

Recruitment trends and employers' needs: State Snapshot update

Victoria

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, Victoria, February 2025

Job advertisement count

46,118

seasonally adjusted count

Change over the month

↓ -6.1%

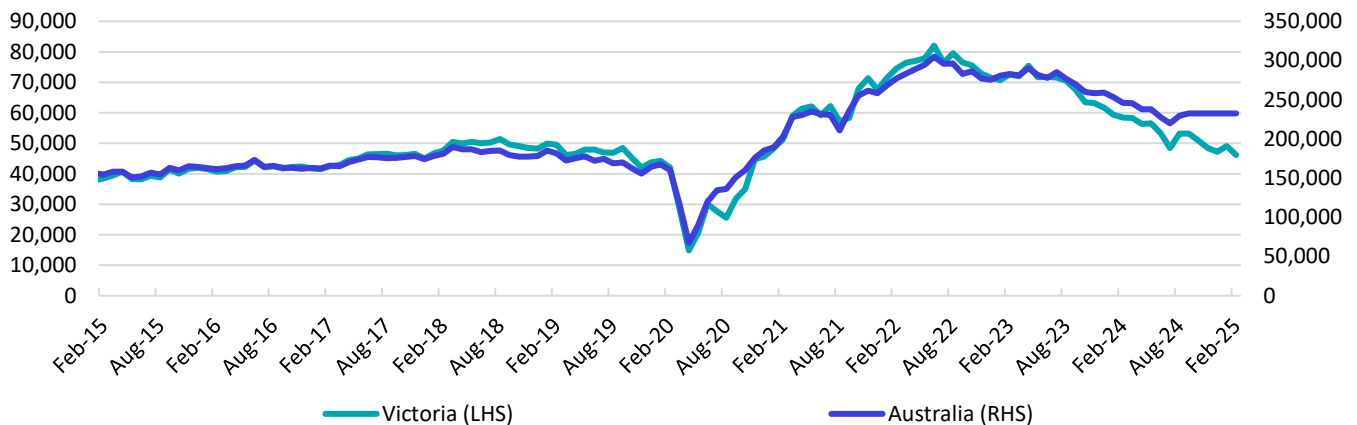
(or -2,984 job advertisements)

Change since Feb-24

↓ -21.0%

(or -12,273 job advertisements)

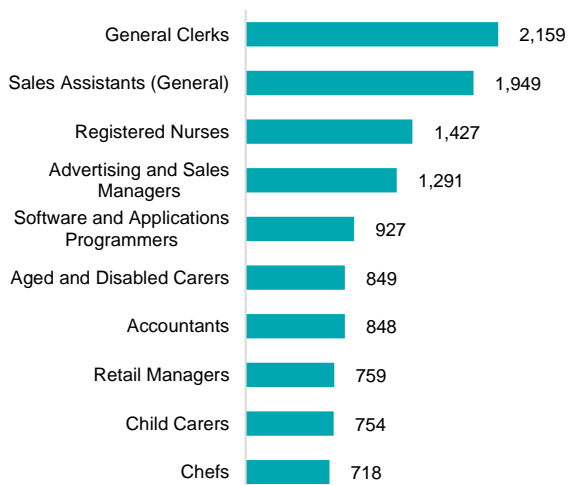
Number of online job advertisements over the ten years to February 2025



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

Top 10 occupations recruited for

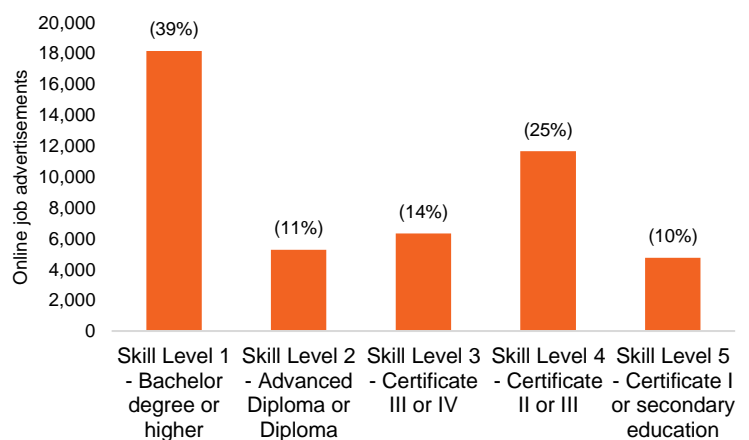
Number of job ads online



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

Victoria

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

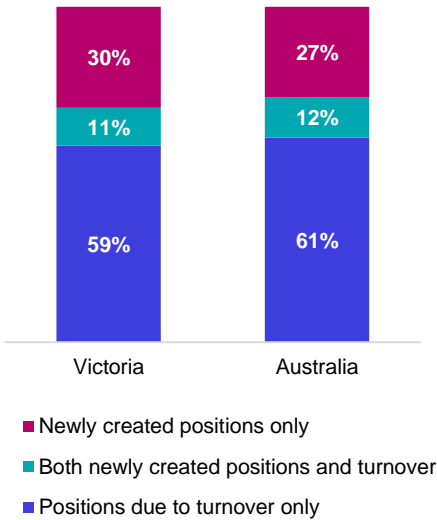
In Victoria, there were 2,131 responding employers in the 12 months to February 2025, of whom 40% were recruiting or had recruited over the past month. Of these recruiting businesses, 49% had difficulty recruiting. By comparison, 44% of employers were recruiting in Australia over the same period, of whom 51% had difficulty recruiting.

Employers in Victoria 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 Victoria and Australia is included to the right.

Reasons for recruitment

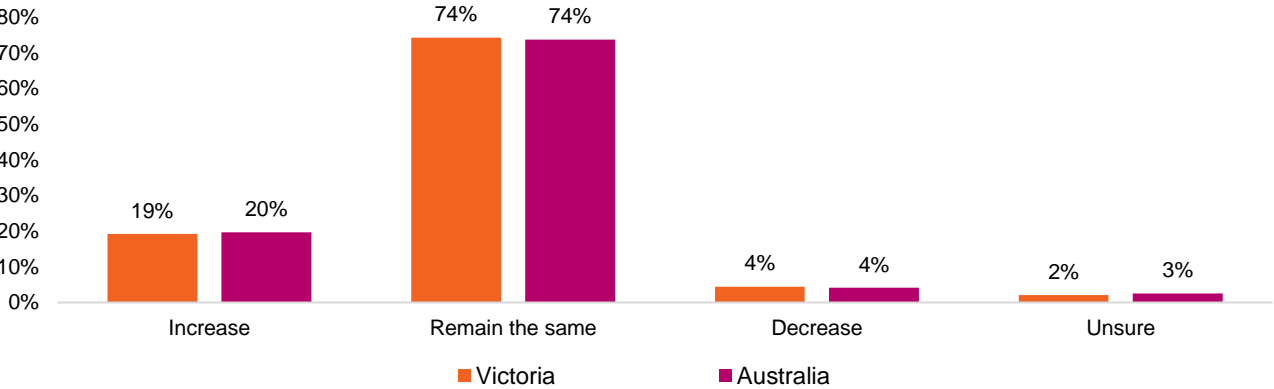


Note: employers can select multiple reasons for recruitment difficulty.

Staffing outlook for coming months

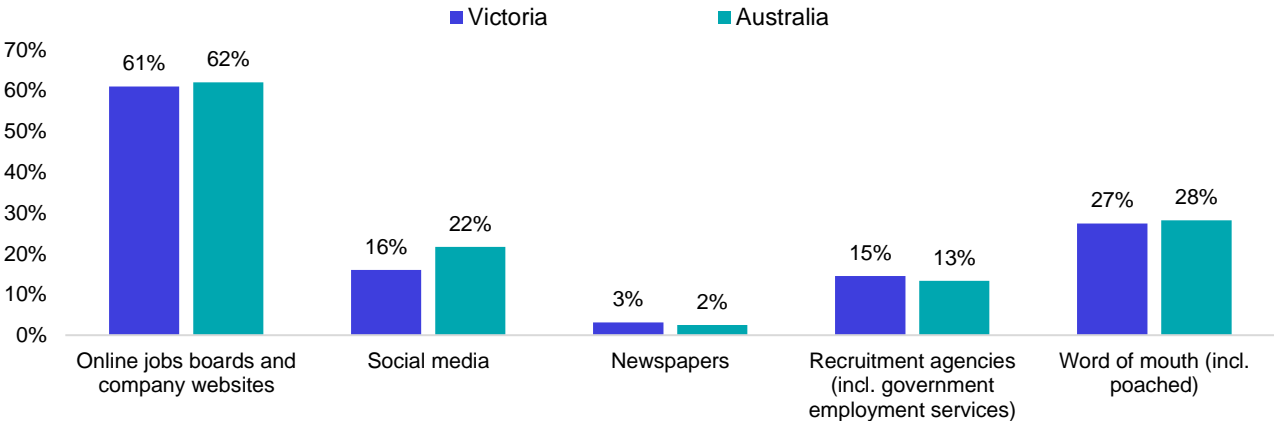
proportion of employers

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 data for the territories, caution should be exercised interpreting these results. Weighted data are used for Victoria 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.

Ballarat

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, Ballarat ER, February 2025

Job advertisement count

946

seasonally adjusted count

Change over the month

↓ -2.3%

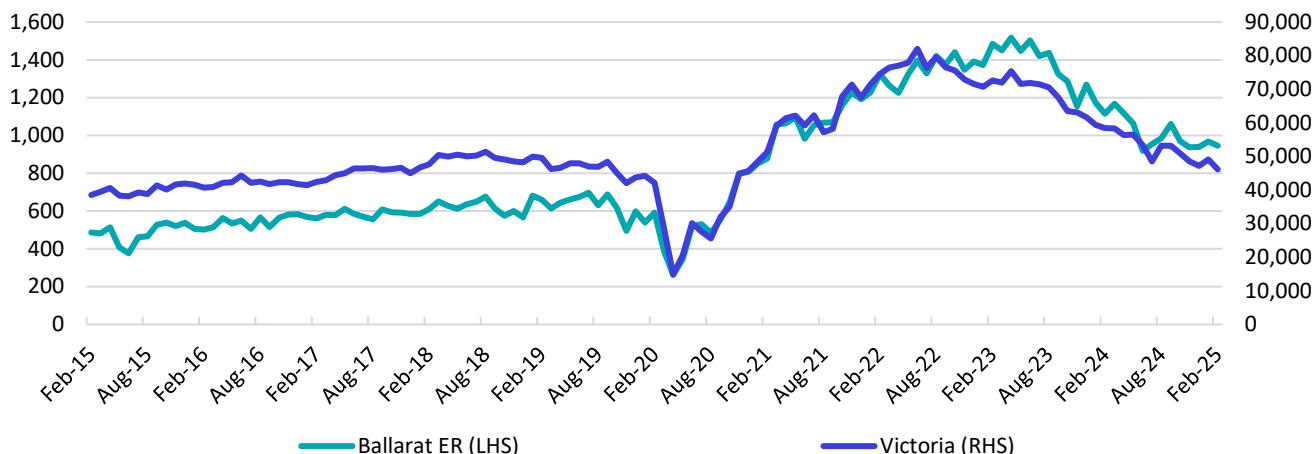
(or -22 job advertisements)

Change since Feb-24

↓ -15.1%

(or -169 job advertisements)

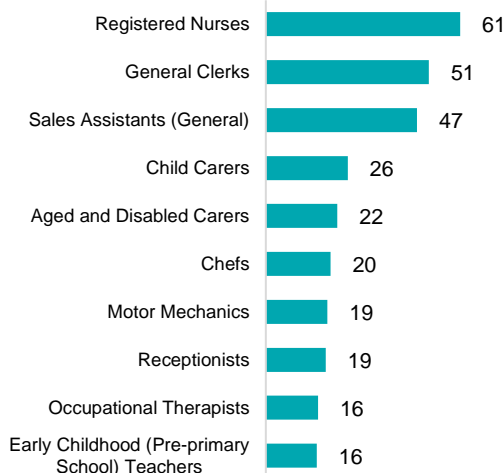
Number of online job advertisements over the ten years to February 2025



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

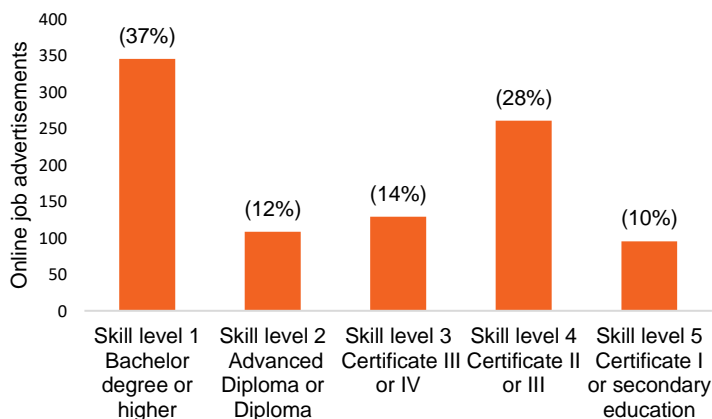
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

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 2025, unless otherwise indicated.

