Australian Government | Jobs and Skills Australia

New South Wales

Release date: 27 March 2025

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).

Internet vacancies, headline figures, New South Wales, February 2025

Job advertisement count

61,269

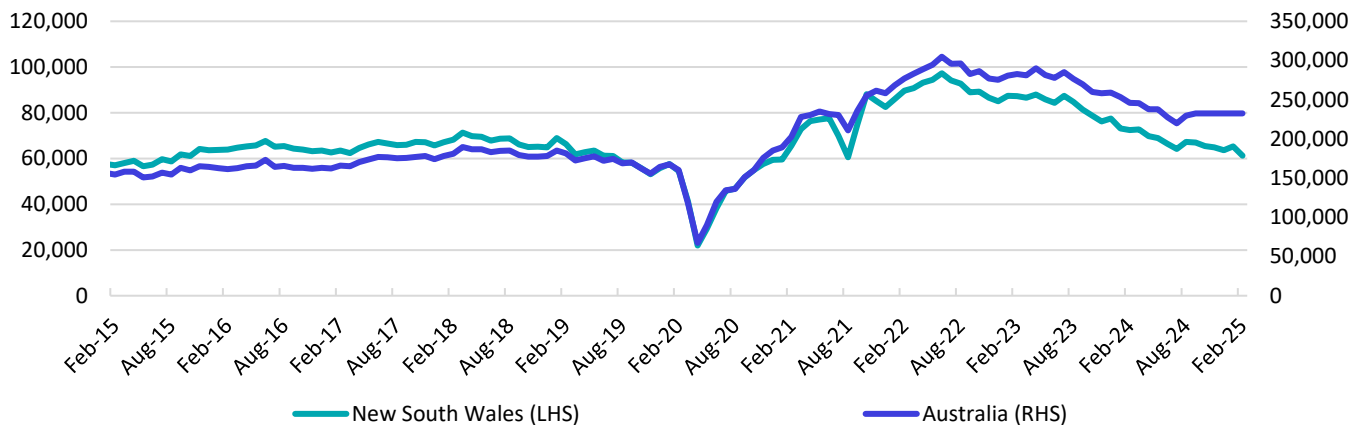seasonally adjusted count

Change over the month

↓ -6.2%

(or -4,018 job advertisements)

Change since Feb-24

↓ -15.4%
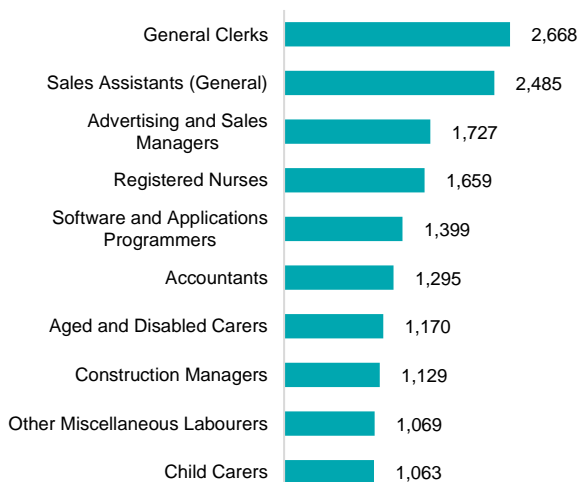
(or -11,132 job advertisements)

Number of online job advertisements over the ten years to February 2025

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index (IVI), seasonally adjusted data, February 2025
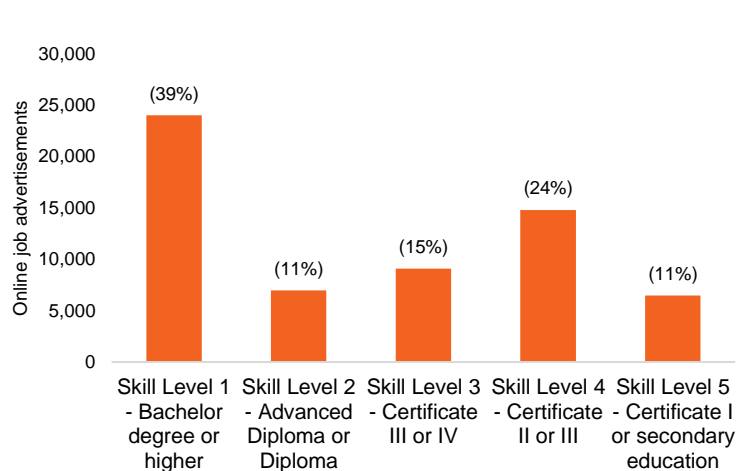
Top 10 occupations recruited for

Number of job ads online

Occupation	Number
General Clerks	2,668
Sales Assistants (General)	2,485
Advertising and Sales Managers	1,727
Registered Nurses	1,659
Software and Applications Programmers	1,399
Accountants	1,295
Aged and Disabled Carers	1,170
Construction Managers	1,129
Other Miscellaneous Labourers	1,069
Child Carers	1,063

Source: JSA, IVI, seasonally adjusted data, Feb-2025

Job demand by skill level

Proportion of job ads

Source: JSA, IVI, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey
New South Wales

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 2025, unless otherwise indicated.

Recruitment activity and experiences

In New South Wales, there were 2,532 responding employers in the 12 months to February 2025, of whom 42% were recruiting or had recruited over the past month. Of these recruiting businesses, 50% had difficulty recruiting. By comparison, 44% of employers were recruiting in Australia over the same period, of whom 51% had difficulty recruiting.
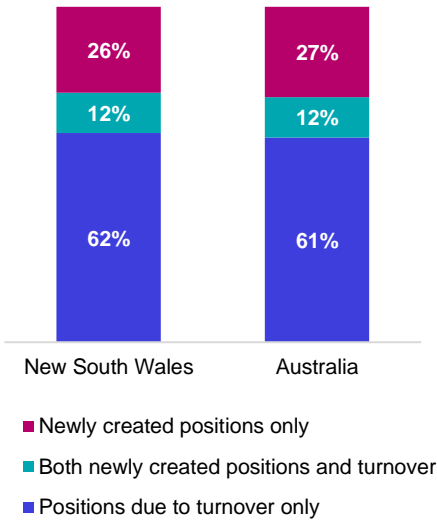
Employers in New South Wales were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack experience
- Applicants lack technical skills.

A chart showing reasons for recruitment for New South Wales and Australia is included to the right.

Note: employers can select multiple reasons for recruitment difficulty.
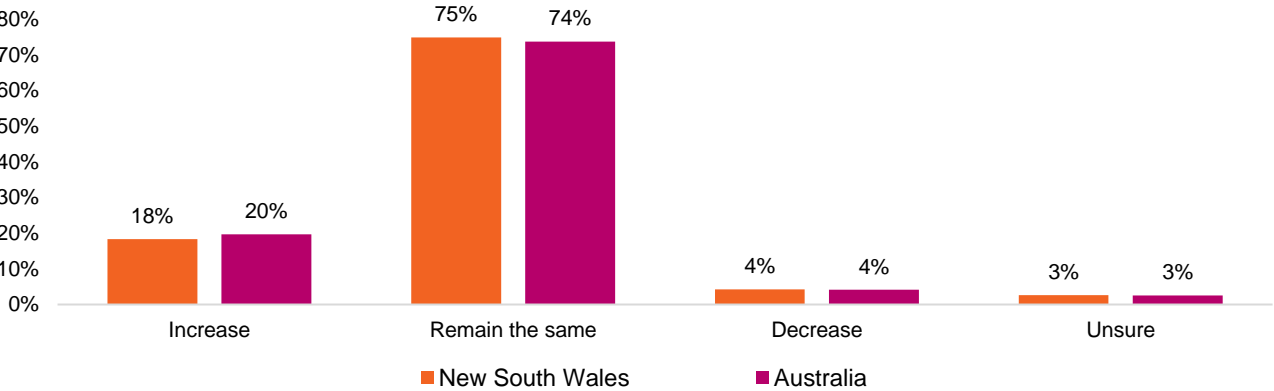
Reasons for recruitment

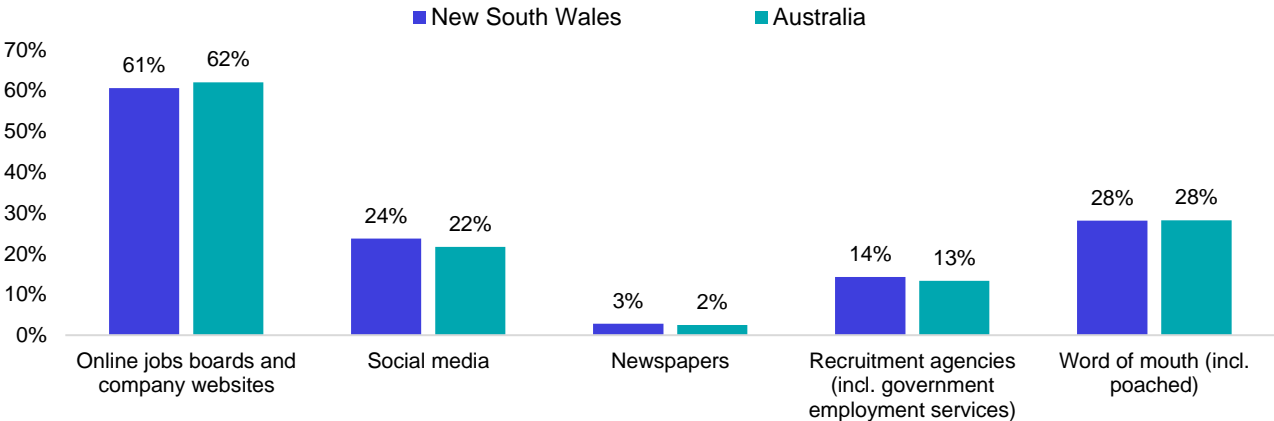|	New South Wales	Australia
Newly created positions only	26%	27%
Both newly created positions and turnover	12%	12%
Positions due to turnover only	62%	61%

■ 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
New South Wales	18%	75%	4%	3%
Australia	20%	74%	4%	3%

■ New South Wales ■ Australia

Recruitment methods
proportion of employers who were recruiting

■ New South Wales ■ Australia

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
New South Wales	61%	24%	3%	14%	28%
Australia	62%	22%	2%	13%	28%

Note: employers can select multiple methods of recruitment.

Due to small sample sizes for data for the territories, caution should be exercised interpreting these results. Weighted data are used for New South Wales and Australia. 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.

Recruitment trends and employers' needs: Regional Snapshot update

Central West

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Central West ER, Februrary 2025

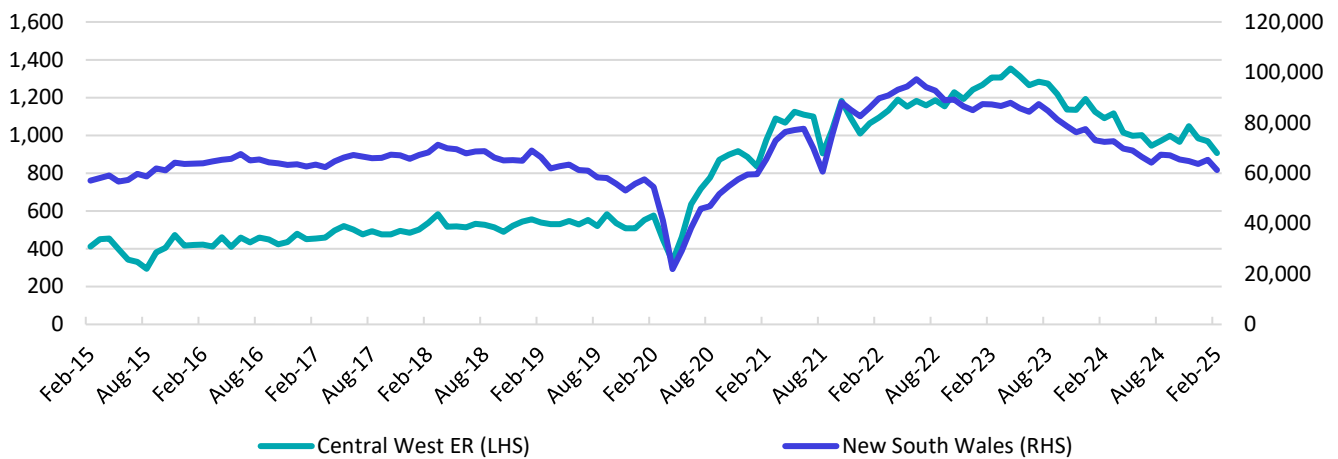| Job advertisement count	Change over the month	Change since Feb-24
906	↓ -6.4%	↓ -16.9%
seasonally adjusted count	(or -62 job advertisements)	(or -185 job advertisements)

Number of online job advertisements over the ten years to February 2025

Central West ER (LHS) ——— New South Wales (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025
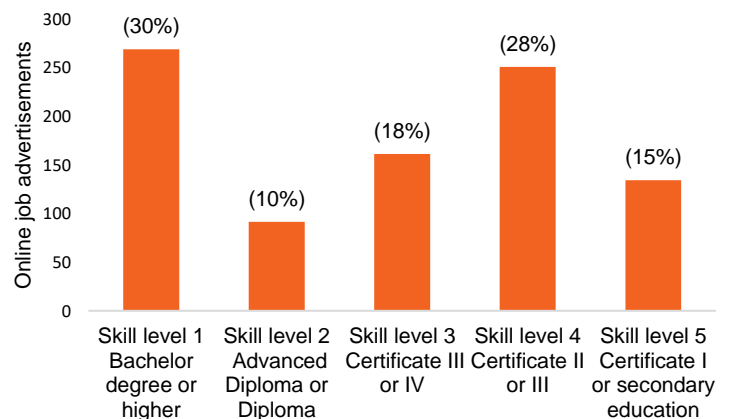
Top 10 occupations recruited for

Number of job ads online

Occupation	Number
Sales Assistants (General)	43
General Clerks	39
Registered Nurses	29
Aged and Disabled Carers	27
Other Miscellaneous Labourers	25
General Practitioners and Resident Medical Officers	21
Retail Managers	21
Metal Fitters and Machinists	21
Child Carers	20
Motor Mechanics	19

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(30%)
Skill level 2 Advanced Diploma or Diploma	(10%)
Skill level 3 Certificate III or IV	(18%)
Skill level 4 Certificate II or III	(28%)
Skill level 5 Certificate I or secondary education	(15%)
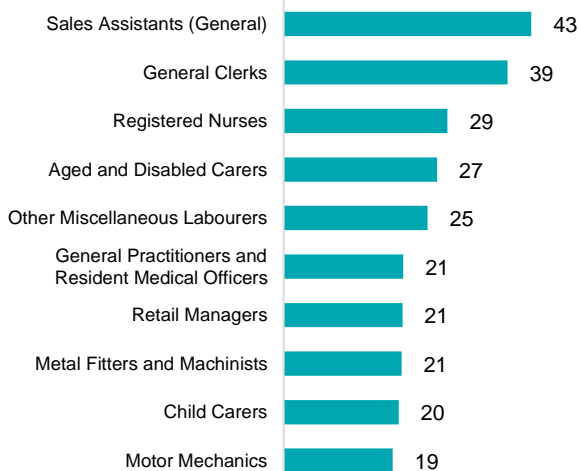
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey
Central West

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 2025, unless otherwise indicated.

