pandemic, therefore the data for this time period is imputed. Employers can report multiple methods so numbers may not add to 100%.*