Recruitment activity and experiences

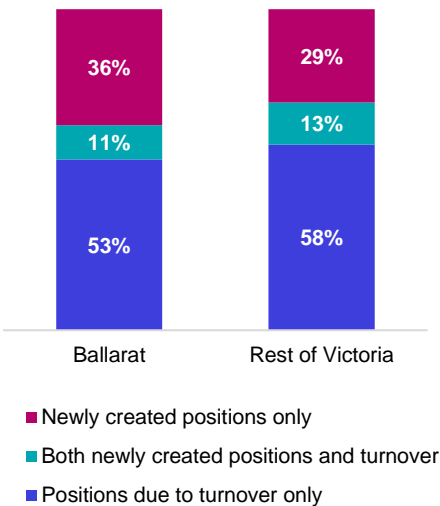
In Ballarat, there were 101 responding employers in the 12 months to February 2025, of whom 48% were recruiting or had recruited in the past month. Of these recruiting businesses, 59% had difficulty recruiting. By comparison, 43% of employers were recruiting in Rest of Victoria over the same period, of whom 54% had difficulty recruiting.

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

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

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

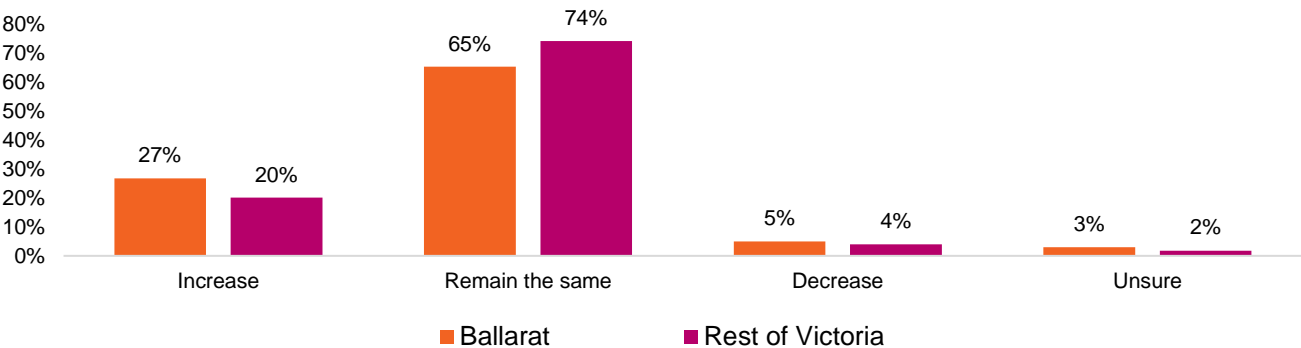
Reasons for recruitment



Staffing outlook for coming months

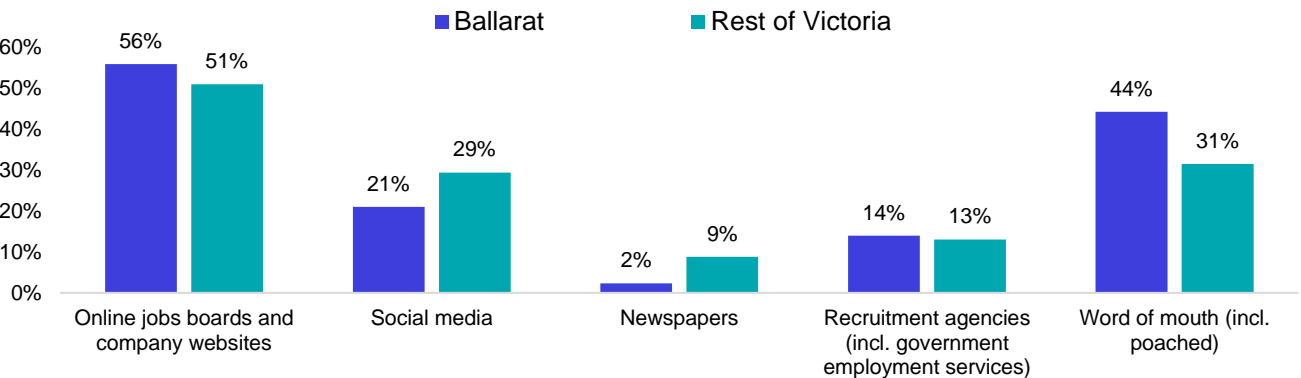
proportion of employers

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.

Barwon

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, Barwon ER, February 2025

Job advertisement count

1,478

seasonally adjusted count

Change over the month

↓ -5.5%

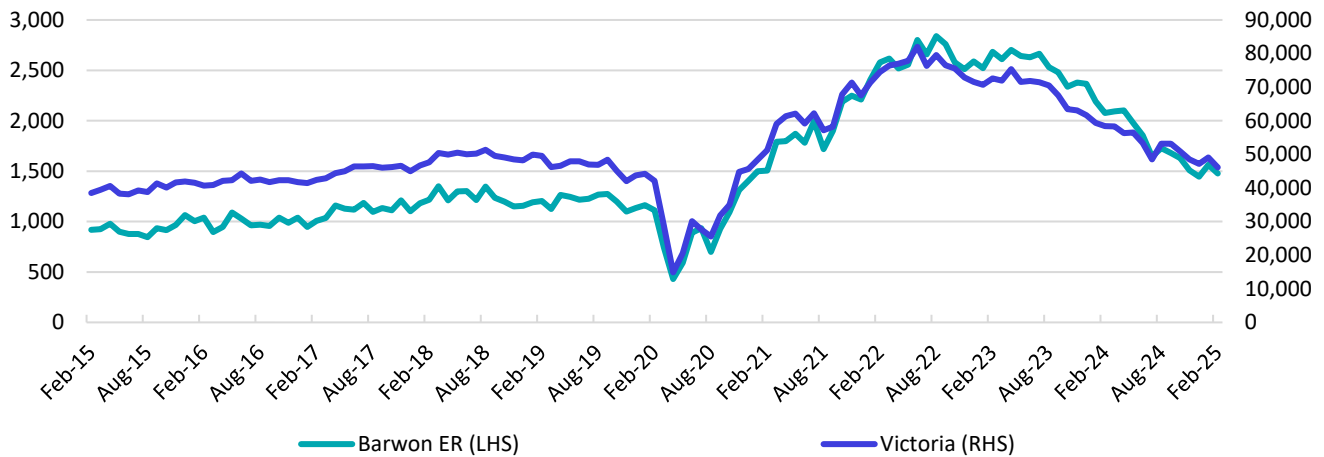
(or -85 job advertisements)

Change since Feb-24

↓ -28.8%

(or -598 job advertisements)

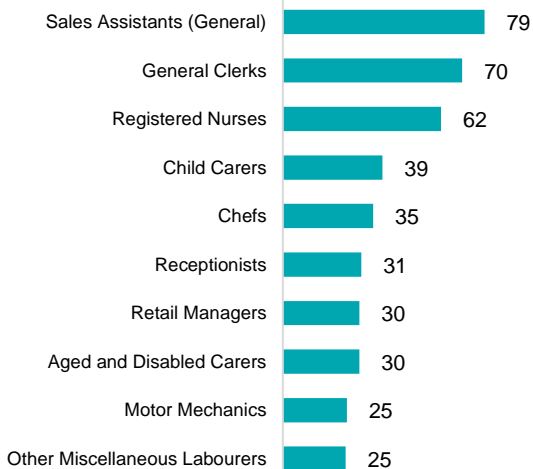
Number of online job advertisements over the ten years to February 2025



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

Top 10 occupations recruited for

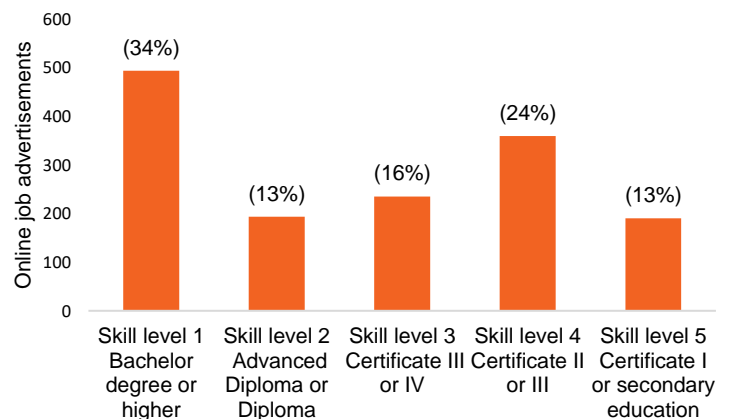
Number of job ads online



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

Barwon

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 Barwon, there were 126 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, 33% had difficulty recruiting. By comparison, 43% of employers were recruiting in Rest of Victoria over the same period, of whom 54% had difficulty recruiting.

Employers in Barwon 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 experience.

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

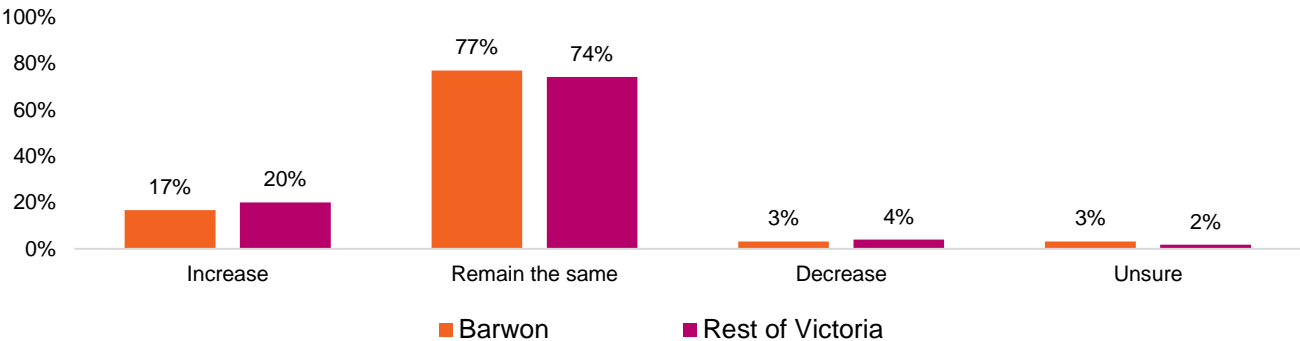
Reasons for recruitment



Staffing outlook for coming months

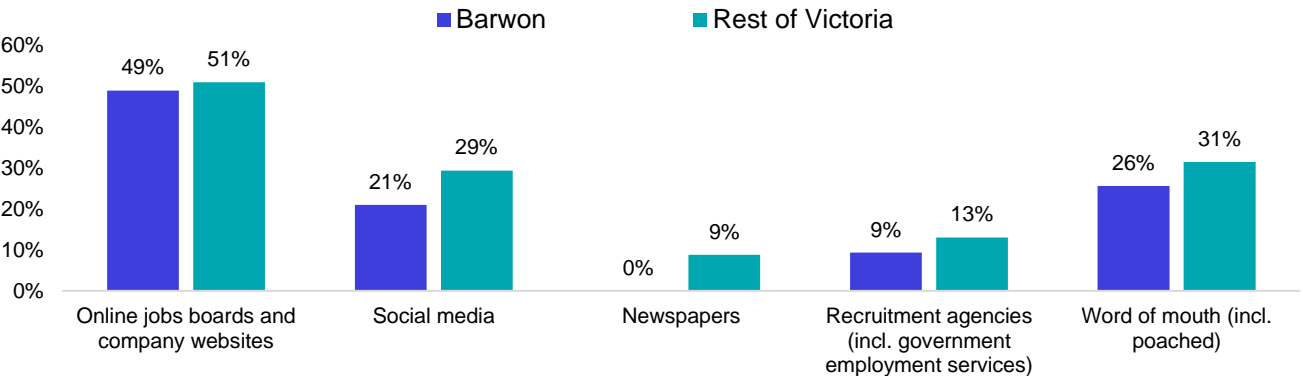
proportion of employers

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 Barwon, 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.