Recruitment activity and experiences

In Central West, there were 95 responding employers in the 12 months to February 2025, of whom 44% were recruiting or had recruited in the past month. Of these recruiting businesses, 63% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in Central West were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Lack of applicants
- Location, eg remote or regional.

A chart showing reasons for recruitment for Central West and Rest of NSW is included to the right.
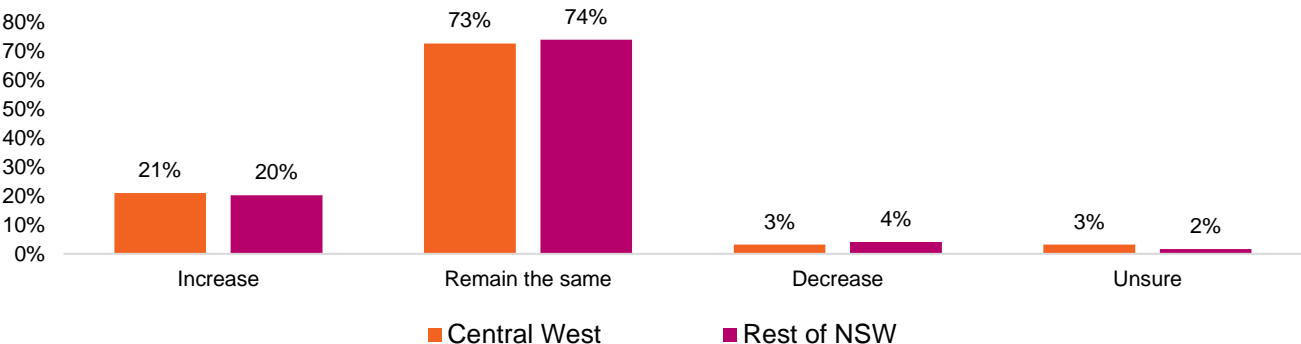
Reasons for recruitment

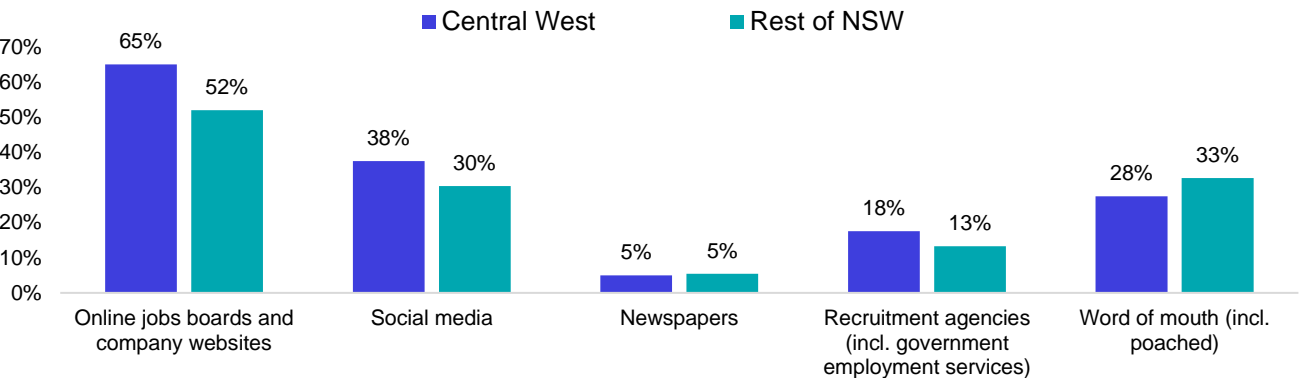|	Central West	Rest of NSW
Newly created positions only	21%	23%
Both newly created positions and turnover	14%	13%
Positions due to turnover only	64%	64%

■ 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
Central West	21%	73%	3%	3%
Rest of NSW	20%	74%	4%	2%

■ Central West   ■ Rest of NSW

Recruitment methods
proportion of employers who were recruiting

■ Central West   ■ Rest of NSW

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Central West	65%	38%	5%	18%	28%
Rest of NSW	52%	30%	5%	13%	33%

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 Central West, 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.

Recruitment trends and employers' needs: Regional Snapshot update

Far West Orana
Release date: 27 March 2025

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).

Internet vacancies, headline figures, Far West Orana ER, Februrary 2025

Job advertisement count
811
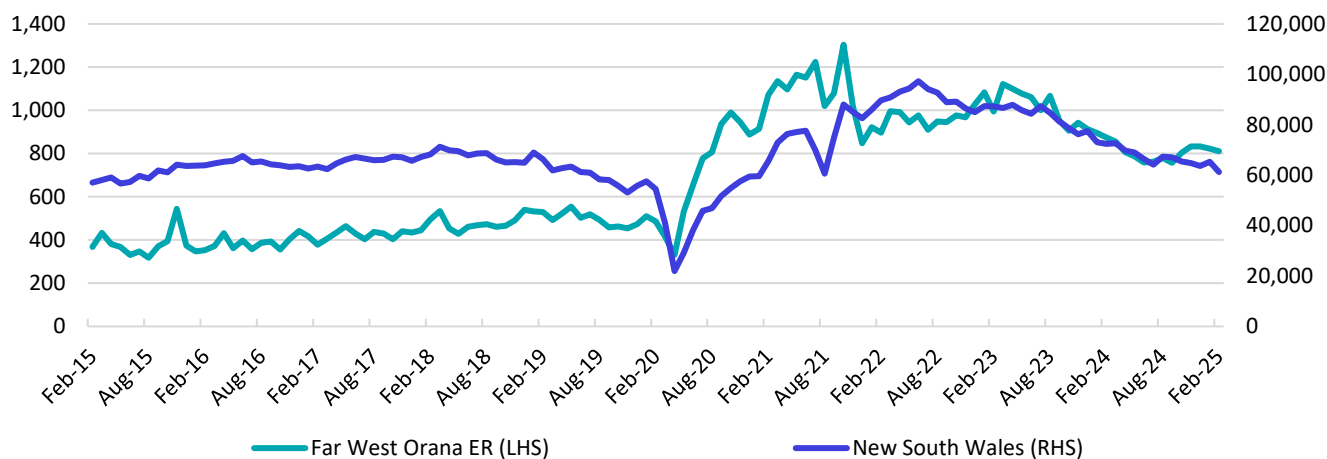seasonally adjusted count

Change over the month
↓ -1.3%
(or -11 job advertisements)

Change since Feb-24
↓ -7.2%
(or -63 job advertisements)

Number of online job advertisements over the ten years to February 2025

— Far West Orana ER (LHS)　　　　— New South Wales (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for
Number of job ads online

Occupation	Number
General Clerks	39
Registered Nurses	36
Sales Assistants (General)	35
Welfare, Recreation and Community Arts Workers	22
Aged and Disabled Carers	22
Metal Fitters and Machinists	19
General Practitioners and Resident Medical Officers	19
Retail Managers	19
Other Miscellaneous Labourers	19
Truck Drivers	17

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level
Proportion of job ads
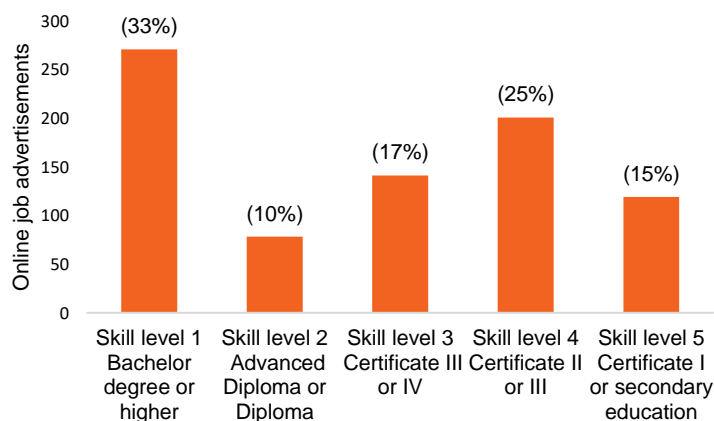
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey
Far West Orana

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 2025, unless otherwise indicated.
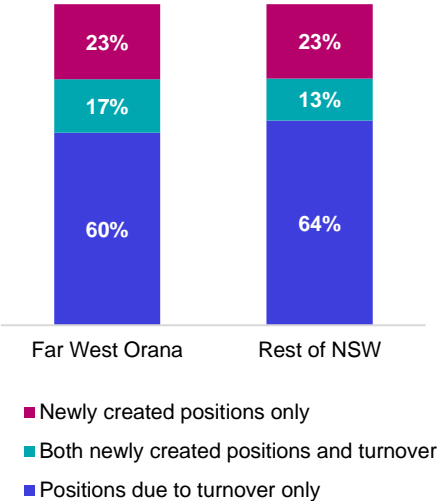
Recruitment activity and experiences

In Far West Orana, there were 63 responding employers in the 12 months to February 2025, of whom 48% were recruiting or had recruited in the past month. Of these recruiting businesses, 55% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in Far West Orana were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Location, eg remote or regional
- Undesirable working conditions/hours
- Lack of applicants.

A chart showing reasons for recruitment for Far West Orana and Rest of NSW is included to the right.
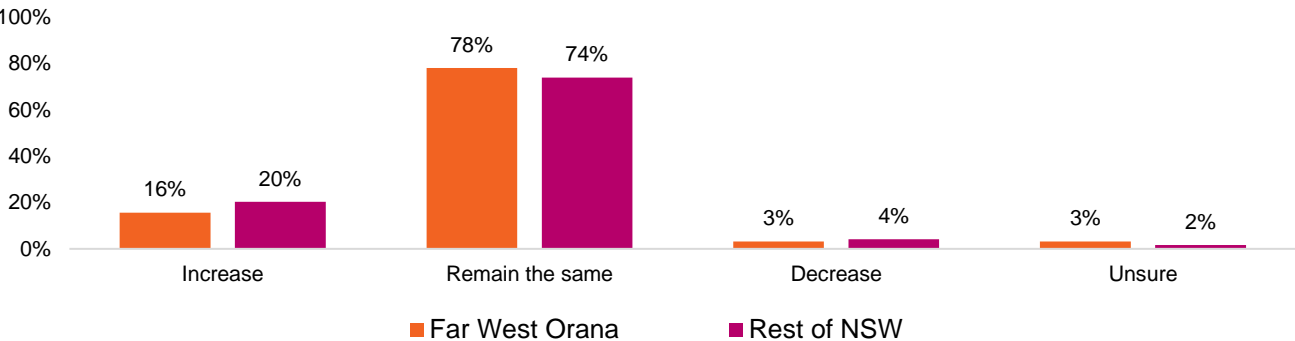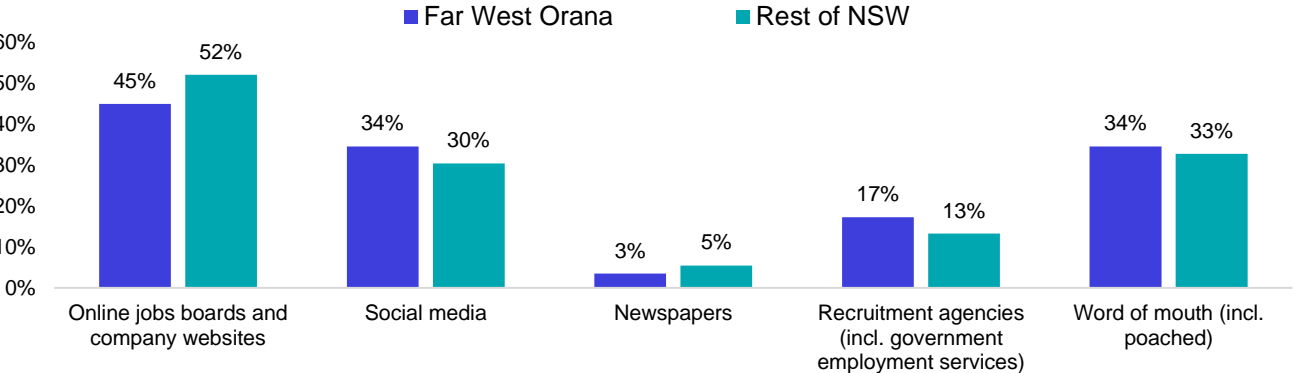
Reasons for recruitment

	Far West Orana	Rest of NSW
Newly created positions only	23%	23%
Both newly created positions and turnover	17%	13%
Positions due to turnover only	60%	64%

■ 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
Far West Orana	16%	78%	3%	3%
Rest of NSW	20%	74%	4%	2%

■ Far West Orana ■ Rest of NSW

Recruitment methods
proportion of employers who were recruiting

■ Far West Orana ■ Rest of NSW

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Far West Orana	45%	34%	3%	17%	34%
Rest of NSW	52%	30%	5%	13%	33%

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 Far West Orana, 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.

Hunter

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Hunter ER, Februrary 2025

Job advertisement count

4,713

seasonally adjusted count

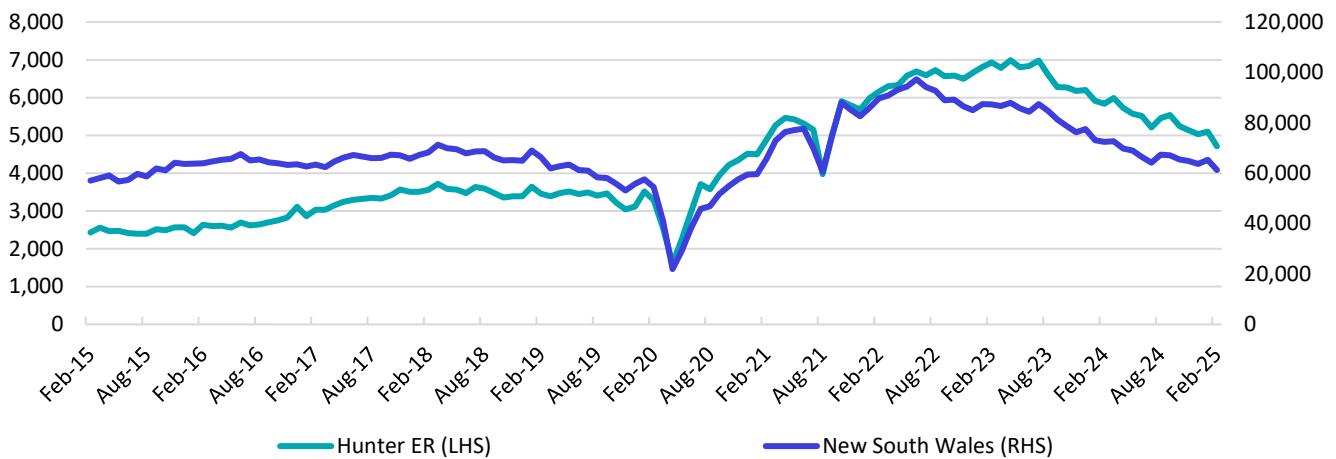**Change over the month**

↓ **-7.6%**

(or -386 job advertisements)

Change since Feb-24
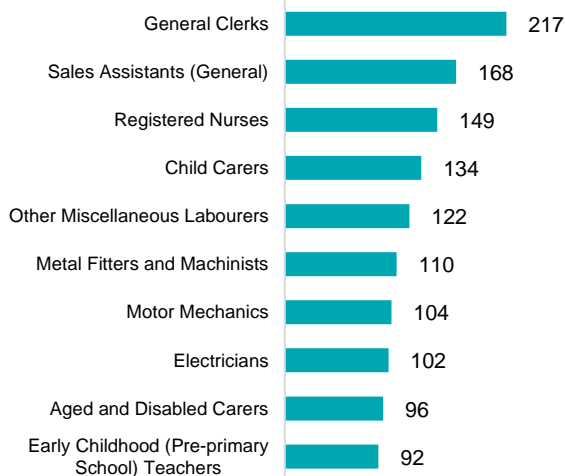
↓ **-19.2%**

(or -1,119 job advertisements)

Number of online job advertisements over the ten years to February 2025

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

Number of job ads online

Occupation	Count
General Clerks	217
Sales Assistants (General)	168
Registered Nurses	149
Child Carers	134
Other Miscellaneous Labourers	122
Metal Fitters and Machinists	110
Motor Mechanics	104
Electricians	102
Aged and Disabled Carers	96
Early Childhood (Pre-primary School) Teachers	92

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads
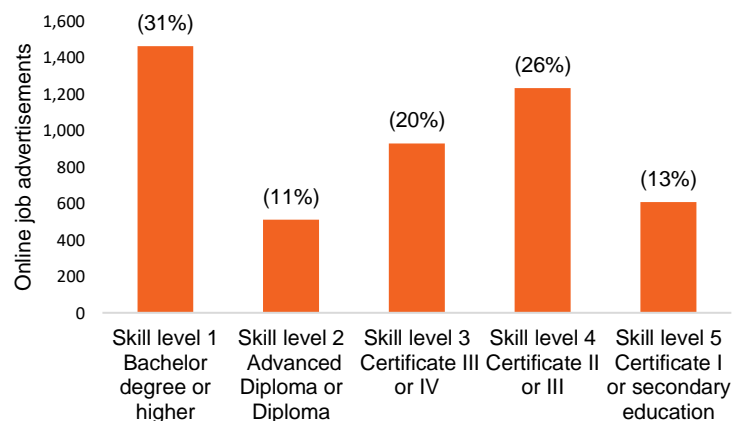
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey
Hunter

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 2025, unless otherwise indicated.

Recruitment activity and experiences

In Hunter, there were 240 responding employers in the 12 months to February 2025, of whom 45% were recruiting or had recruited in the past month. Of these recruiting businesses, 56% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in Hunter were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Applicants lack experience
- Undesirable working conditions/hours
- Lack of applicants.

A chart showing reasons for recruitment for Hunter and Rest of NSW is included to the right.
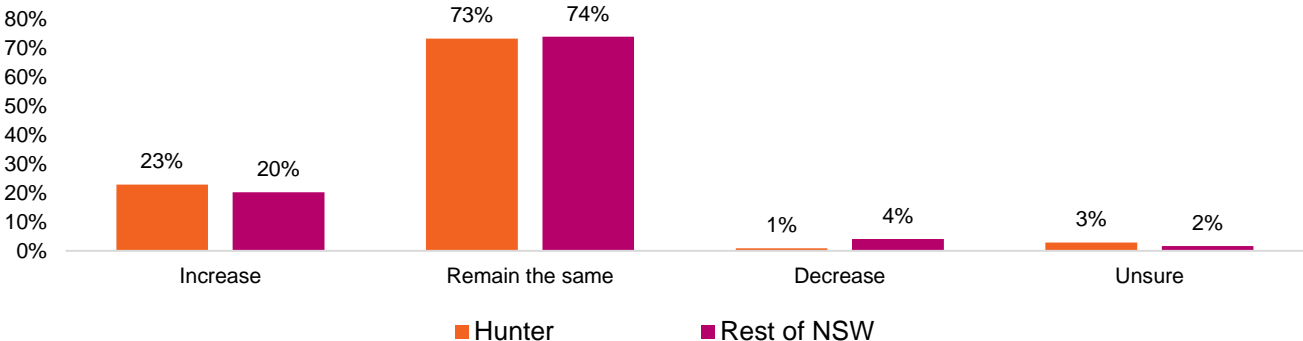
Reasons for recruitment

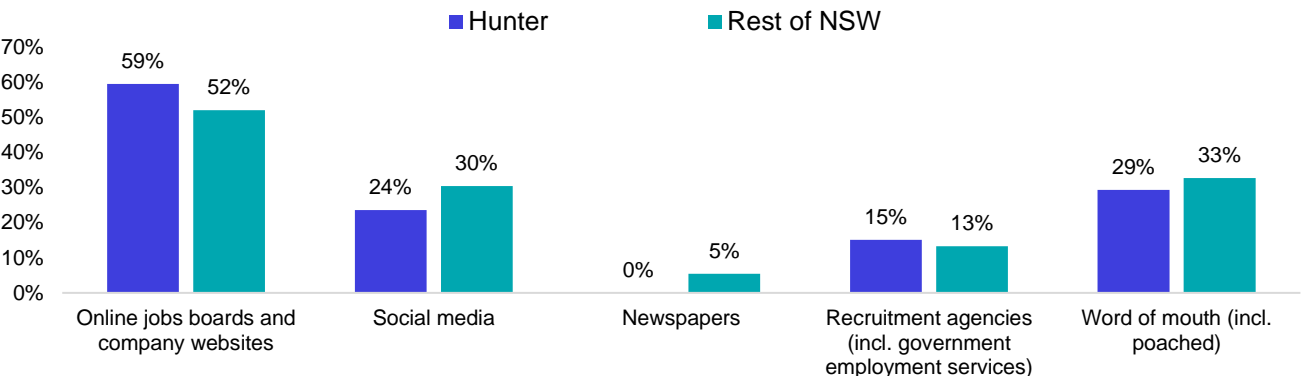|	Hunter	Rest of NSW
Newly created positions only	16%	23%
Both newly created positions and turnover	17%	13%
Positions due to turnover only	67%	64%

Staffing outlook for coming months
proportion of employers
Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Hunter	23%	73%	1%	3%
Rest of NSW	20%	74%	4%	2%

Recruitment methods
proportion of employers who were recruiting

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Hunter	59%	24%	0%	15%	29%
Rest of NSW	52%	30%	5%	13%	33%

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 Hunter, 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.

Illawarra South Coast

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Illawarra South Coast ER, Februrary 2025

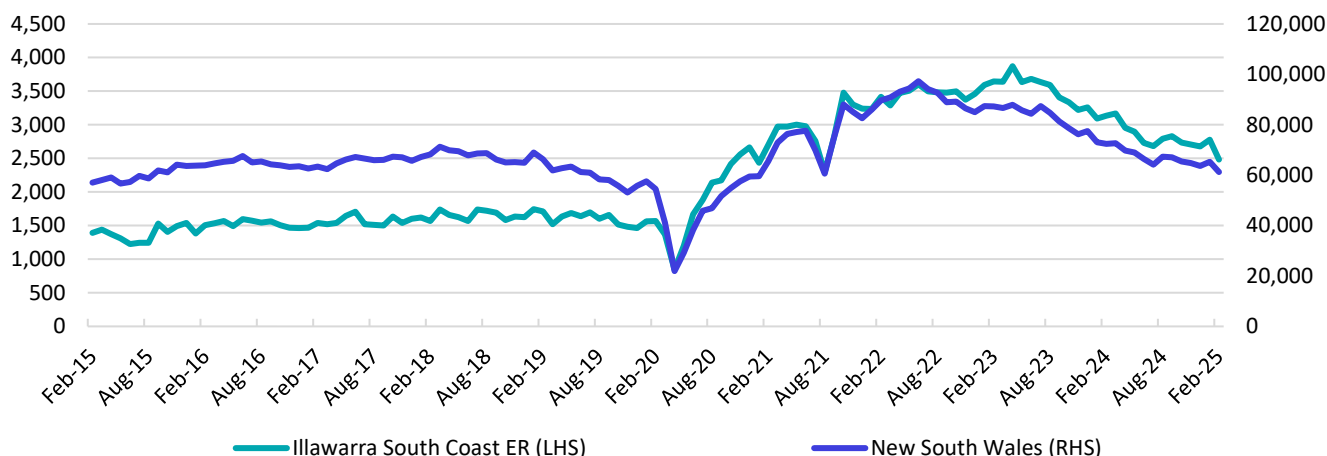| Job advertisement count	Change over the month	Change since Feb-24
2,483	↓ **-10.6%**	↓ **-20.7%**
seasonally adjusted count	(or -296 job advertisements)	(or -650 job advertisements)

Number of online job advertisements over the ten years to February 2025

Illawarra South Coast ER (LHS) — New South Wales (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

Number of job ads online

Occupation	Number
General Clerks	121
Sales Assistants (General)	114
Aged and Disabled Carers	99
Registered Nurses	74
Welfare, Recreation and Community Arts Workers	57
Retail Managers	56
General Practitioners and Resident Medical Officers	56
Judicial and Other Legal Professionals	56
Child Carers	53
Chefs	50

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(32%)
Skill level 2 Advanced Diploma or Diploma	(12%)
Skill level 3 Certificate III or IV	(15%)
Skill level 4 Certificate II or III	(28%)
Skill level 5 Certificate I or secondary education	(13%)
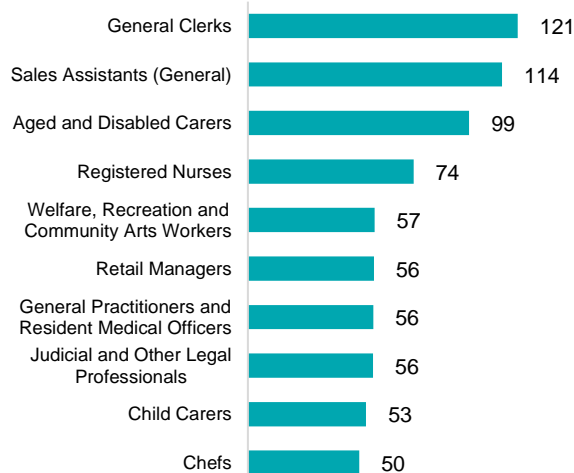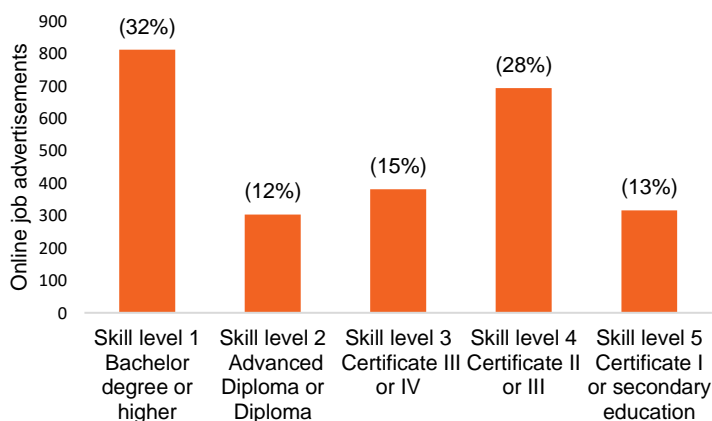
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey

Illawarra South 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 2025, unless otherwise indicated.

Recruitment activity and experiences

In Illawarra South Coast, there were 211 responding employers in the 12 months to February 2025, of whom 45% were recruiting or had recruited in the past month. Of these recruiting businesses, 38% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in Illawarra South Coast were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Lack of applicants
- Undesirable working conditions/hours
- Location, eg remote or regional.

A chart showing reasons for recruitment for Illawarra South Coast and Rest of NSW is included to the right.
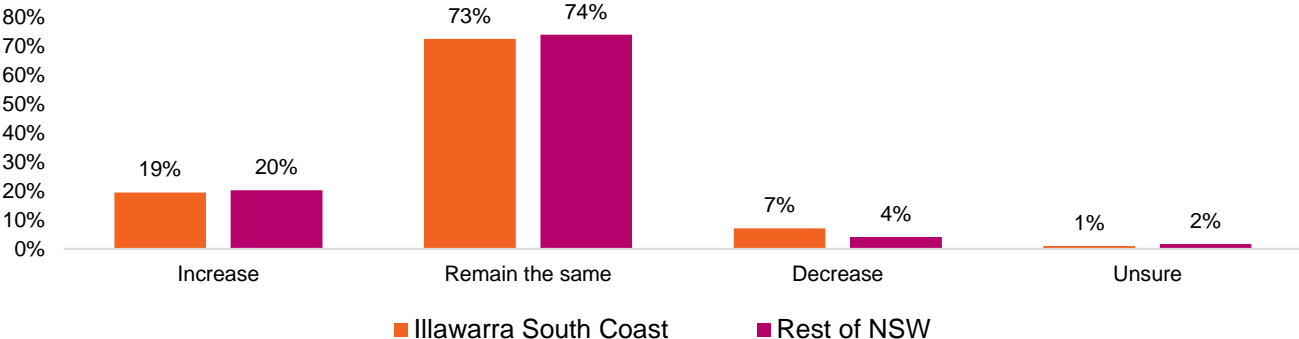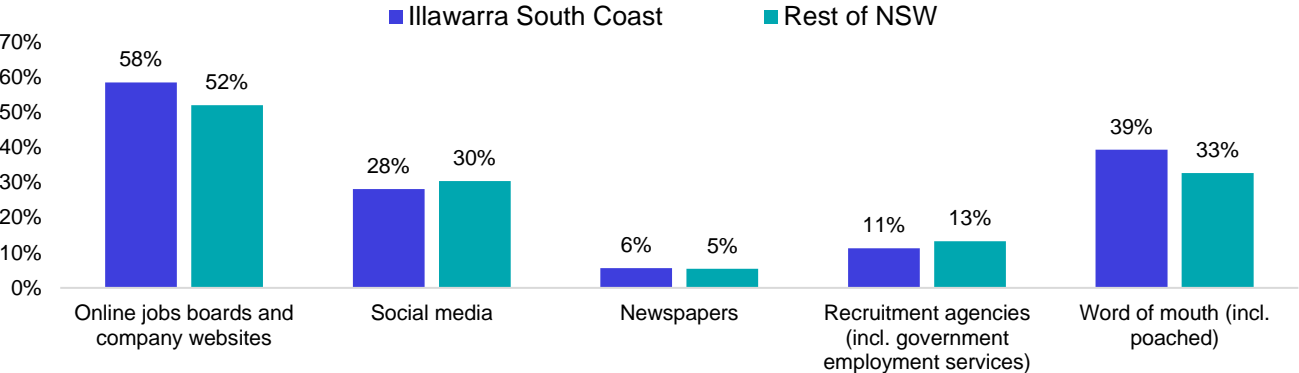
Reasons for recruitment

	Illawarra South Coast	Rest of NSW
Newly created positions only	22%	23%
Both newly created positions and turnover	15%	13%
Positions due to turnover only	63%	64%

- 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
Illawarra South Coast	19%	73%	7%	1%
Rest of NSW	20%	74%	4%	2%

■ Illawarra South Coast ■ Rest of NSW

Recruitment methods

proportion of employers who were recruiting

■ Illawarra South Coast ■ Rest of NSW

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Illawarra South Coast	58%	28%	6%	11%	39%
Rest of NSW	52%	30%	5%	13%	33%

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 Illawarra South 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.