Bendigo

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, Bendigo ER, February 2025

Job advertisement count

884

seasonally adjusted count

Change over the month

↓ -4.8%

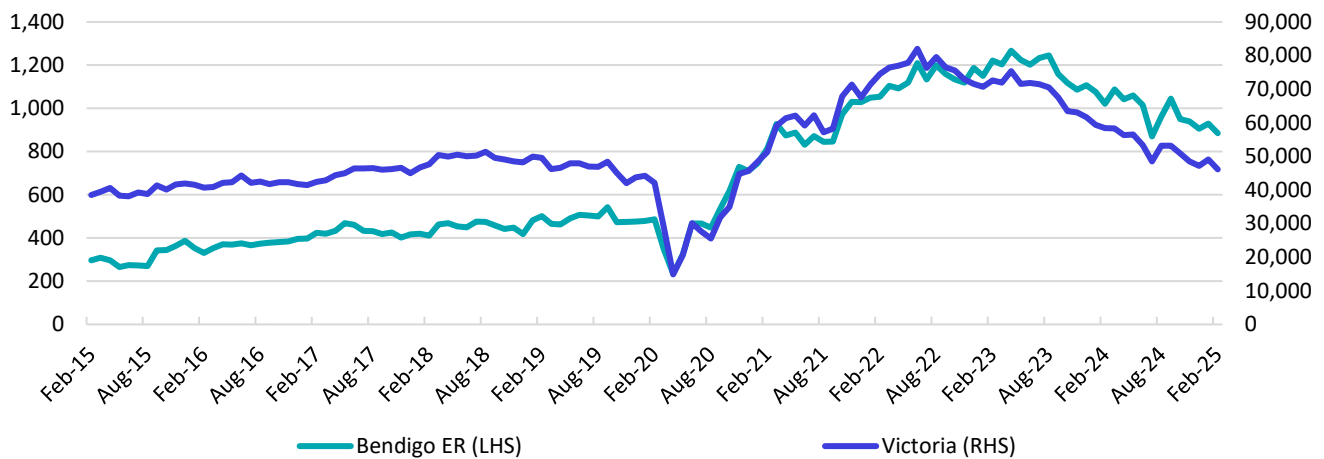
(or -45 job advertisements)

Change since Feb-24

↓ -13.4%

(or -137 job advertisements)

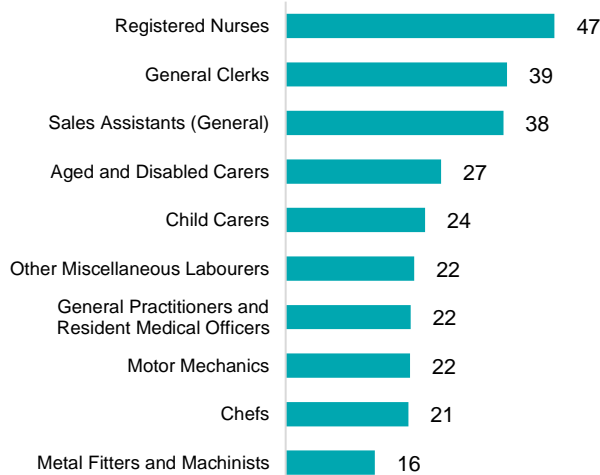
Number of online job advertisements over the ten years to February 2025



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

Top 10 occupations recruited for

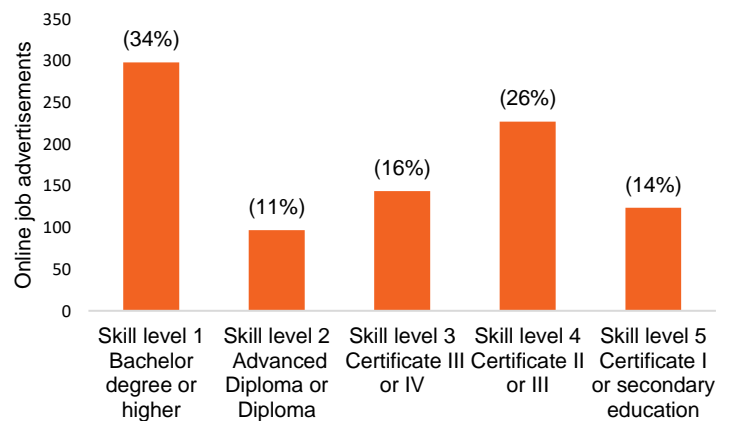
Number of job ads online



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

Bendigo

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

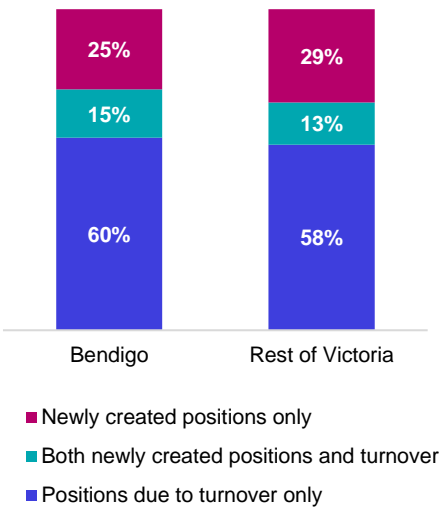
In Bendigo, there were 82 responding employers in the 12 months to February 2025, of whom 49% were recruiting or had recruited in the past month. Of these recruiting businesses, 33% had difficulty recruiting. By comparison, 43% of employers were recruiting in Rest of Victoria over the same period, of whom 54% had difficulty recruiting.

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

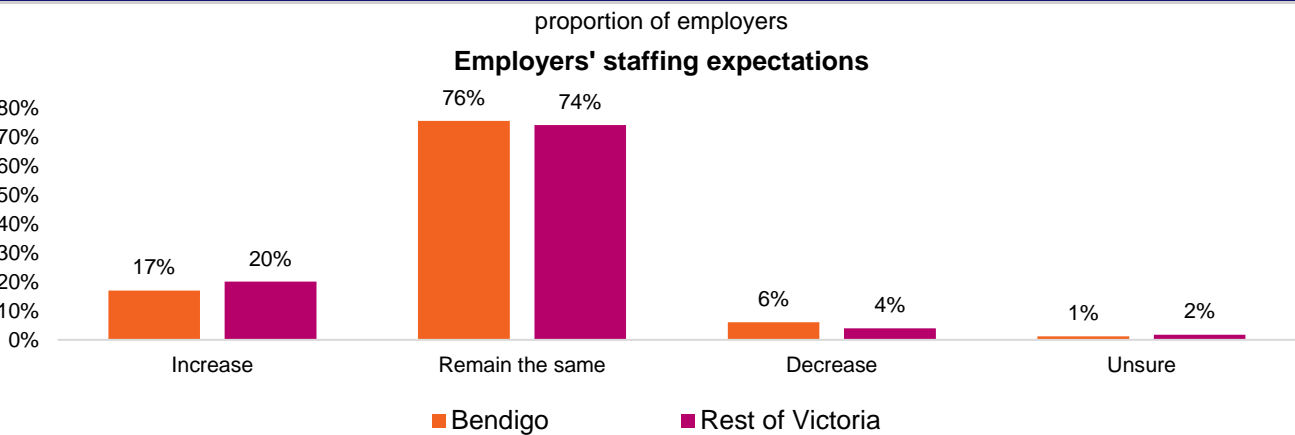
- Lack of suitable applicants
- Location, eg remote or regional
- Undesirable working conditions/hours
- Applicants lack experience.

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

Reasons for recruitment



Staffing outlook for coming months



Recruitment methods



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 Bendigo, 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.

Gippsland

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, Gippsland ER, February 2025

Job advertisement count

1,913

seasonally adjusted count

Change over the month

↓ -7.0%

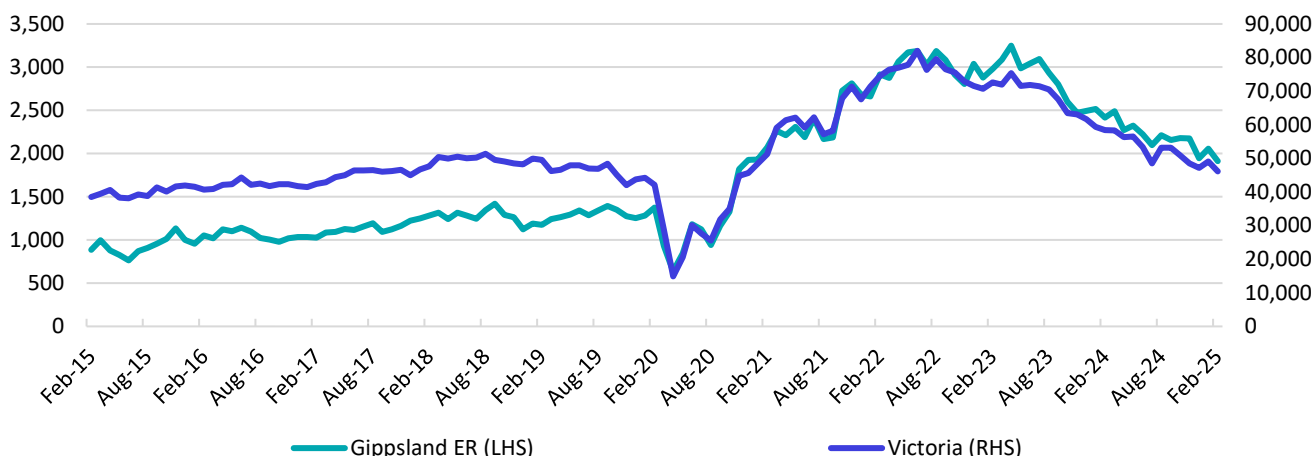
(or -143 job advertisements)

Change since Feb-24

↓ -20.9%

(or -504 job advertisements)

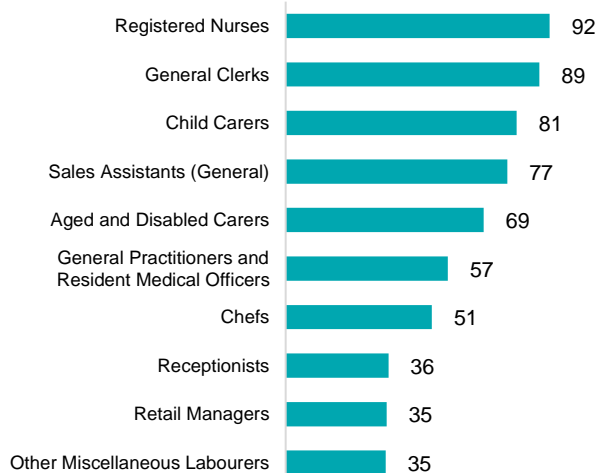
Number of online job advertisements over the ten years to February 2025



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

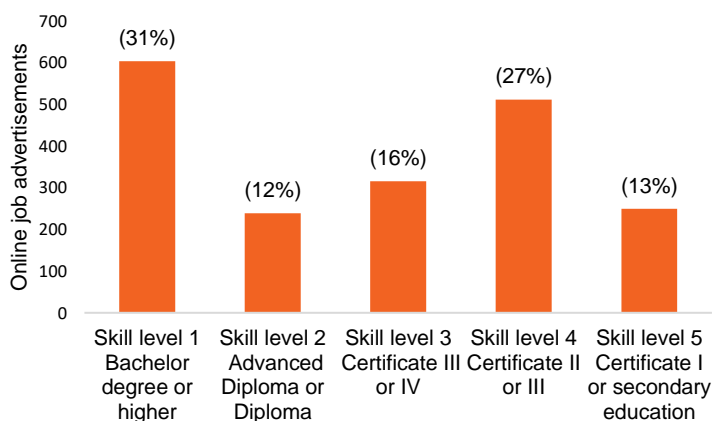
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

Gippsland

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.