Mid North Coast

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Mid North Coast ER, Februrary 2025

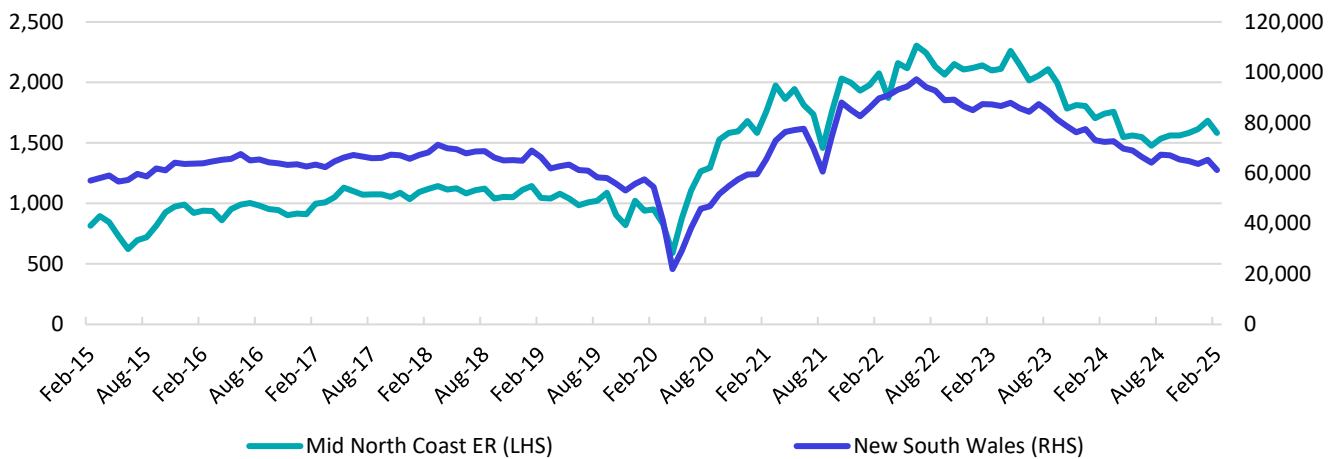| Job advertisement count	Change over the month	Change since Feb-24
1,582	↓ **-6.0%**	↓ **-9.2%**
seasonally adjusted count	(or -101 job advertisements)	(or -160 job advertisements)

Number of online job advertisements over the ten years to February 2025

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

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

Number of job ads online

|	
Registered Nurses	89
Sales Assistants (General)	76
Aged and Disabled Carers	70
General Clerks	62
General Practitioners and Resident Medical Officers	51
Welfare, Recreation and Community Arts Workers	39
Other Miscellaneous Labourers	39
Judicial and Other Legal Professionals	36
Retail Managers	35
Nursing Support and Personal Care Workers	34
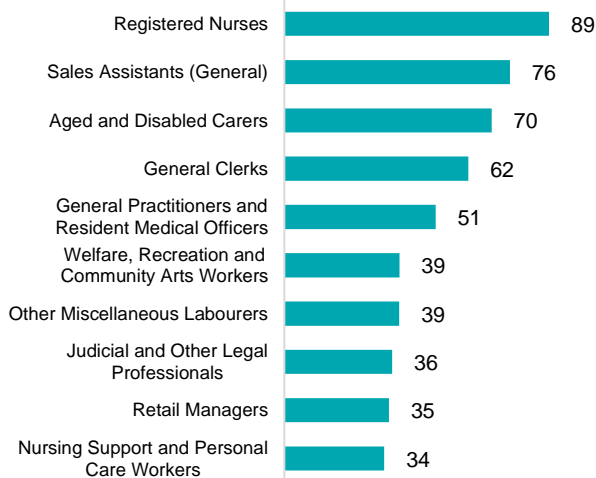
Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads
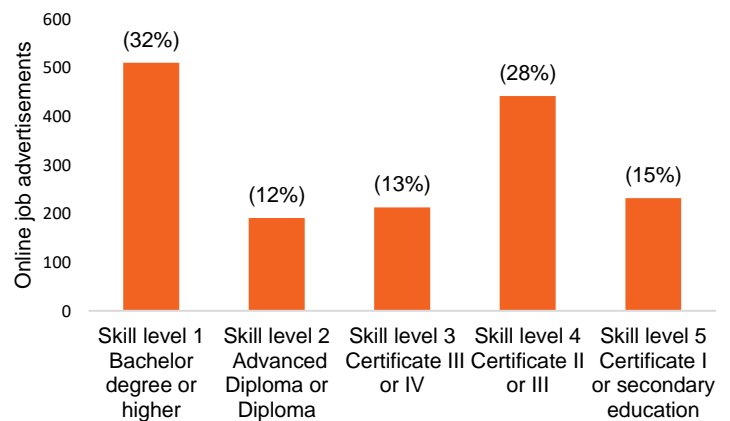
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

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 2025, unless otherwise indicated.

Recruitment activity and experiences

In Mid North Coast, there were 152 responding employers in the 12 months to February 2025, of whom 47% were recruiting or had recruited in the past month. Of these recruiting businesses, 41% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in Mid North Coast were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack experience
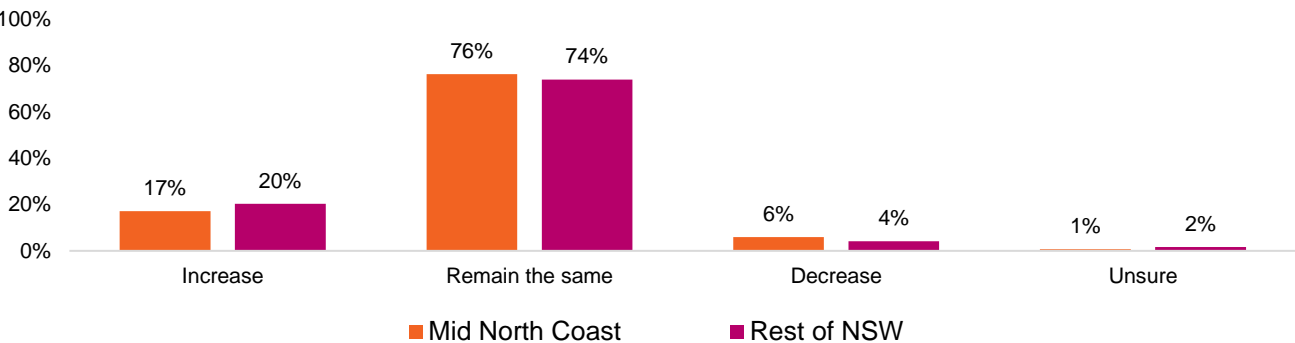- Applicants lack technical skills.

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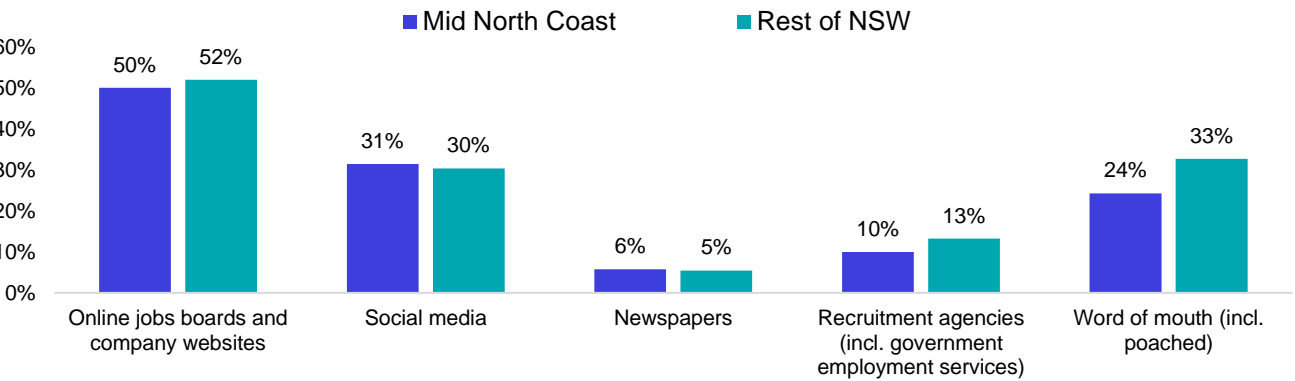
Reasons for recruitment

	Mid North Coast	Rest of NSW
Newly created positions only	30%	23%
Both newly created positions and turnover	10%	13%
Positions due to turnover only	59%	64%

Staffing outlook for coming months
proportion of employers
Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
Mid North Coast	17%	76%	6%	1%
Rest of NSW	20%	74%	4%	2%

Recruitment methods
proportion of employers who were recruiting

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Mid North Coast	50%	31%	6%	10%	24%
Rest of NSW	52%	30%	5%	13%	33%

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.

Recruitment trends and employers' needs: Regional Snapshot update

Murray Riverina

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Murray Riverina ER, Februrary 2025

Job advertisement count

1,850

seasonally adjusted count

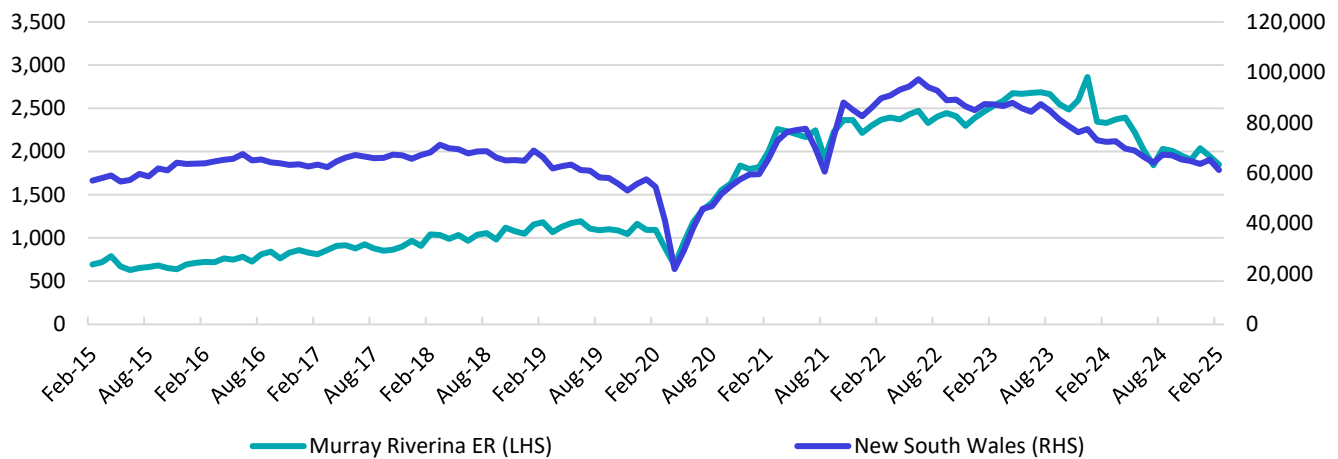**Change over the month**

↓ **-4.9%**

(or -96 job advertisements)

Change since Feb-24

↓ **-20.6%**

(or -480 job advertisements)

Number of online job advertisements over the ten years to February 2025

— Murray Riverina ER (LHS)   — New South Wales (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

Number of job ads online

Occupation	Job ads
Registered Nurses	115
General Clerks	86
Sales Assistants (General)	78
Aged and Disabled Carers	54
Other Miscellaneous Labourers	45
Motor Mechanics	41
General Practitioners and Resident Medical Officers	40
Truck Drivers	37
Nursing Support and Personal Care Workers	34
Chefs	32

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads
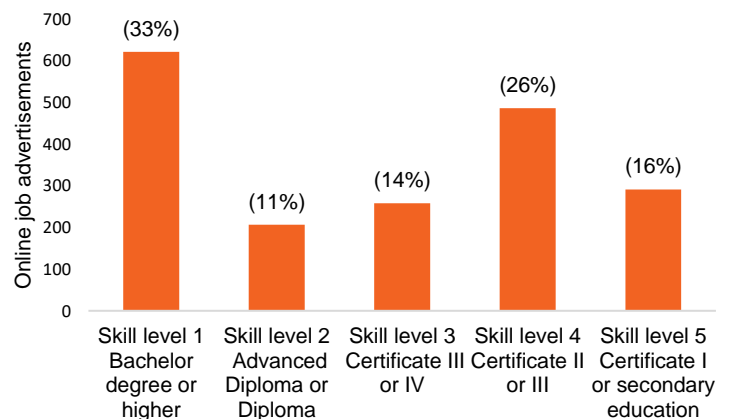
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey

Murray Riverina

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 2025, unless otherwise indicated.
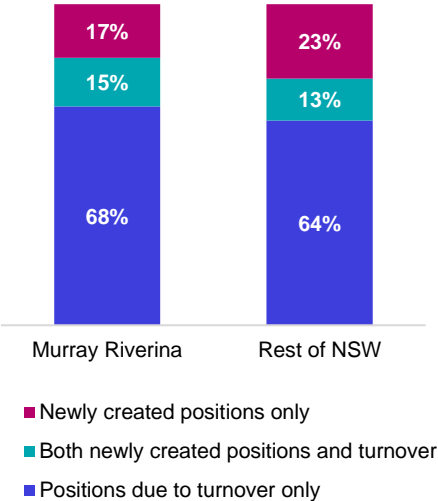
Recruitment activity and experiences

In Murray Riverina, there were 110 responding employers in the 12 months to February 2025, of whom 60% were recruiting or had recruited in the past month. Of these recruiting businesses, 66% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in Murray Riverina were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Location, eg remote or regional
- Applicants lack technical skills.

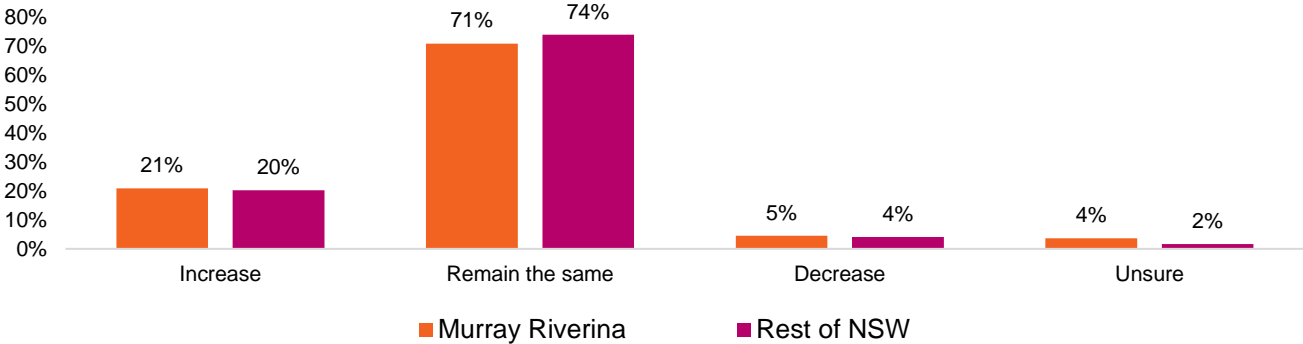A chart showing reasons for recruitment for Murray Riverina and Rest of NSW is included to the right.

Reasons for recruitment

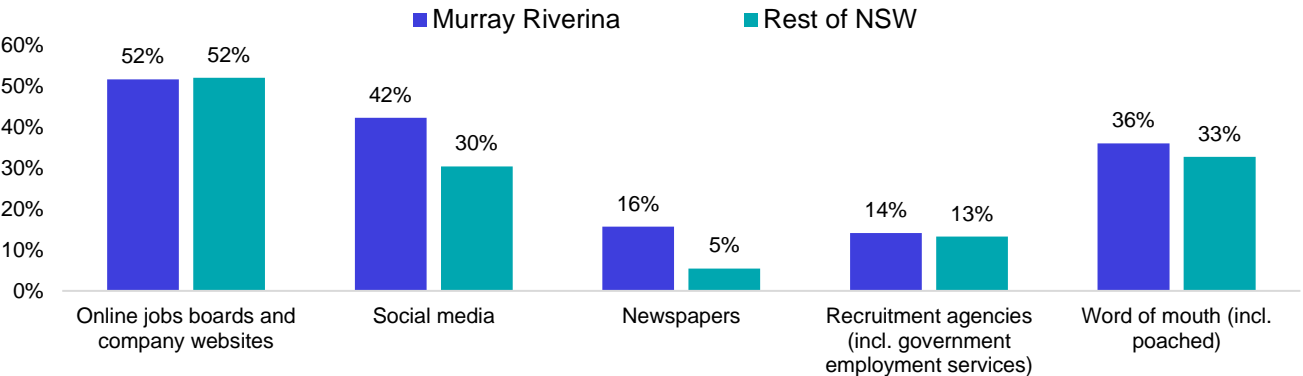|	Murray Riverina	Rest of NSW
Newly created positions only	17%	23%
Both newly created positions and turnover	15%	13%
Positions due to turnover only	68%	64%

- 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
Murray Riverina	21%	71%	5%	4%
Rest of NSW	20%	74%	4%	2%

- Murray Riverina
- Rest of NSW

Recruitment methods

proportion of employers who were recruiting

- Murray Riverina
- Rest of NSW

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Murray Riverina	52%	42%	16%	14%	36%
Rest of NSW	52%	30%	5%	13%	33%

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 Murray Riverina, 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.

Recruitment trends and employers' needs: Regional Snapshot update

New England and North West

Release date: 27 March 2025

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).

Internet vacancies, headline figures, New England and North West ER, Februrary 2025

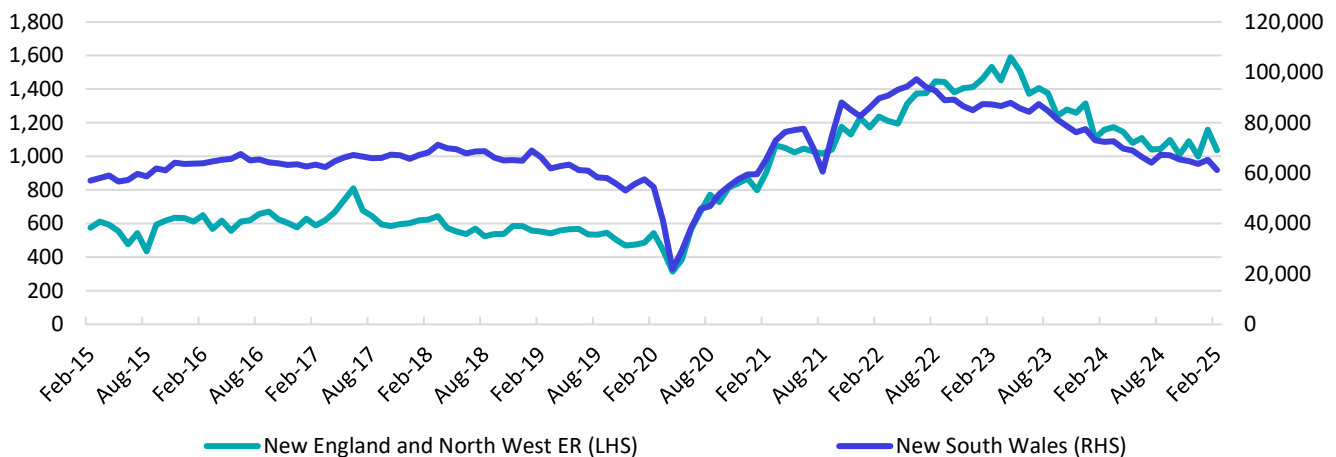| Job advertisement count	Change over the month	Change since Feb-24
1,036	↓ **-10.5%**	↓ **-10.6%**
seasonally adjusted count	(or -122 job advertisements)	(or -123 job advertisements)

Number of online job advertisements over the ten years to February 2025

New England and North West ER (LHS) ——— New South Wales (RHS) ———

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for
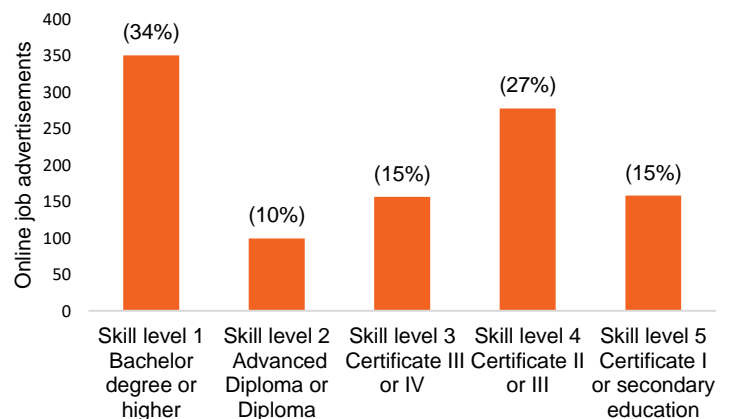### Number of job ads online

Occupation	Number
General Clerks	46
Sales Assistants (General)	43
Aged and Disabled Carers	41
General Practitioners and Resident Medical Officers	34
Other Miscellaneous Labourers	34
Registered Nurses	32
Judicial and Other Legal Professionals	25
Welfare, Recreation and Community Arts Workers	22
Early Childhood (Pre-primary School) Teachers	22
Retail Managers	22

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level
Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(34%)
Skill level 2 Advanced Diploma or Diploma	(10%)
Skill level 3 Certificate III or IV	(15%)
Skill level 4 Certificate II or III	(27%)
Skill level 5 Certificate I or secondary education	(15%)
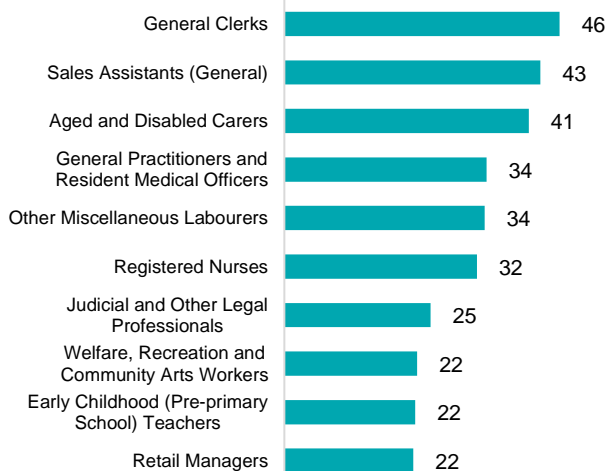
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey

New England and North West

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 2025, unless otherwise indicated.

Recruitment activity and experiences

In New England and North West, there were 112 responding employers in the 12 months to February 2025, of whom 42% were recruiting or had recruited in the past month. Of these recruiting businesses, 52% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in New England and North West were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Lack of applicants
- Undesirable working conditions/hours
- Location, eg remote or regional.

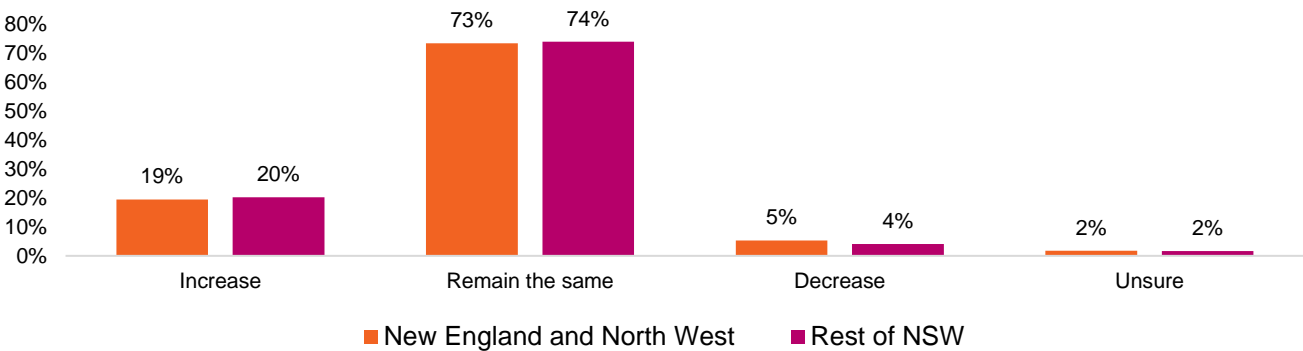A chart showing reasons for recruitment for New England and North West and Rest of NSW is included to the right.
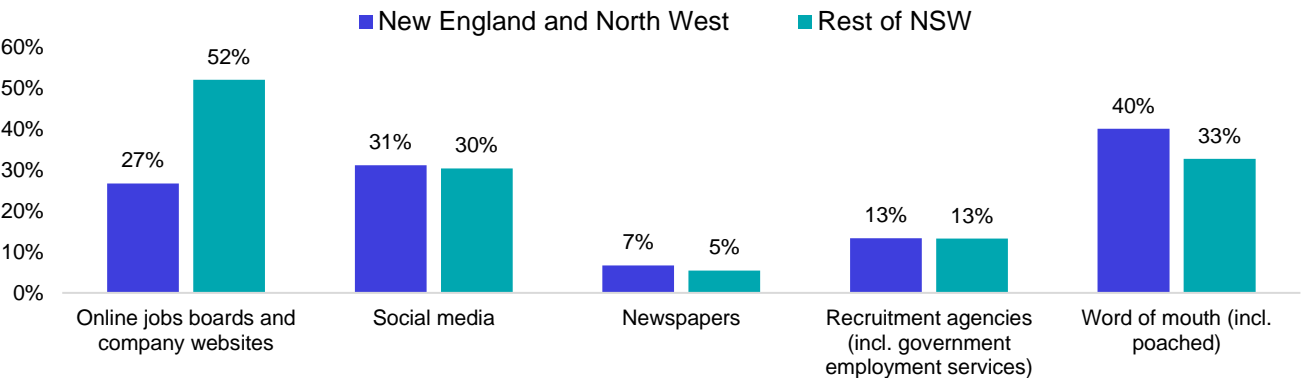
Reasons for recruitment

	New England and North West	Rest of NSW
Newly created positions only	23%	23%
Both newly created positions and turnover	19%	13%
Positions due to turnover only	57%	64%

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
New England and North West	19%	73%	5%	2%
Rest of NSW	20%	74%	4%	2%

Recruitment methods

proportion of employers who were recruiting

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
New England and North West	27%	31%	7%	13%	40%
Rest of NSW	52%	30%	5%	13%	33%

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 New England and North West, 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.

Recruitment trends and employers' needs: Regional Snapshot update

North Coast

Release date: 27 March 2025

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).