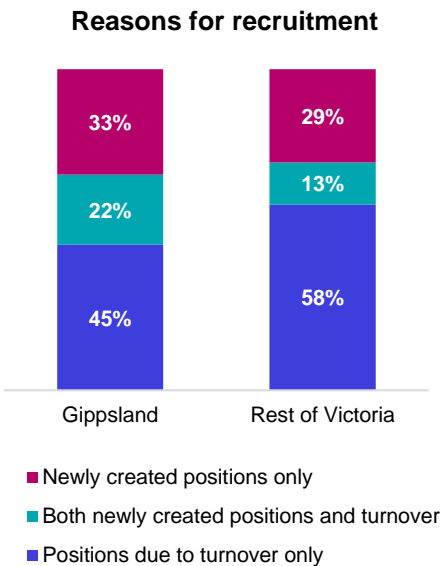
Recruitment activity and experiences

In Gippsland, there were 151 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, 46% had difficulty recruiting. By comparison, 43% of employers were recruiting in Rest of Victoria over the same period, of whom 54% had difficulty recruiting.

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

- Lack of suitable applicants
- Undesirable working conditions/hours
- Applicants lack technical skills
- Applicants lack experience.

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



Staffing outlook for coming months



Recruitment methods



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 Gippsland, 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.

Recruitment trends and employers' needs: Regional Snapshot update

Goulburn/Murray

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, Goulburn/Murray ER, February 2025

Job advertisement count

2,149

seasonally adjusted count

Change over the month

↓ -4.8%

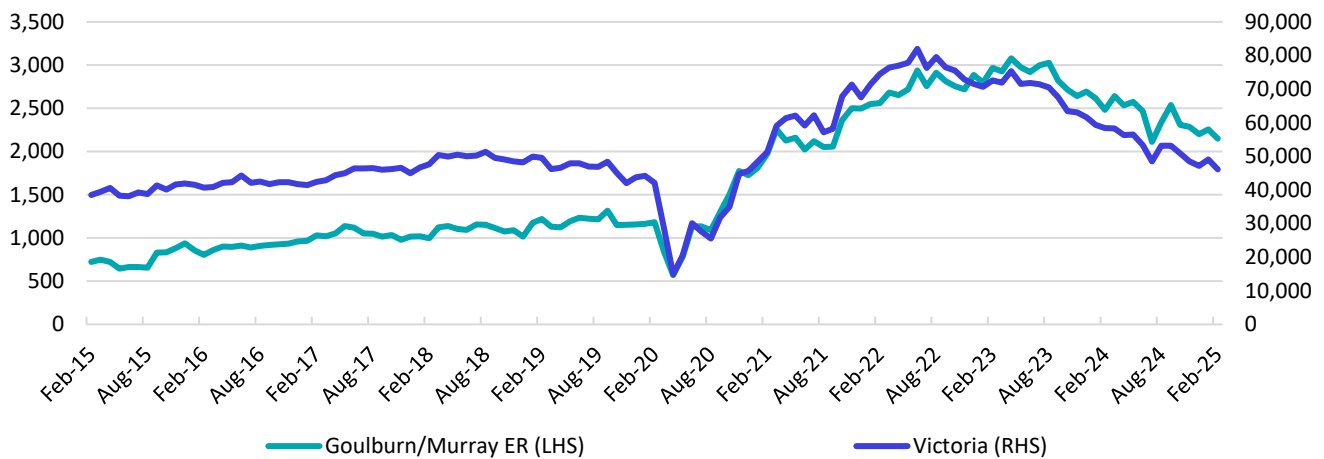
(or -109 job advertisements)

Change since Feb-24

↓ -13.4%

(or -333 job advertisements)

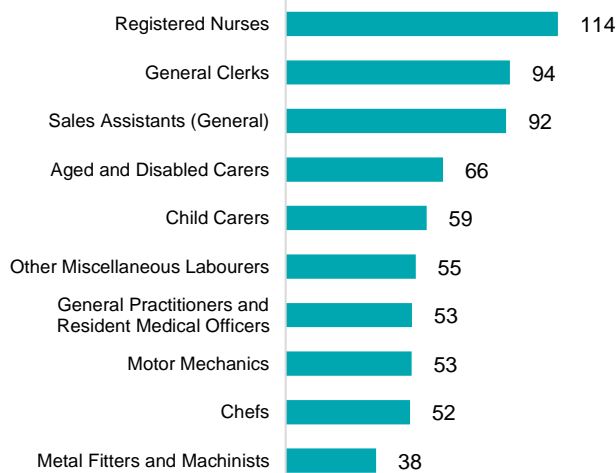
Number of online job advertisements over the ten years to February 2025



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

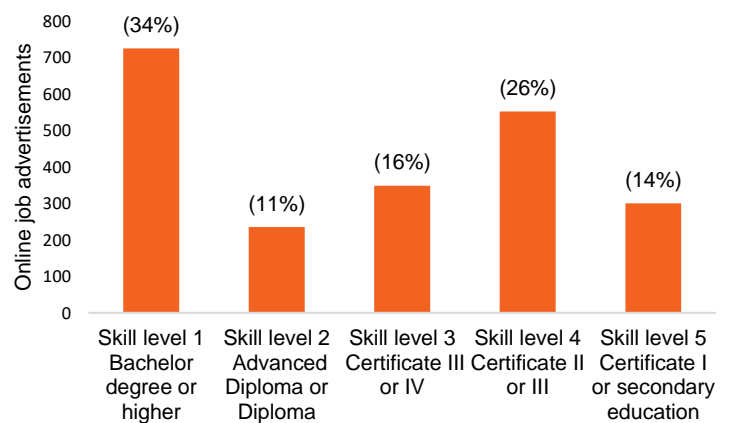
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

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 2025, unless otherwise indicated.

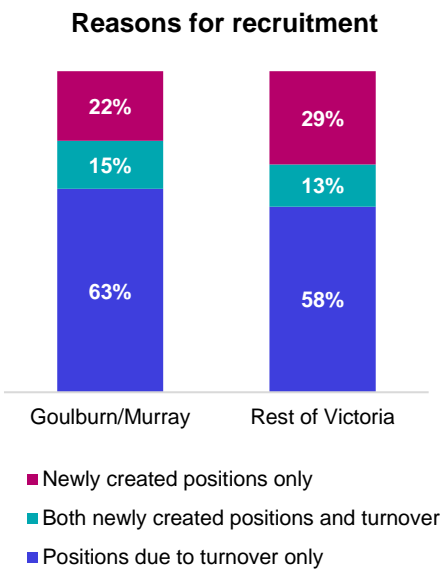
Recruitment activity and experiences

In Goulburn/Murray, there were 245 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, 53% had difficulty recruiting. By comparison, 43% of employers were recruiting in Rest of Victoria over the same period, of whom 54% had difficulty recruiting.

Employers in Goulburn/Murray 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.

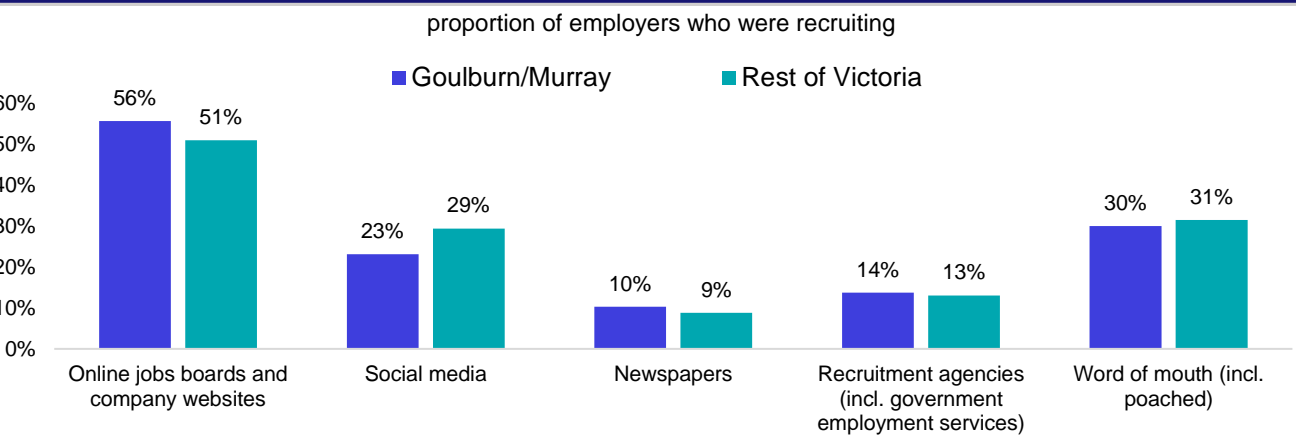
A chart showing reasons for recruitment for Goulburn/Murray and Rest of Victoria is included to the right.



Staffing outlook for coming months



Recruitment methods



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.

Inner Metropolitan Melbourne

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, Inner Metropolitan Melbourne ER, February 2025

Job advertisement count

17,307

seasonally adjusted count

Change over the month

↓ -6.0%

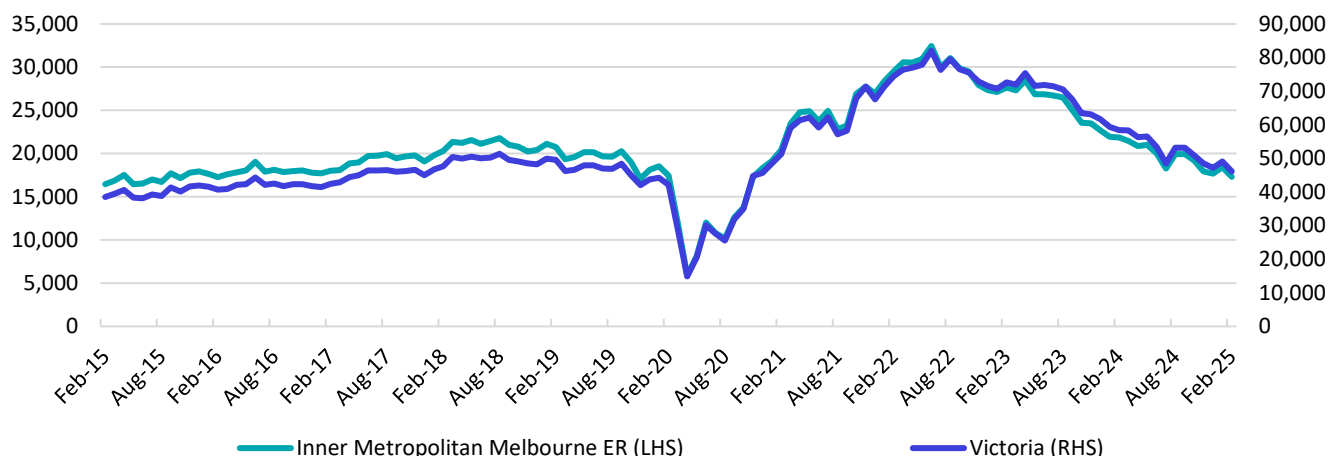
(or -1,109 job advertisements)

Change since Feb-24

↓ -20.8%

(or -4,550 job advertisements)

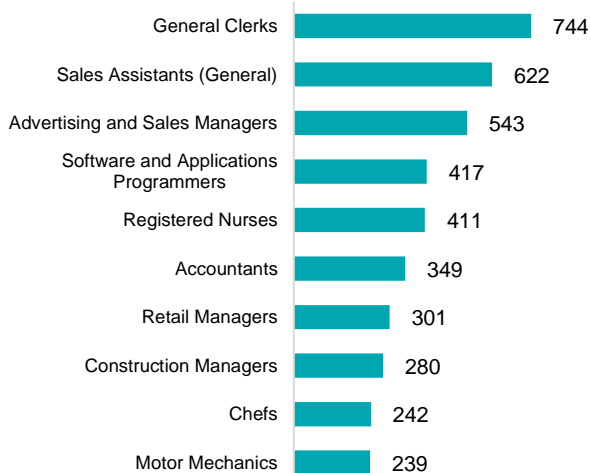
Number of online job advertisements over the ten years to February 2025