Internet vacancies, headline figures, North Coast ER, Februrary 2025

Job advertisement count
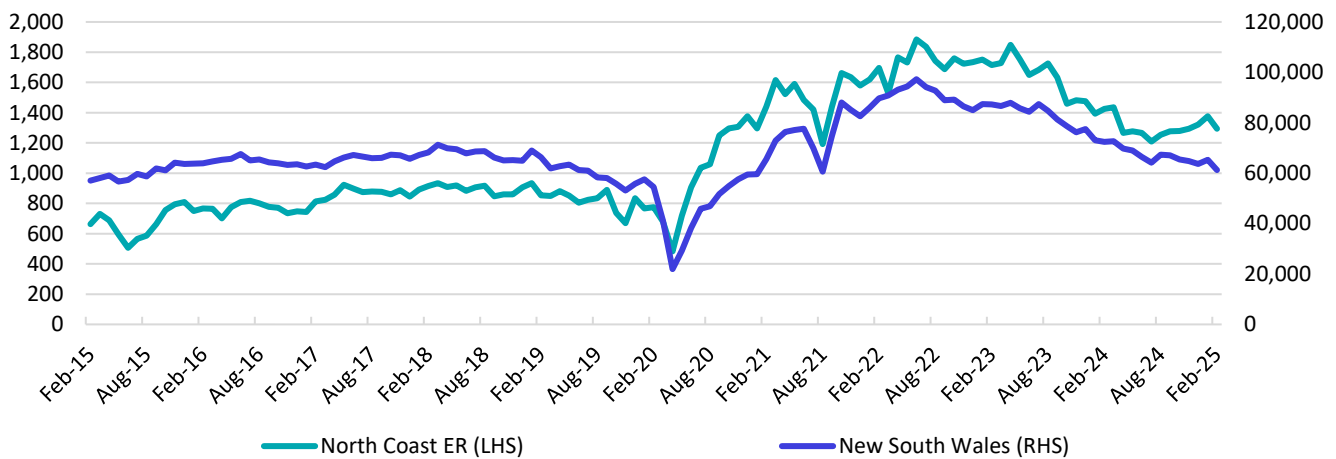
1,294

seasonally adjusted count

Change over the month

↓ -6.0%

(or -83 job advertisements)

Change since Feb-24
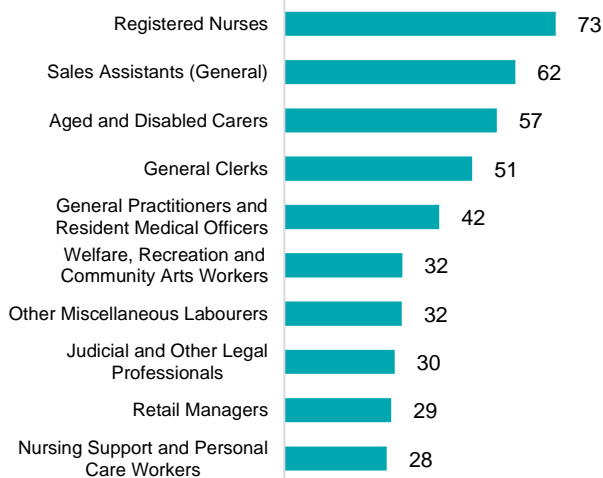
↓ -9.2%

(or -130 job advertisements)

Number of online job advertisements over the ten years to February 2025

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

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

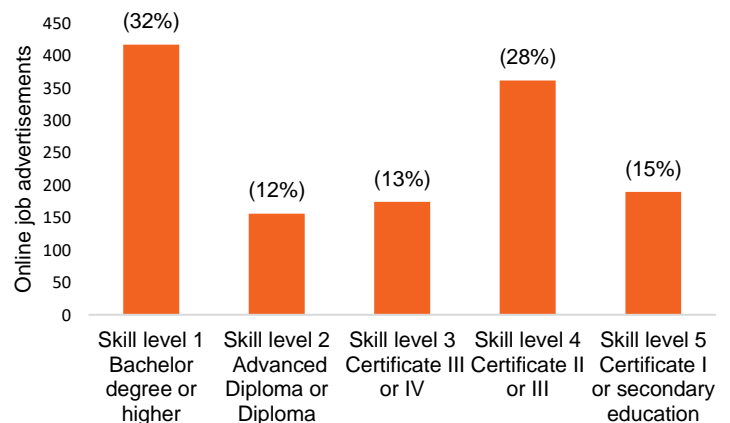Number of job ads online

Occupation	Count
Registered Nurses	73
Sales Assistants (General)	62
Aged and Disabled Carers	57
General Clerks	51
General Practitioners and Resident Medical Officers	42
Welfare, Recreation and Community Arts Workers	32
Other Miscellaneous Labourers	32
Judicial and Other Legal Professionals	30
Retail Managers	29
Nursing Support and Personal Care Workers	28

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads

Online job advertisements

- Skill level 1 Bachelor degree or higher (32%)
- Skill level 2 Advanced Diploma or Diploma (12%)
- Skill level 3 Certificate III or IV (13%)
- Skill level 4 Certificate II or III (28%)
- Skill level 5 Certificate I or secondary education (15%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey

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 2025, unless otherwise indicated.

Recruitment activity and experiences

In North Coast, there were 107 responding employers in the 12 months to February 2025, of whom 49% were recruiting or had recruited in the past month. Of these recruiting businesses, 58% had difficulty recruiting. By comparison, 47% of employers were recruiting in Rest of NSW over the same period, of whom 52% had difficulty recruiting.

Employers in North Coast were most likely to report the following reasons for recruitment difficulty:
  • Lack of suitable applicants
  • Undesirable working conditions/hours
  • Applicants lack experience
  • Applicants lack technical skills.

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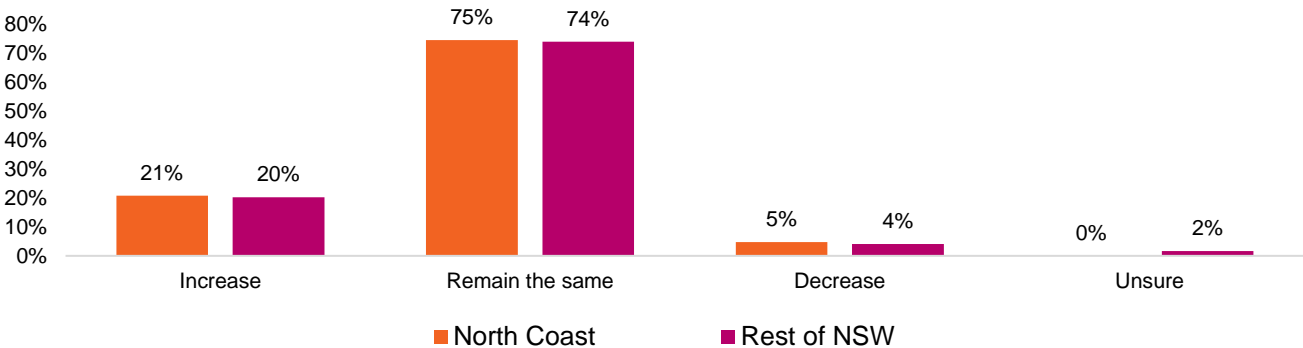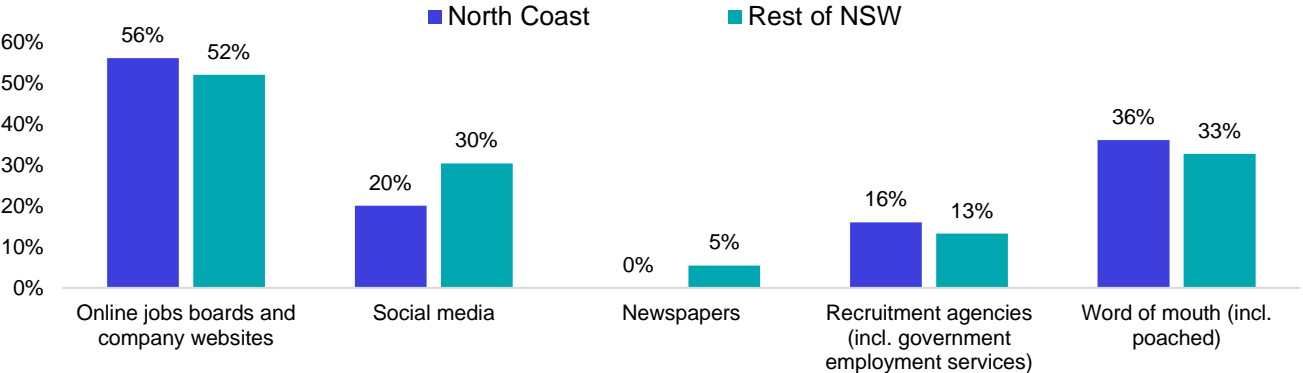
Reasons for recruitment

	North Coast	Rest of NSW
Newly created positions only	21%	23%
Both newly created positions and turnover	15%	13%
Positions due to turnover only	63%	64%

Staffing outlook for coming months

proportion of employers

Employers' staffing expectations

	Increase	Remain the same	Decrease	Unsure
North Coast	21%	75%	5%	0%
Rest of NSW	20%	74%	4%	2%

Recruitment methods

proportion of employers who were recruiting

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
North Coast	56%	20%	0%	16%	36%
Rest of NSW	52%	30%	5%	13%	33%

Note: employers can select multiple methods of recruitment.

Recruitment trends and employers' needs: Regional Snapshot update

Sydney East Metro

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Sydney East Metro ER, Februrary 2025

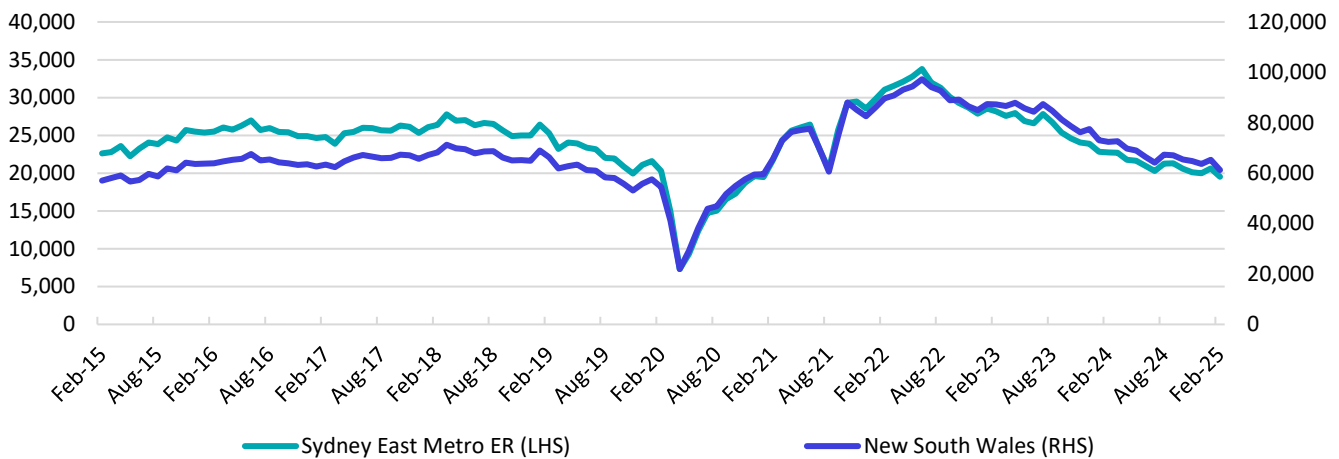| Job advertisement count	Change over the month	Change since Feb-24
19,526	↓ **-5.2%**	↓ **-14.1%**
seasonally adjusted count	(or -1,081 job advertisements)	(or -3,204 job advertisements)

Number of online job advertisements over the ten years to February 2025

Sydney East Metro ER (LHS) ——— New South Wales (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

Number of job ads online

Occupation	Count
General Clerks	762
Advertising and Sales Managers	689
Sales Assistants (General)	628
Software and Applications Programmers	569
Accountants	471
Construction Managers	388
Registered Nurses	355
Retail Managers	301
Advertising and Marketing Professionals	282
ICT Business and Systems Analysts	274

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(42%)
Skill level 2 Advanced Diploma or Diploma	(12%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(23%)
Skill level 5 Certificate I or secondary education	(9%)
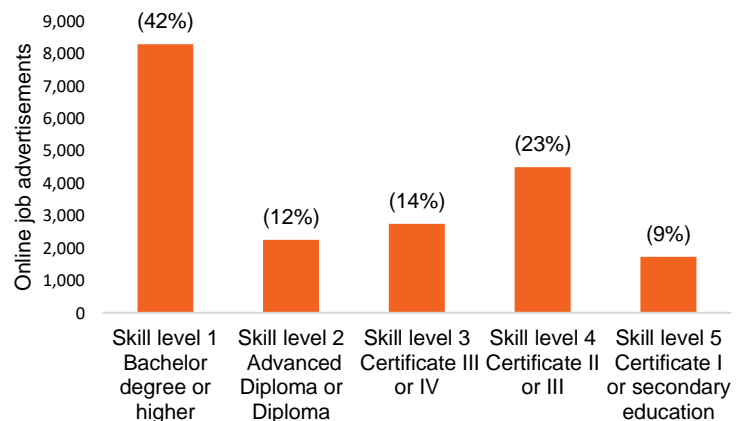
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey
Sydney East Metro

Recruitment activity and experiences

In Sydney East Metro, there were 441 responding employers in the 12 months to February 2025, of whom 37% were recruiting or had recruited in the past month. Of these recruiting businesses, 50% had difficulty recruiting. By comparison, 40% of employers were recruiting in Greater Sydney over the same period, of whom 49% had difficulty recruiting.
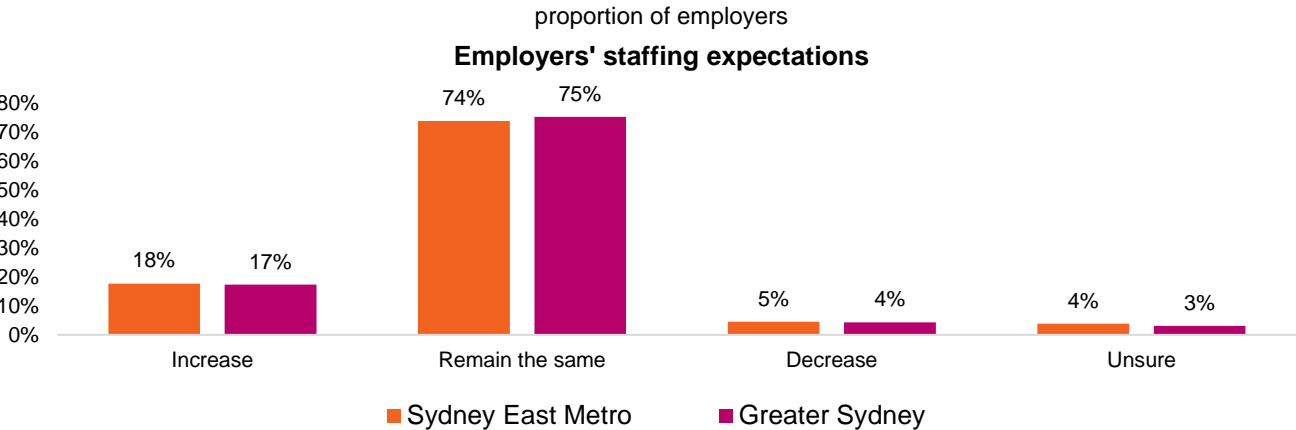
Employers in Sydney East Metro were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack experience
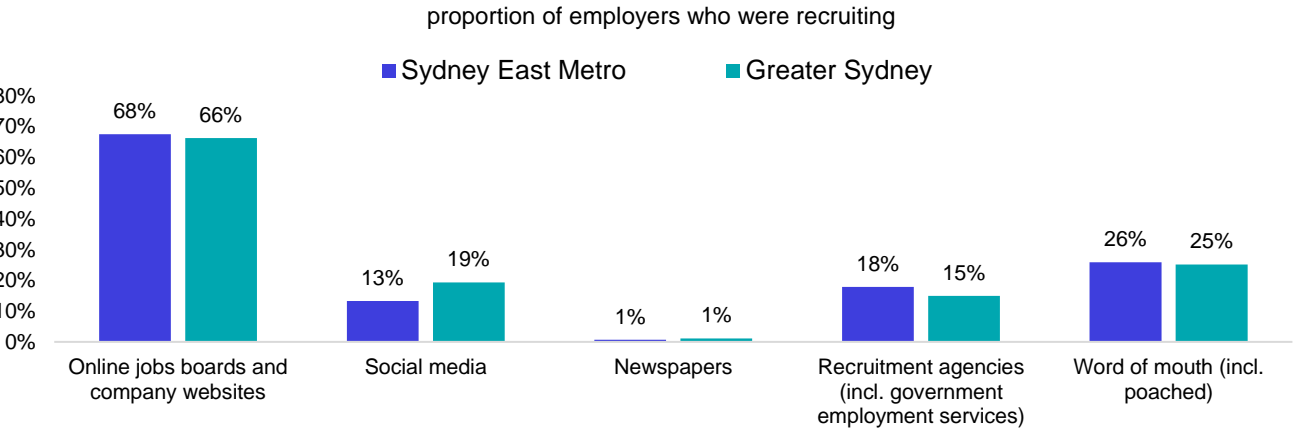- Applicants lack technical skills.

A chart showing reasons for recruitment for Sydney East Metro and Greater Sydney is included to the right.

Reasons for recruitment

	Sydney East Metro	Greater Sydney
Newly created positions only	30%	27%
Both newly created positions and turnover	10%	11%
Positions due to turnover only	60%	61%

- 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
Sydney East Metro	18%	74%	5%	4%
Greater Sydney	17%	75%	4%	3%

- Sydney East Metro
- Greater Sydney

Recruitment methods
proportion of employers who were recruiting

- Sydney East Metro
- Greater Sydney

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Sydney East Metro	68%	13%	1%	18%	26%
Greater Sydney	66%	19%	1%	15%	25%

Note: employers can select multiple methods of recruitment.

Recruitment trends and employers' needs: Regional Snapshot update

Sydney Greater West

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Sydney Greater West ER, Februrary 2025

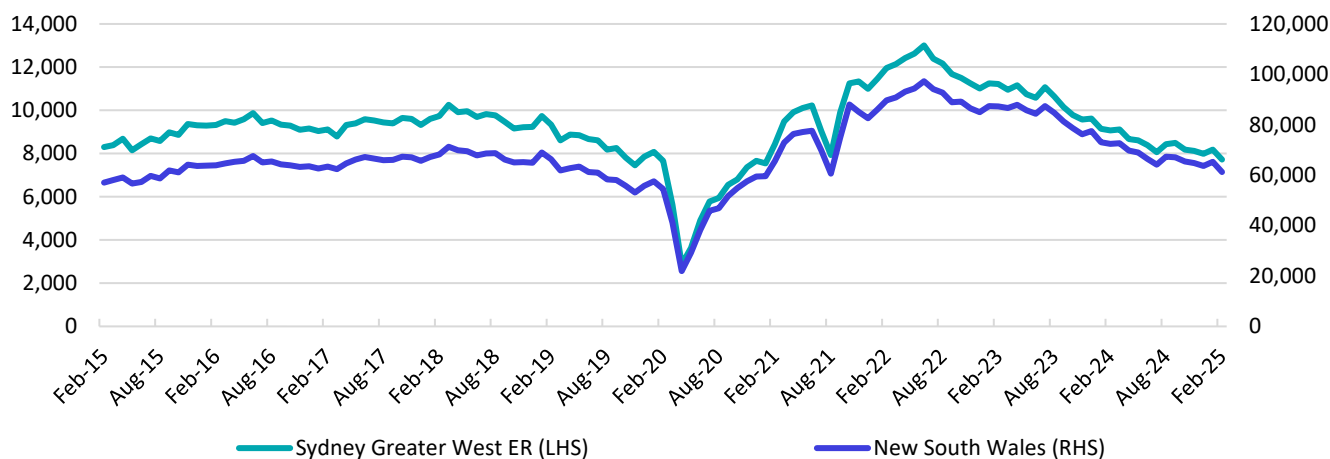| Job advertisement count	Change over the month	Change since Feb-24
7,716	↓ **-5.7%**	↓ **-15.0%**
seasonally adjusted count	(or -466 job advertisements)	(or -1,360 job advertisements)

Number of online job advertisements over the ten years to February 2025

— Sydney Greater West ER (LHS) — New South Wales (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

Number of job ads online

Occupation	Count
General Clerks	303
Sales Assistants (General)	264
Advertising and Sales Managers	249
Software and Applications Programmers	199
Accountants	168
Registered Nurses	147
Construction Managers	141
Retail Managers	126
Child Carers	115
Other Miscellaneous Labourers	104

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(41%)
Skill level 2 Advanced Diploma or Diploma	(11%)
Skill level 3 Certificate III or IV	(15%)
Skill level 4 Certificate II or III	(24%)
Skill level 5 Certificate I or secondary education	(10%)
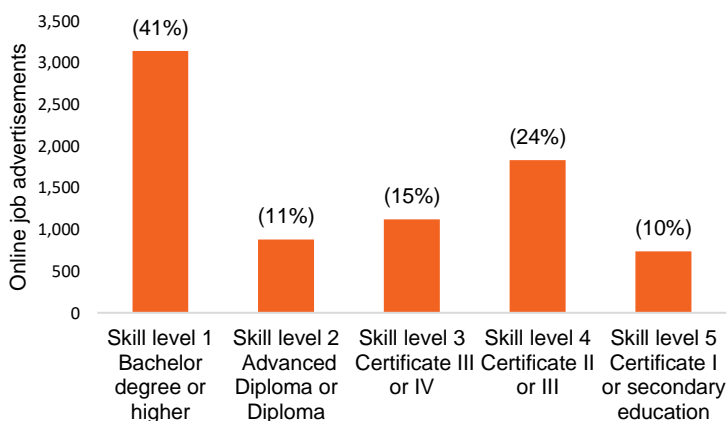
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey

Sydney Greater West

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 2025, unless otherwise indicated.

Recruitment activity and experiences

In Sydney Greater West, there were 261 responding employers in the 12 months to February 2025, of whom 43% were recruiting or had recruited in the past month. Of these recruiting businesses, 48% had difficulty recruiting. By comparison, 40% of employers were recruiting in Greater Sydney over the same period, of whom 49% had difficulty recruiting.
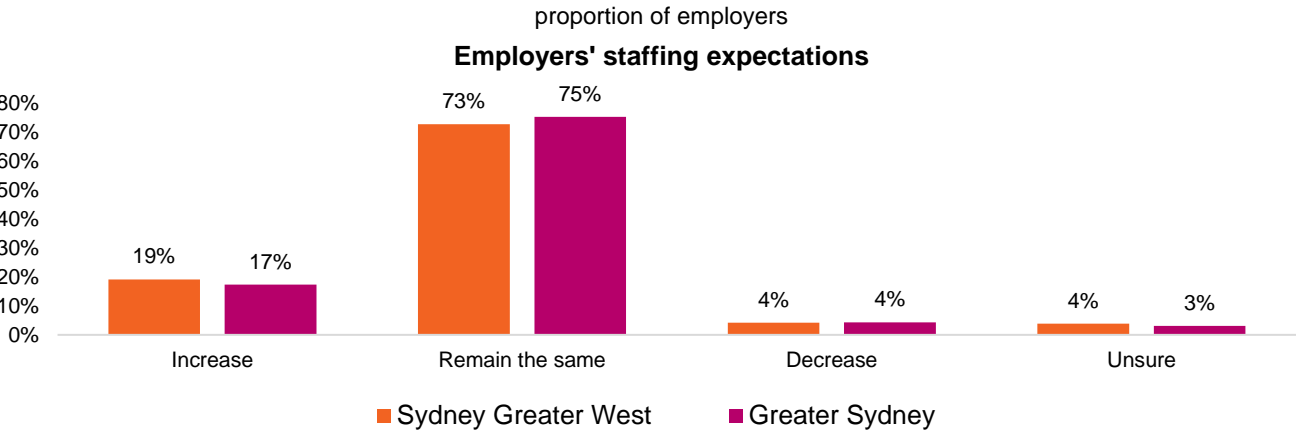
Employers in Sydney Greater West were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
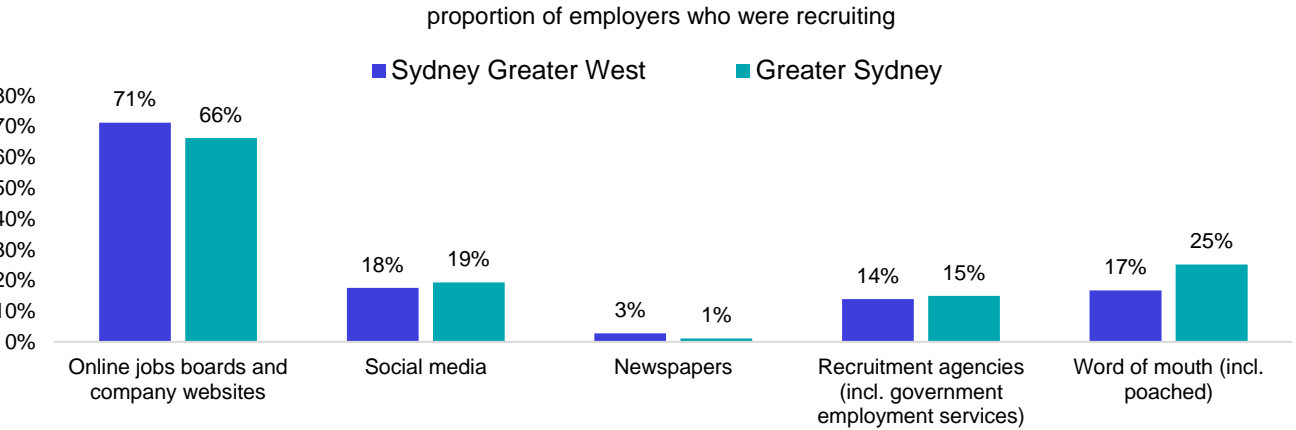- Applicants lack experience
- Applicants lack technical skills.

A chart showing reasons for recruitment for Sydney Greater West and Greater Sydney is included to the right.

Reasons for recruitment

	Sydney Greater West	Greater Sydney
Newly created positions only	25%	27%
Both newly created positions and turnover	14%	11%
Positions due to turnover only	61%	61%

- 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
Sydney Greater West	19%	73%	4%	4%
Greater Sydney	17%	75%	4%	3%

- Sydney Greater West
- Greater Sydney

Recruitment methods

proportion of employers who were recruiting

- Sydney Greater West
- Greater Sydney

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Sydney Greater West	71%	18%	3%	14%	17%
Greater Sydney	66%	19%	1%	15%	25%

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 Sydney Greater West, while weighted data are used for Greater Sydney. 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.

Recruitment trends and employers' needs: Regional Snapshot update

Sydney North and West

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Sydney North and West ER, Februrary 2025

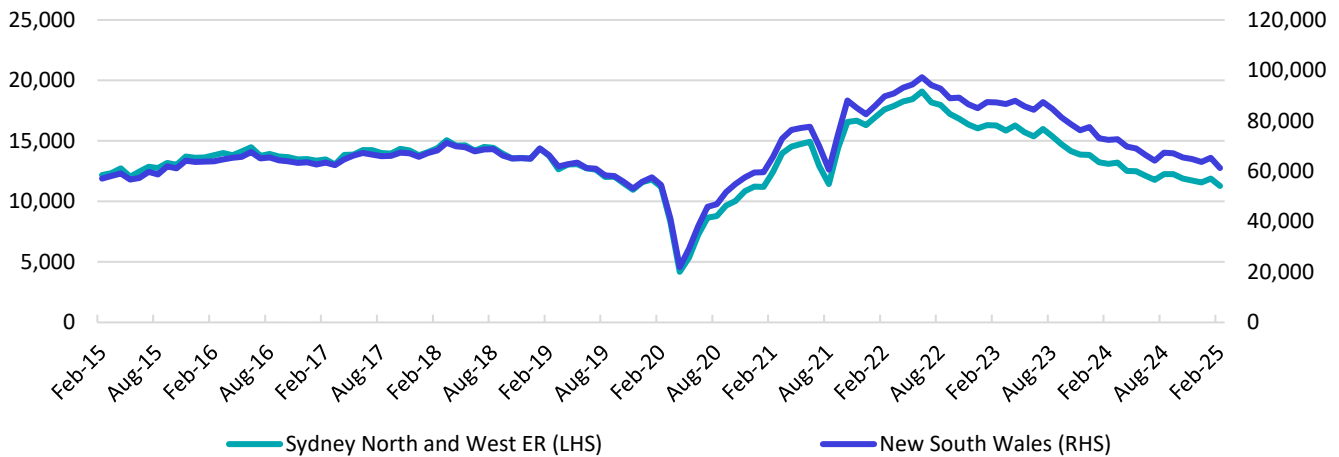| Job advertisement count	Change over the month	Change since Feb-24
11,267	↓ **-5.2%**	↓ **-14.0%**
seasonally adjusted count	(or -621 job advertisements)	(or -1,838 job advertisements)

Number of online job advertisements over the ten years to February 2025

Sydney North and West ER (LHS)　　New South Wales (RHS)

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

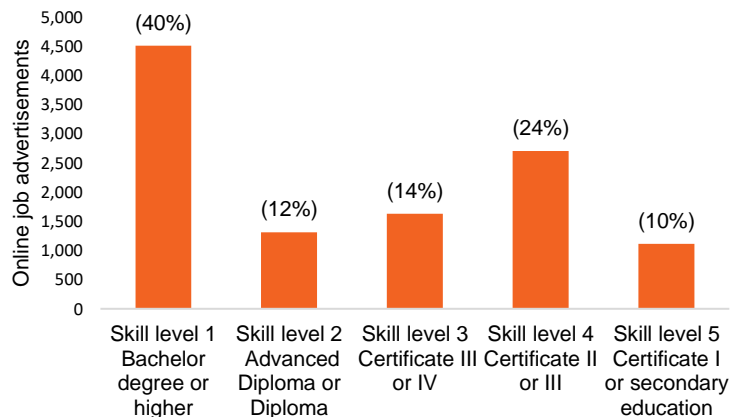Number of job ads online

Occupation	Number
General Clerks	437
Sales Assistants (General)	388
Advertising and Sales Managers	349
Software and Applications Programmers	282
Accountants	248
Registered Nurses	227
Construction Managers	201
Retail Managers	188
Child Carers	172
Sales Representatives	153

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(40%)
Skill level 2 Advanced Diploma or Diploma	(12%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(24%)
Skill level 5 Certificate I or secondary education	(10%)

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey
Sydney North and West

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 2025, unless otherwise indicated.

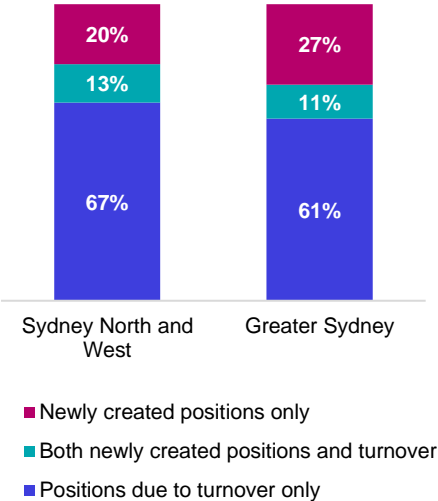## Recruitment activity and experiences

In Sydney North and West, there were 417 responding employers in the 12 months to February 2025, of whom 39% were recruiting or had recruited in the past month. Of these recruiting businesses, 46% had difficulty recruiting. By comparison, 40% of employers were recruiting in Greater Sydney over the same period, of whom 49% had difficulty recruiting.