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

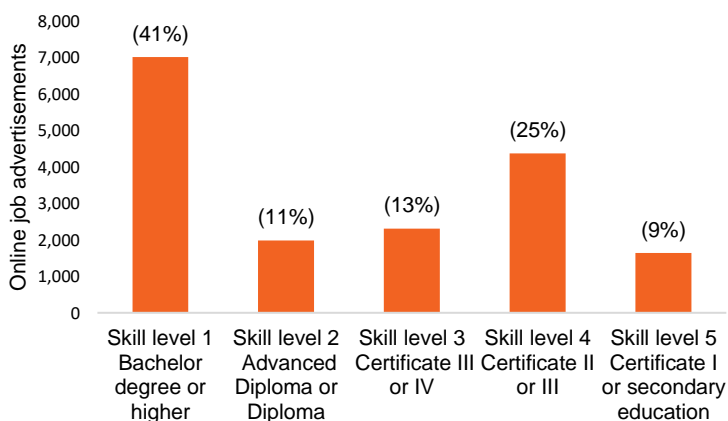
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

Inner Metropolitan Melbourne

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

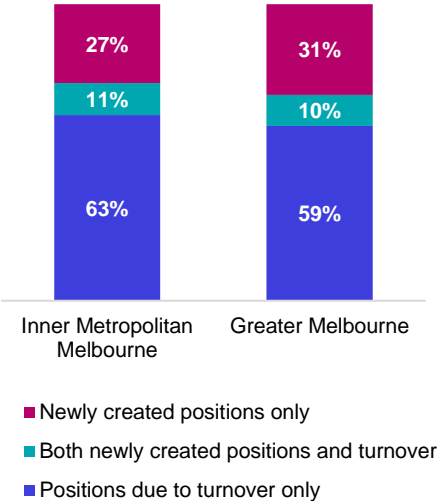
In Inner Metropolitan Melbourne, there were 472 responding employers in the 12 months to February 2025, of whom 43% were recruiting or had recruited in the past month. Of these recruiting businesses, 43% had difficulty recruiting. By comparison, 39% of employers were recruiting in Greater Melbourne over the same period, of whom 47% had difficulty recruiting.

Employers in Inner Metropolitan Melbourne were most likely to report the following reasons for recruitment difficulty:

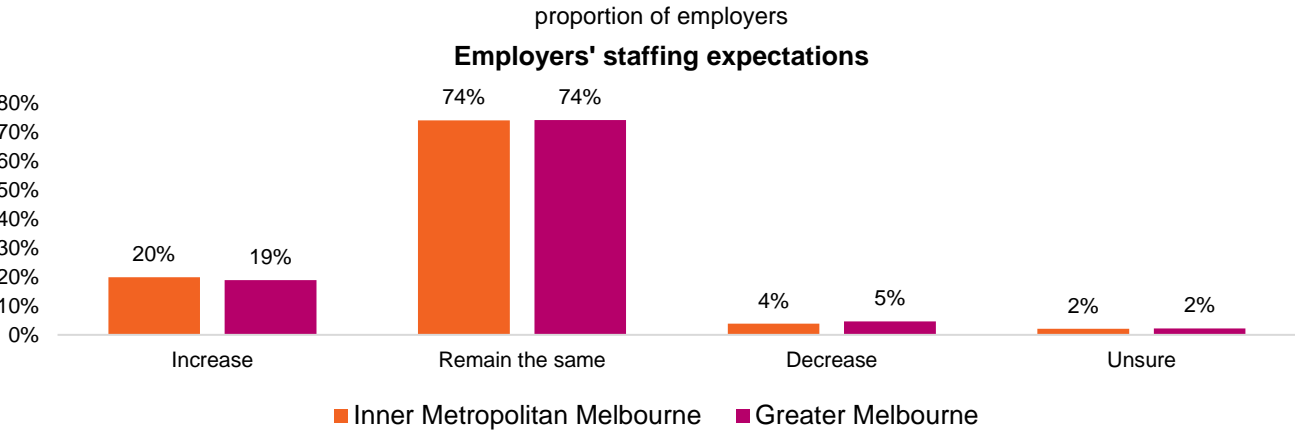
- Lack of suitable applicants
- Applicants lack experience
- Applicants lack technical skills
- Undesirable working conditions/hours.

A chart showing reasons for recruitment for Inner Metropolitan Melbourne and Greater Melbourne is included to the right.

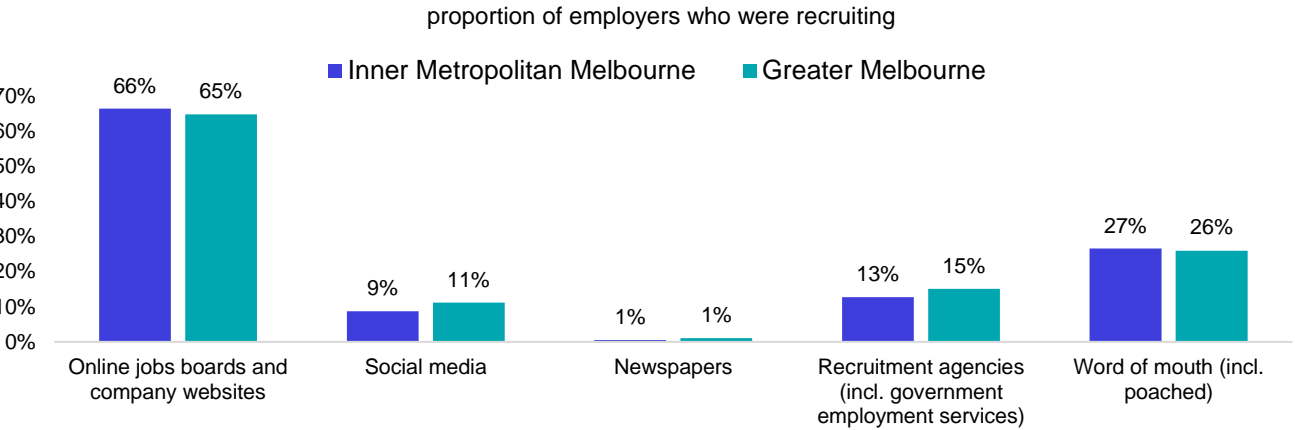
Reasons for recruitment



Staffing outlook for coming months



Recruitment methods



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 Inner Metropolitan Melbourne, while weighted data are used for Greater Melbourne. 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.

North Eastern Melbourne

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 Eastern Melbourne ER, February 2025

Job advertisement count

5,573

seasonally adjusted count

Change over the month

↓ -6.0%

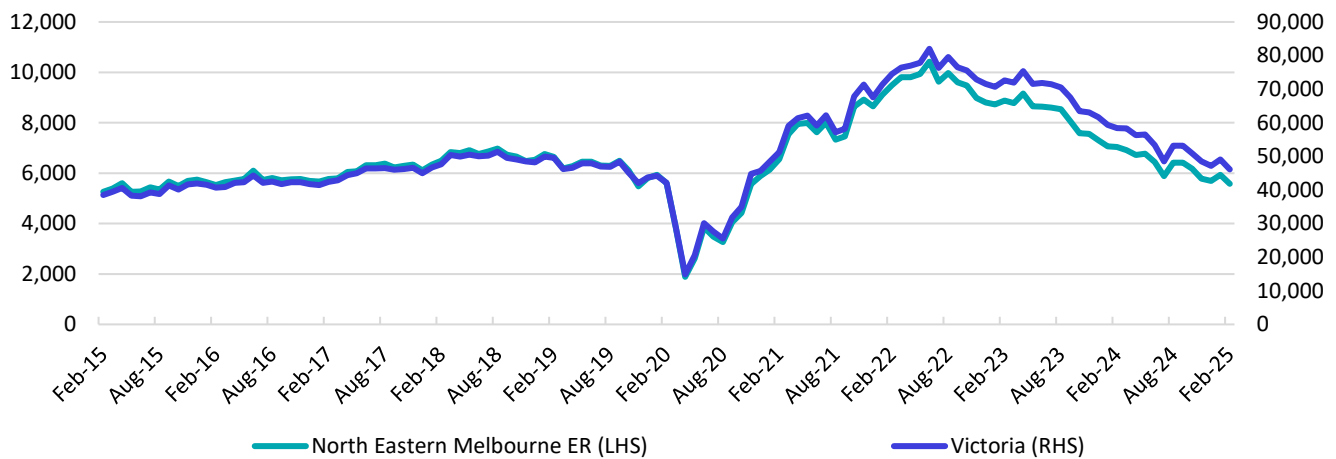
(or -357 job advertisements)

Change since Feb-24

↓ -20.8%

(or -1,461 job advertisements)

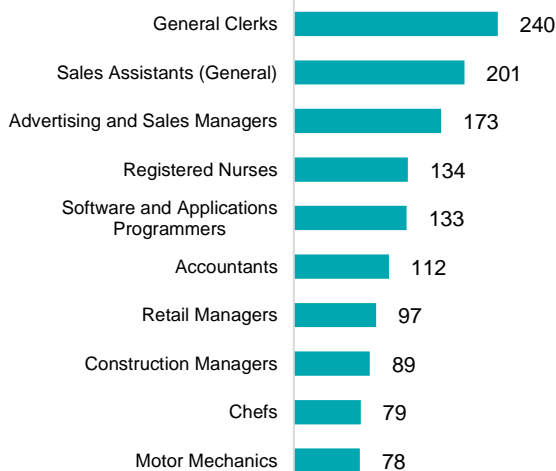
Number of online job advertisements over the ten years to February 2025



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

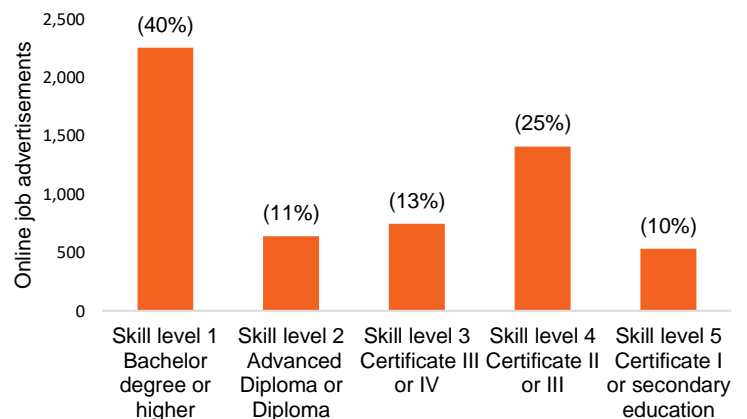
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

North Eastern Melbourne

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

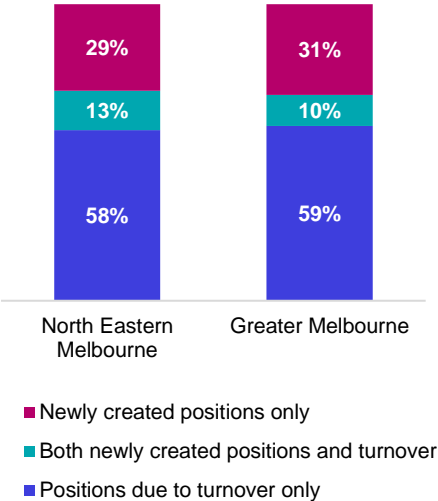
In North Eastern Melbourne, there were 292 responding employers in the 12 months to February 2025, of whom 39% were recruiting or had recruited in the past month. Of these recruiting businesses, 54% had difficulty recruiting. By comparison, 39% of employers were recruiting in Greater Melbourne over the same period, of whom 47% had difficulty recruiting.

Employers in North Eastern Melbourne were most likely to report the following reasons for recruitment difficulty:

- Lack of suitable applicants
- Applicants lack experience
- Undesirable working conditions/hours
- Applicants lack technical skills.

A chart showing reasons for recruitment for North Eastern Melbourne and Greater Melbourne is included to the right.

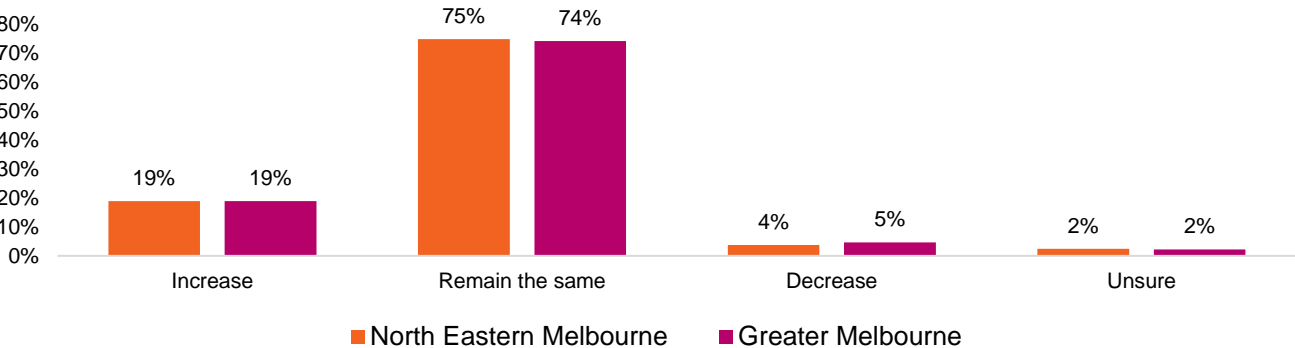
Reasons for recruitment



Staffing outlook for coming months

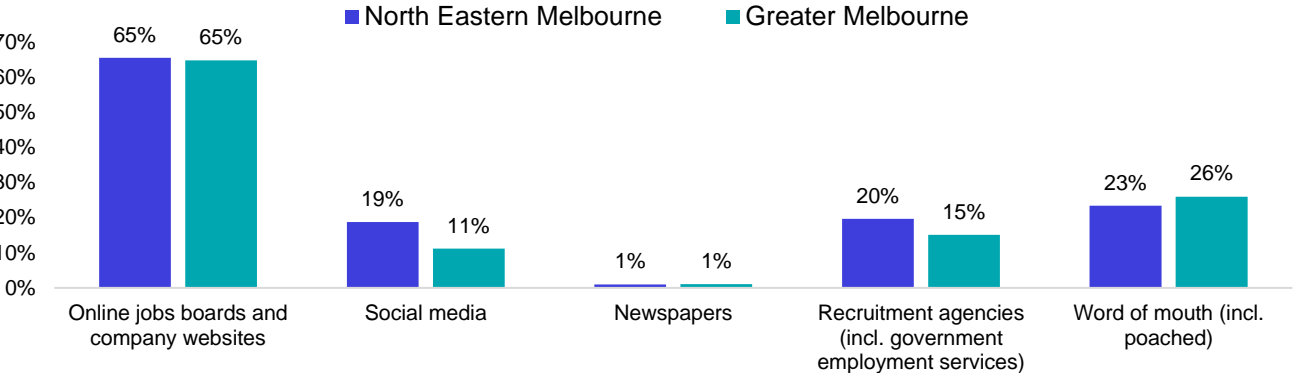
proportion of employers

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 North Eastern Melbourne, while weighted data are used for Greater Melbourne. 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.

North Western Melbourne

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 Western Melbourne ER, February 2025

Job advertisement count

2,422

seasonally adjusted count

Change over the month

↓ -6.0%

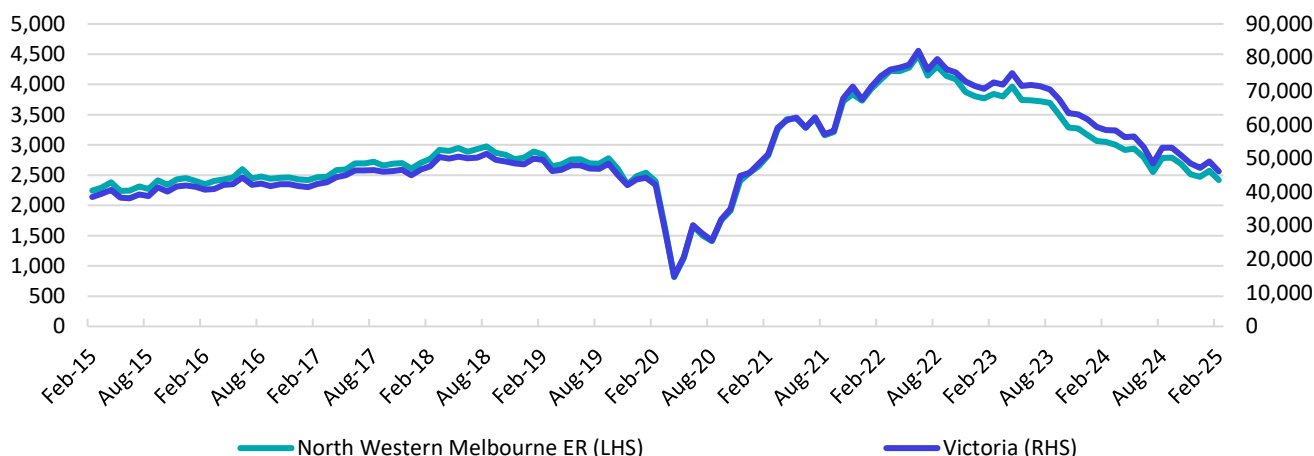
(or -154 job advertisements)

Change since Feb-24

↓ -20.5%

(or -626 job advertisements)

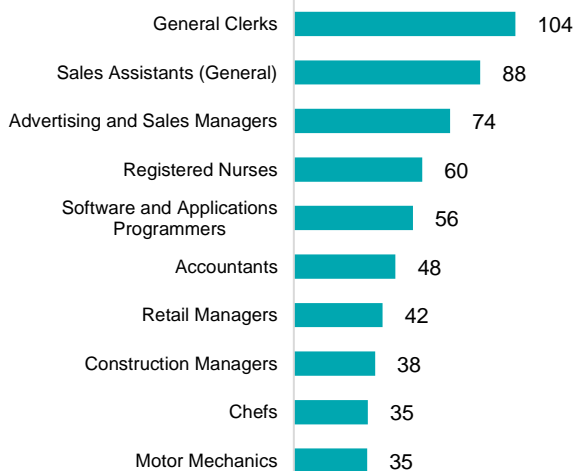
Number of online job advertisements over the ten years to February 2025



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

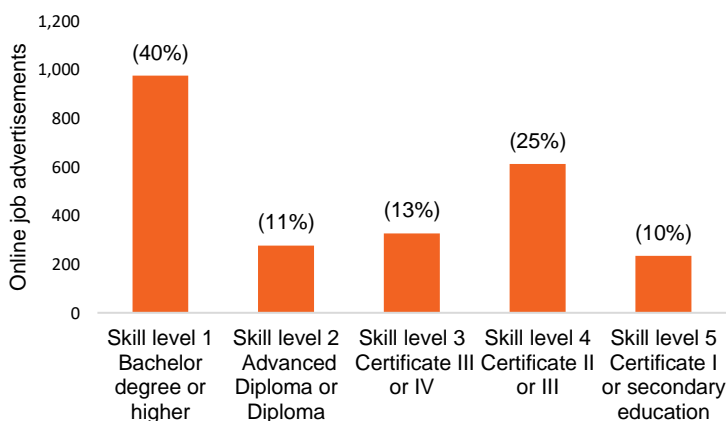
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

North Western Melbourne

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 Western Melbourne, there were 97 responding employers in the 12 months to February 2025, of whom 34% were recruiting or had recruited in the past month. Of these recruiting businesses, 34% had difficulty recruiting. By comparison, 39% of employers were recruiting in Greater Melbourne over the same period, of whom 47% had difficulty recruiting.

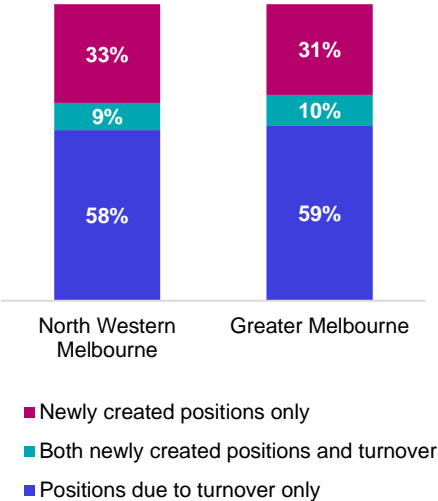
Employers in North Western Melbourne were most likely to report the following reasons for recruitment difficulty:

- Undesirable working conditions/hours
- Applicants lack technical skills
- Lack of suitable applicants
- Applicants lack experience.

A chart showing reasons for recruitment for North Western Melbourne and Greater Melbourne is included to the right.

Note: employers can select multiple reasons for recruitment difficulty.

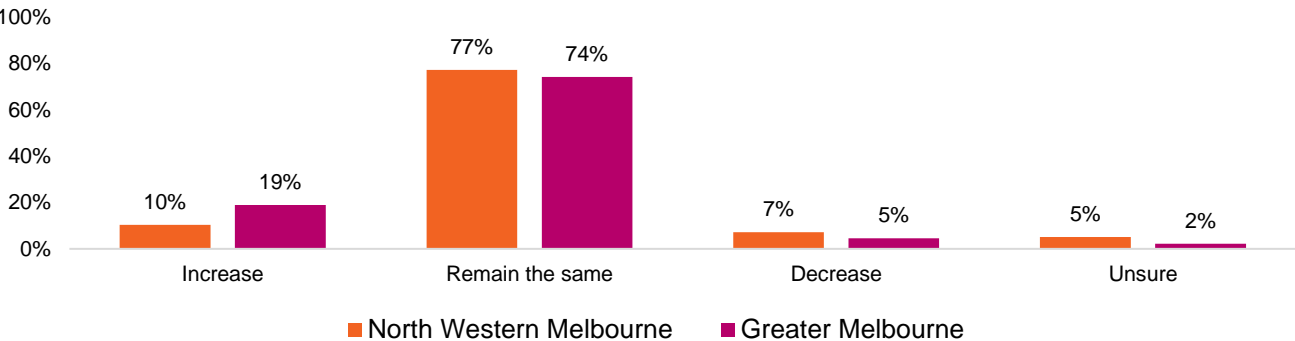
Reasons for recruitment



Staffing outlook for coming months

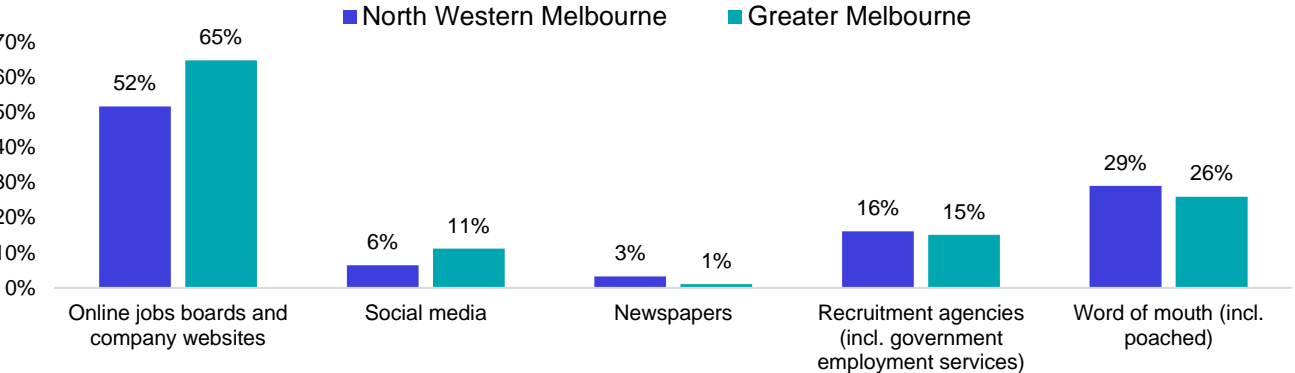
proportion of employers

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 North Western Melbourne, while weighted data are used for Greater Melbourne. 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.