Employers in Sydney North and West were most likely to report the following reasons for recruitment difficulty:
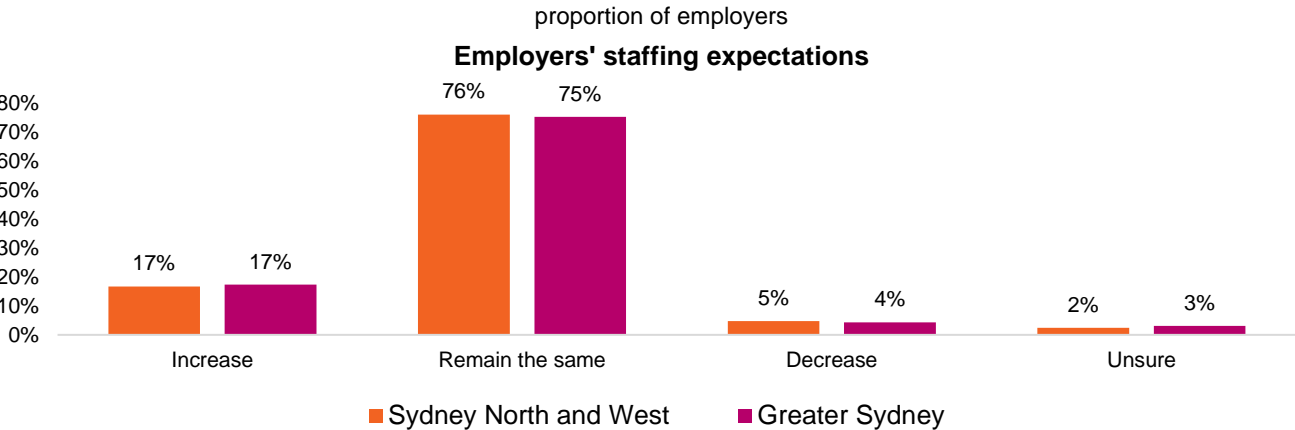- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack experience
- Applicants lack technical skills.

A chart showing reasons for recruitment for Sydney North and West and Greater Sydney is included to the right.
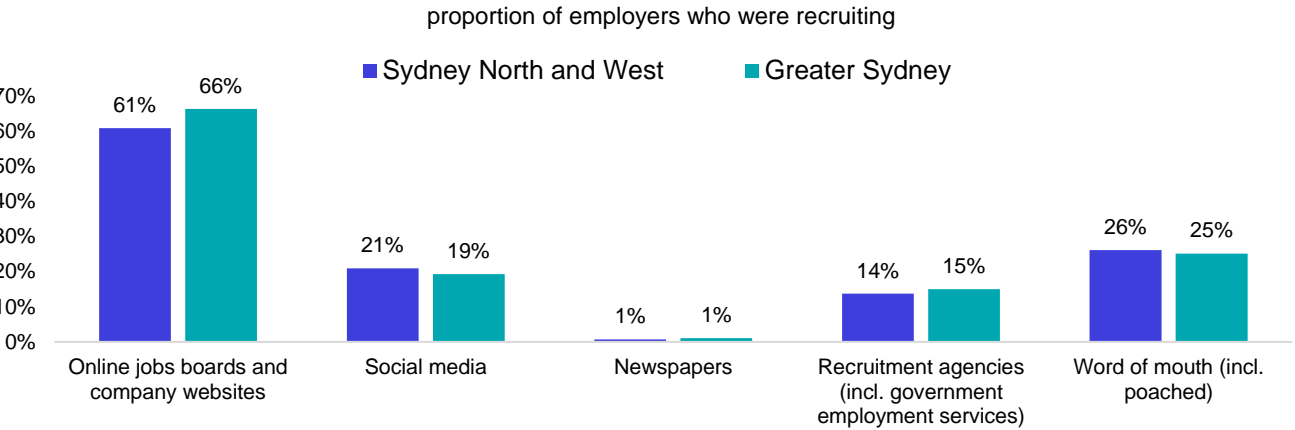
Reasons for recruitment

Stacked bar chart:

Sydney North and West: Newly created positions only 20%, Both newly created positions and turnover 13%, Positions due to turnover only 67%

Greater Sydney: Newly created positions only 27%, Both newly created positions and turnover 11%, Positions due to turnover only 61%

- 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
Sydney North and West	17%	76%	5%	2%
Greater Sydney	17%	75%	4%	3%

■ Sydney North and West ■ Greater Sydney

Recruitment methods
proportion of employers who were recruiting

■ Sydney North and West ■ Greater Sydney

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Sydney North and West	61%	21%	1%	14%	26%
Greater Sydney	66%	19%	1%	15%	25%

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 Sydney North and West, while weighted data are used for Greater Sydney. 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.

Sydney South West

Release date: 27 March 2025

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).

Internet vacancies, headline figures, Sydney South West ER, Februrary 2025

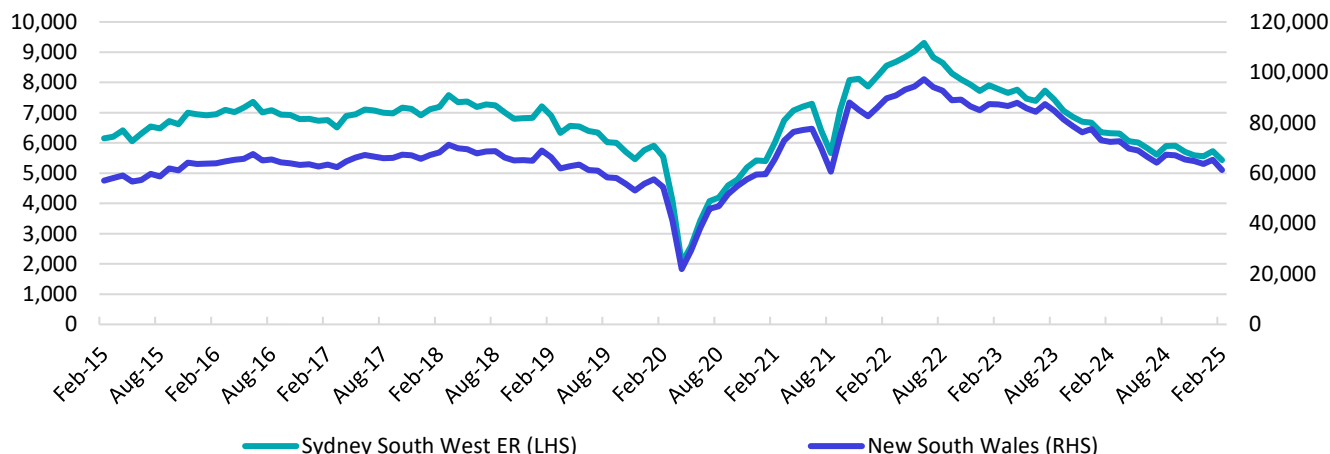| Job advertisement count	Change over the month	Change since Feb-24
5,430	↓ **-5.2%**	↓ **-14.1%**
seasonally adjusted count	(or -301 job advertisements)	(or -893 job advertisements)

Number of online job advertisements over the ten years to February 2025

Sydney South West ER (LHS) —— New South Wales (RHS) ——

Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, February 2025

Top 10 occupations recruited for

Number of job ads online

Occupation	Count
General Clerks	212
Advertising and Sales Managers	186
Sales Assistants (General)	176
Software and Applications Programmers	154
Accountants	128
Construction Managers	106
Registered Nurses	102
Retail Managers	84
Advertising and Marketing Professionals	76
ICT Business and Systems Analysts	74

Source: JSA, Internet Vacancy Index, three month averages, Feb-2025

Job demand by skill level

Proportion of job ads

Skill level	Proportion
Skill level 1 Bachelor degree or higher	(42%)
Skill level 2 Advanced Diploma or Diploma	(12%)
Skill level 3 Certificate III or IV	(14%)
Skill level 4 Certificate II or III	(23%)
Skill level 5 Certificate I or secondary education	(9%)
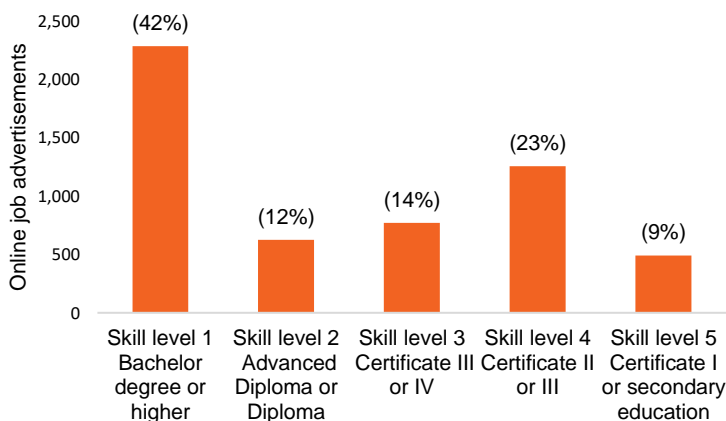
Source: JSA, Internet Vacancy Index, seasonally adjusted data, Feb-2025

Insights from the Recruitment Experiences and Outlook Survey
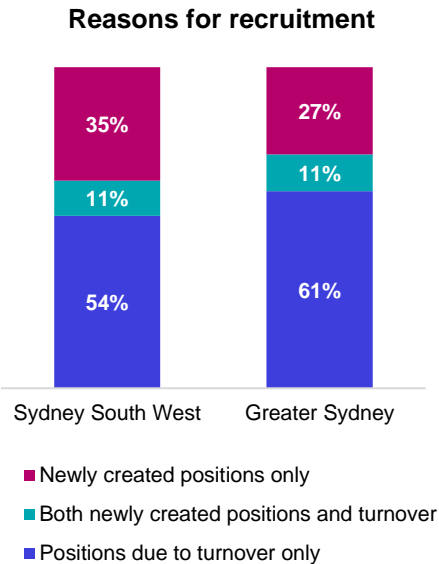
Sydney South West

Recruitment activity and experiences

In Sydney South West, there were 205 responding employers in the 12 months to February 2025, of whom 40% were recruiting or had recruited in the past month. Of these recruiting businesses, 54% had difficulty recruiting. By comparison, 40% of employers were recruiting in Greater Sydney over the same period, of whom 49% had difficulty recruiting.
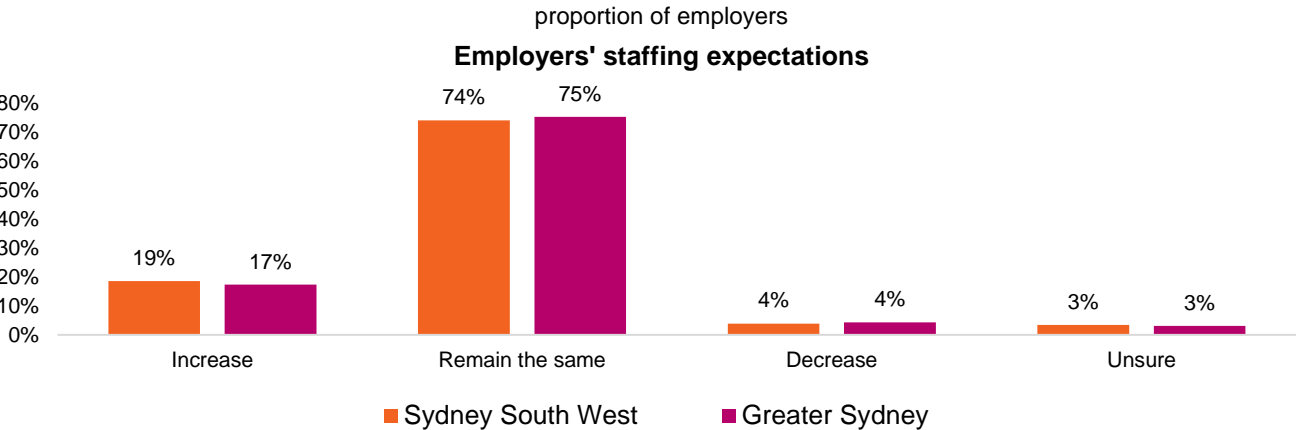
Employers in Sydney South West were most likely to report the following reasons for recruitment difficulty:
- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack experience
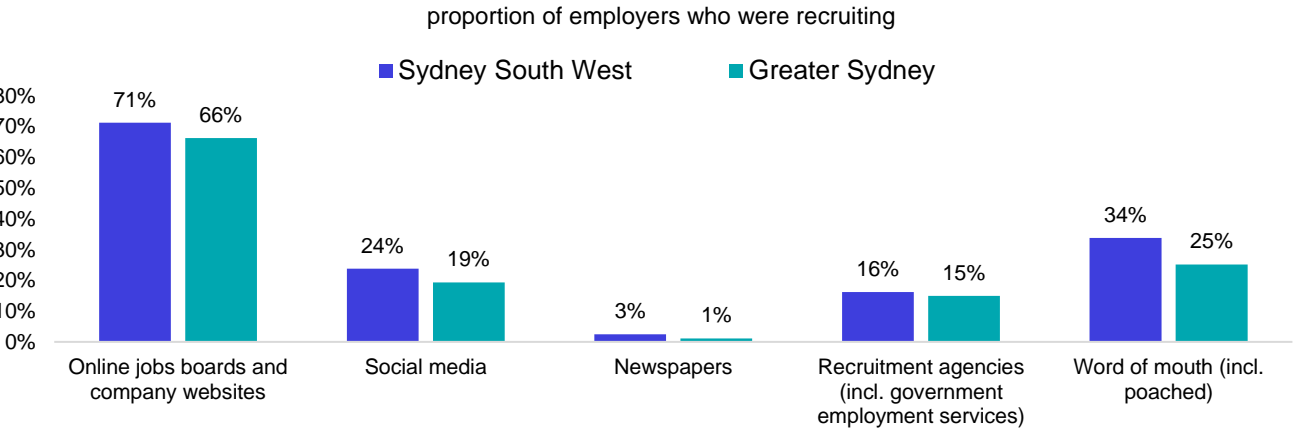- Applicants lack technical skills.

A chart showing reasons for recruitment for Sydney South West and Greater Sydney is included to the right.

Reasons for recruitment

	Sydney South West	Greater Sydney
Newly created positions only	35%	27%
Both newly created positions and turnover	11%	11%
Positions due to turnover only	54%	61%

- 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
Sydney South West	19%	74%	4%	3%
Greater Sydney	17%	75%	4%	3%

- Sydney South West
- Greater Sydney

Recruitment methods

proportion of employers who were recruiting

- Sydney South West
- Greater Sydney

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Sydney South West	71%	24%	3%	16%	34%
Greater Sydney	66%	19%	1%	15%	25%

Note: employers can select multiple methods of recruitment.