South Coast of Victoria

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, South Coast of Victoria ER, February 2025

Job advertisement count

714

seasonally adjusted count

Change over the month

↓ -5.5%

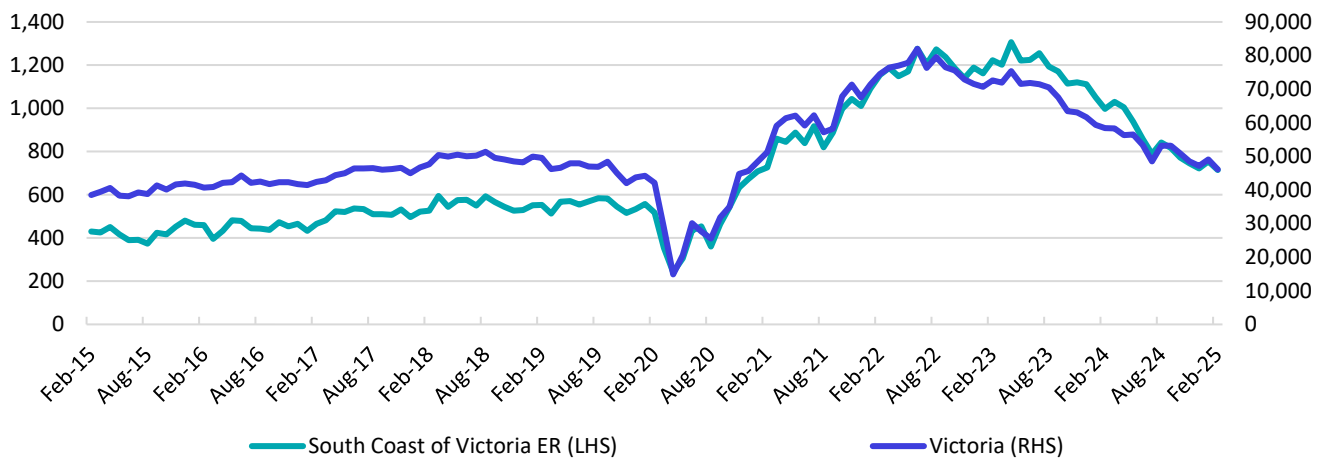
(or -41 job advertisements)

Change since Feb-24

↓ -28.4%

(or -284 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

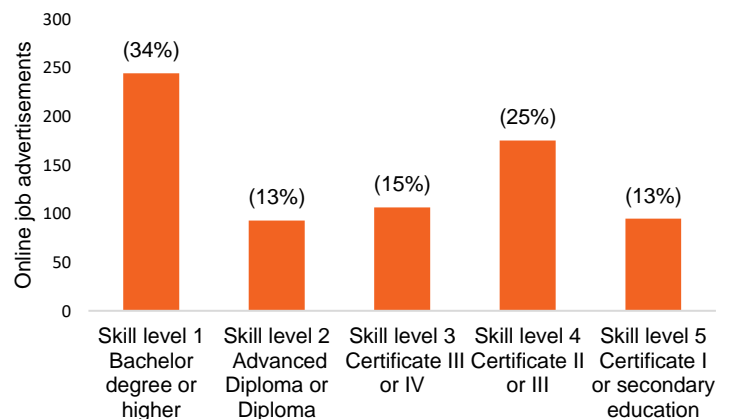
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

South Coast of Victoria

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

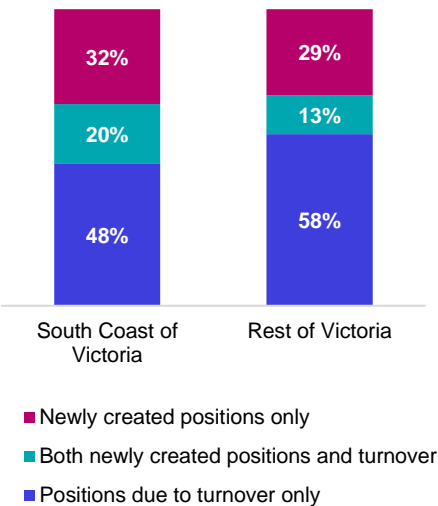
In South Coast of Victoria, there were 65 responding employers in the 12 months to February 2025, of whom 40% were recruiting or had recruited in the past month. Of these recruiting businesses, 62% had difficulty recruiting. By comparison, 43% of employers were recruiting in Rest of Victoria over the same period, of whom 54% had difficulty recruiting.

Employers in South Coast of Victoria were most likely to report the following reasons for recruitment difficulty:

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

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

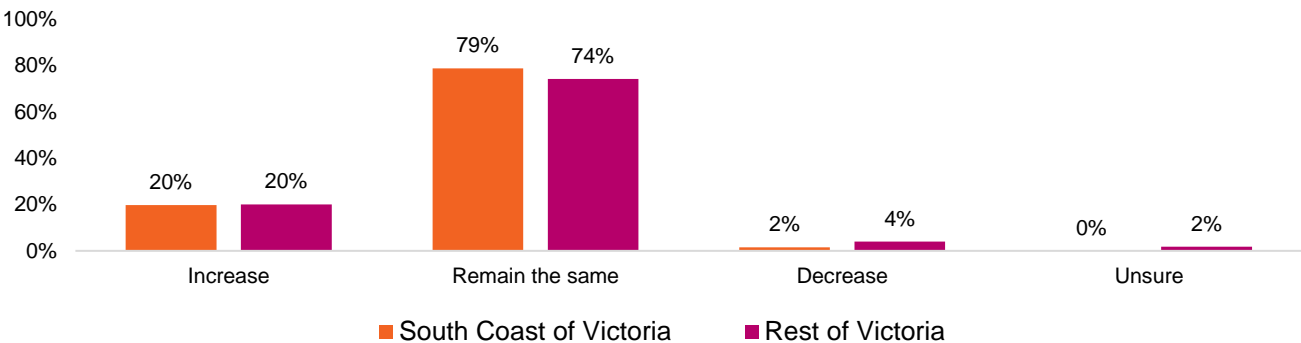
Reasons for recruitment



Staffing outlook for coming months

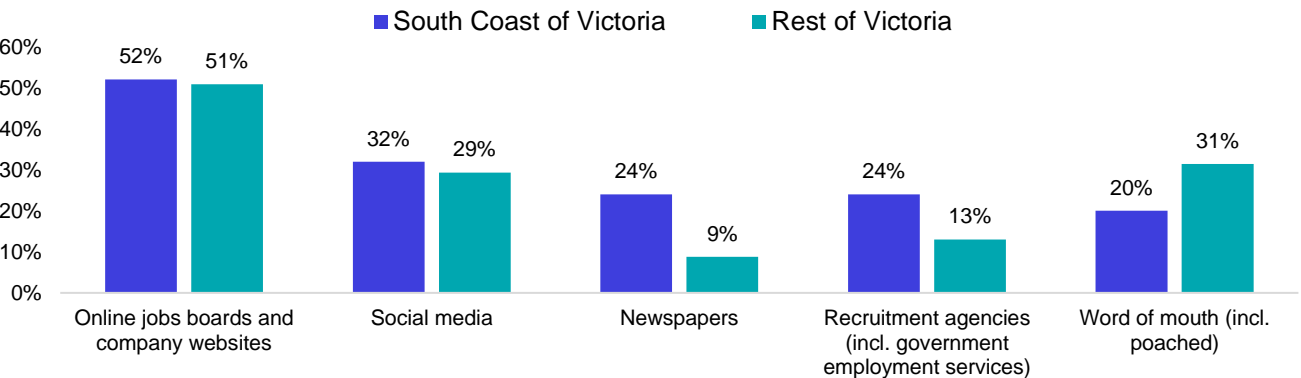
proportion of employers

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 South Coast of Victoria, 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.

South Eastern Melbourne and Peninsula

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, South Eastern Melbourne and Peninsula ER, February 2025

Job advertisement count

6,906

seasonally adjusted count

Change over the month

↓ -6.0%

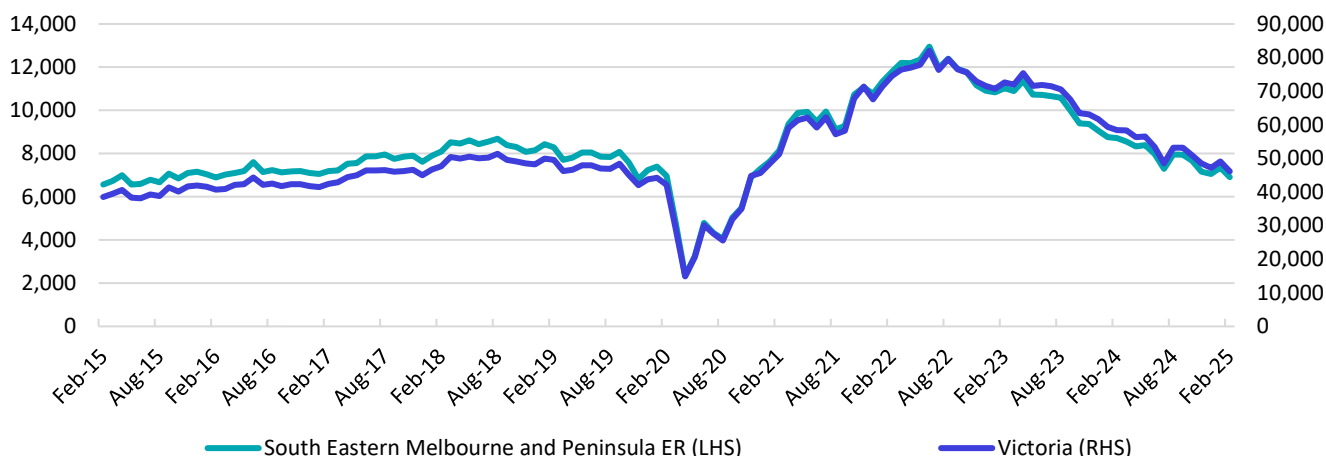
(or -442 job advertisements)

Change since Feb-24

↓ -20.8%

(or -1,816 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

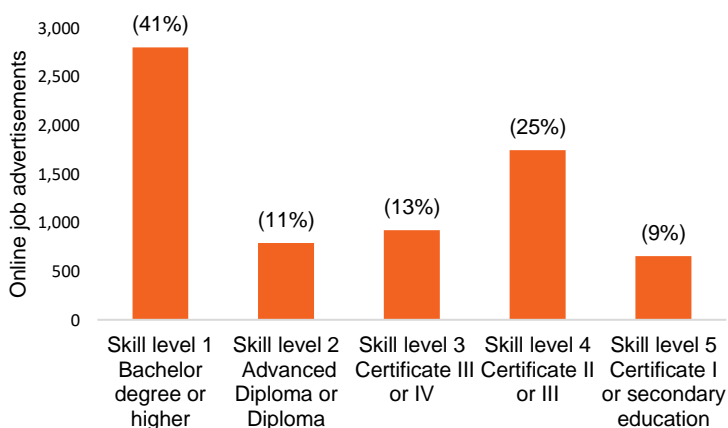
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

South Eastern Melbourne and Peninsula

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

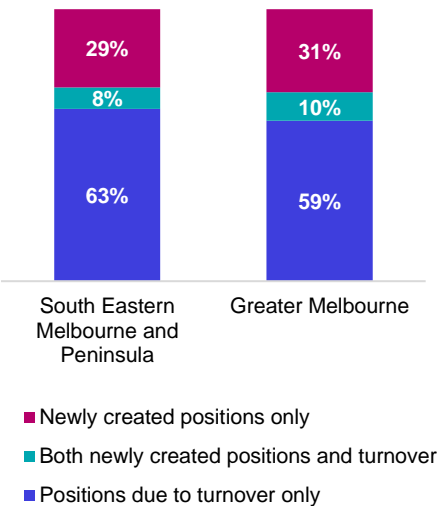
In South Eastern Melbourne and Peninsula, there were 301 responding employers in the 12 months to February 2025, of whom 34% were recruiting or had recruited in the past month. Of these recruiting businesses, 44% had difficulty recruiting. By comparison, 39% of employers were recruiting in Greater Melbourne over the same period, of whom 47% had difficulty recruiting.

Employers in South Eastern Melbourne and Peninsula were most likely to report the following reasons for recruitment difficulty:

- Lack of suitable applicants
- Applicants lack experience
- Undesirable working conditions/hours
- Applicants lack technical skills.

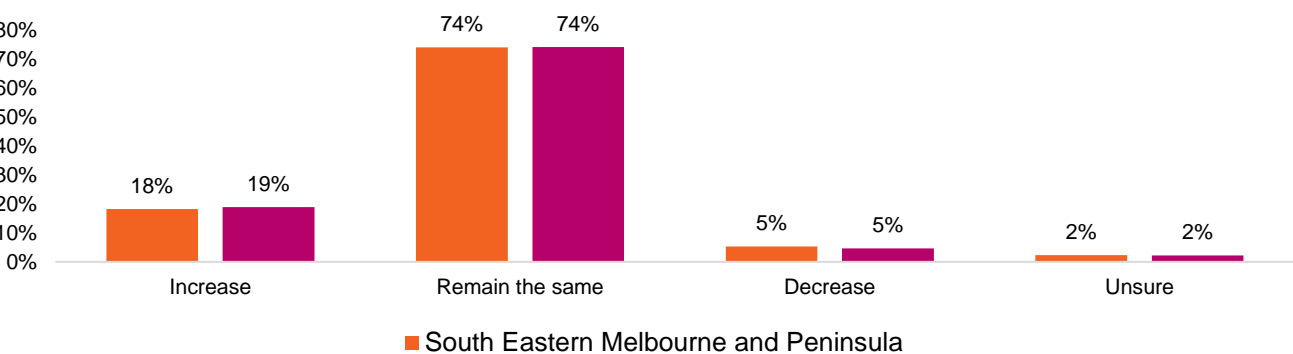
A chart showing reasons for recruitment for South Eastern Melbourne and Peninsula and Greater Melbourne is included to the right.

Reasons for recruitment



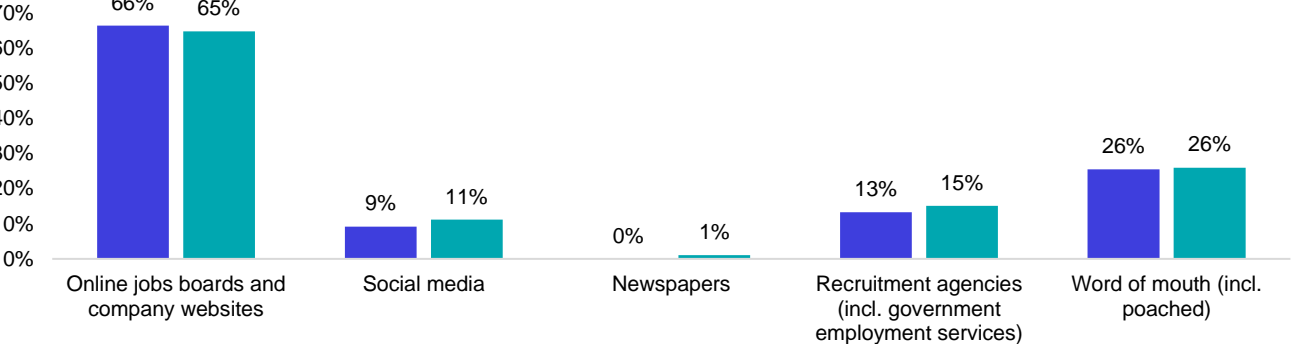
Staffing outlook for coming months

proportion of employers
Employers' staffing expectations



Recruitment methods

proportion of employers who were recruiting
South Eastern Melbourne and Peninsula



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 South Eastern Melbourne and Peninsula, while weighted data are used for Greater Melbourne. 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.

Western Melbourne

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, Western Melbourne ER, February 2025

Job advertisement count

3,854

seasonally adjusted count

Change over the month

↓ -6.0%

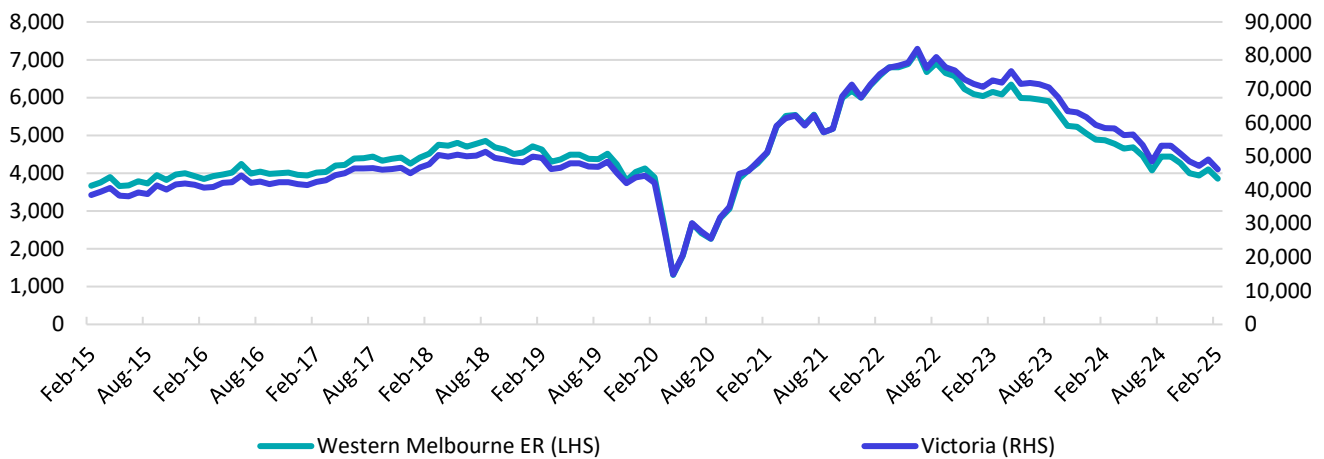
(or -247 job advertisements)

Change since Feb-24

↓ -20.8%

(or -1,013 job advertisements)

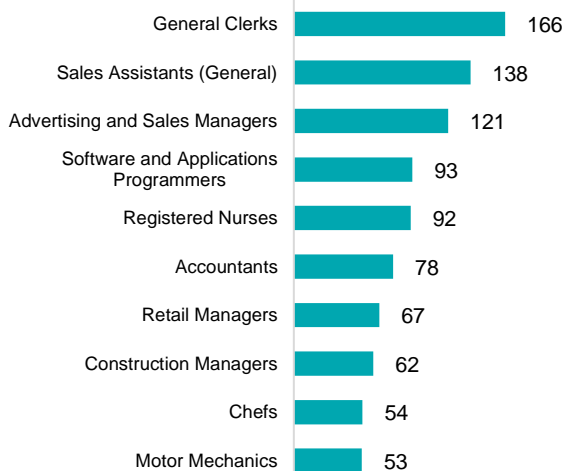
Number of online job advertisements over the ten years to February 2025



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

Top 10 occupations recruited for

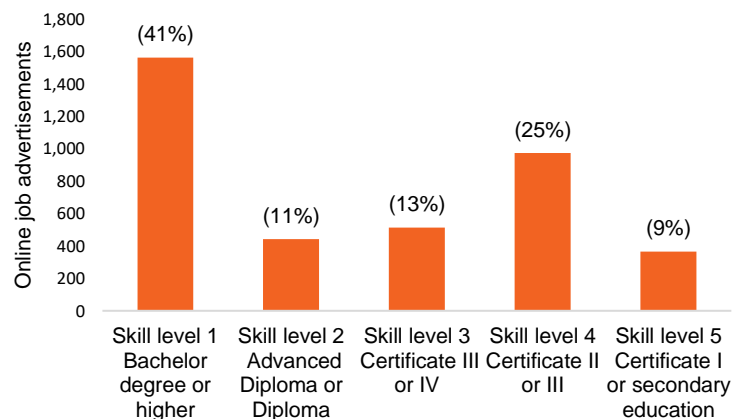
Number of job ads online



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

Western Melbourne

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 Western Melbourne, there were 114 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, 45% had difficulty recruiting. By comparison, 39% of employers were recruiting in Greater Melbourne over the same period, of whom 47% had difficulty recruiting.

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

- Lack of suitable applicants
- Applicants lack technical skills
- Lack of applicants
- Applicants lack experience.

A chart showing reasons for recruitment for Western Melbourne and Greater Melbourne is included to the right.

Reasons for recruitment

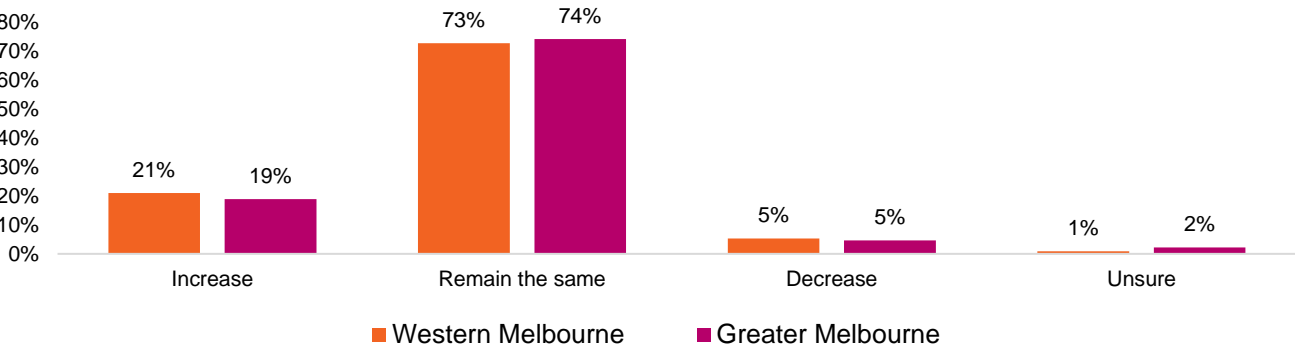


Note: employers can select multiple reasons for recruitment difficulty.

Staffing outlook for coming months

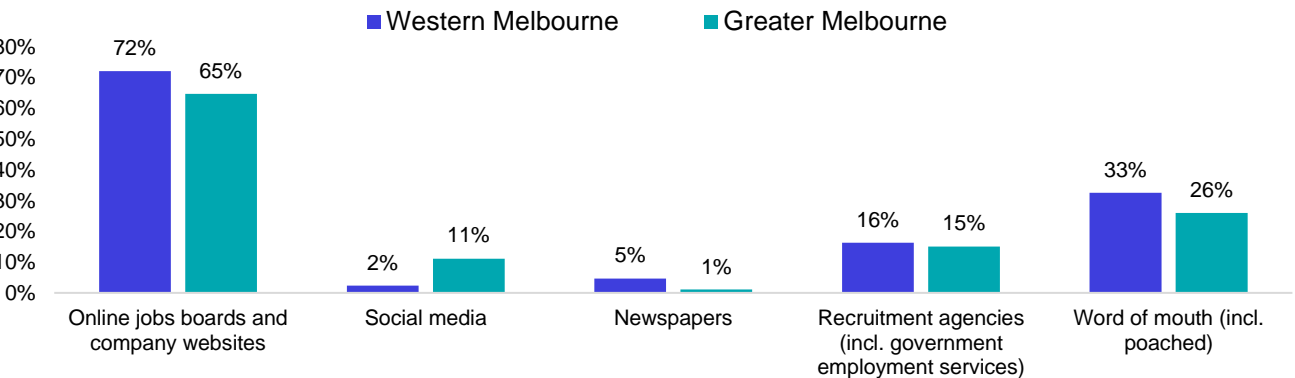
proportion of employers

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 Western Melbourne, while weighted data are used for Greater Melbourne. 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.

Wimmera Mallee

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, Wimmera Mallee ER, February 2025

Job advertisement count

825

seasonally adjusted count

Change over the month

↓ -5.1%

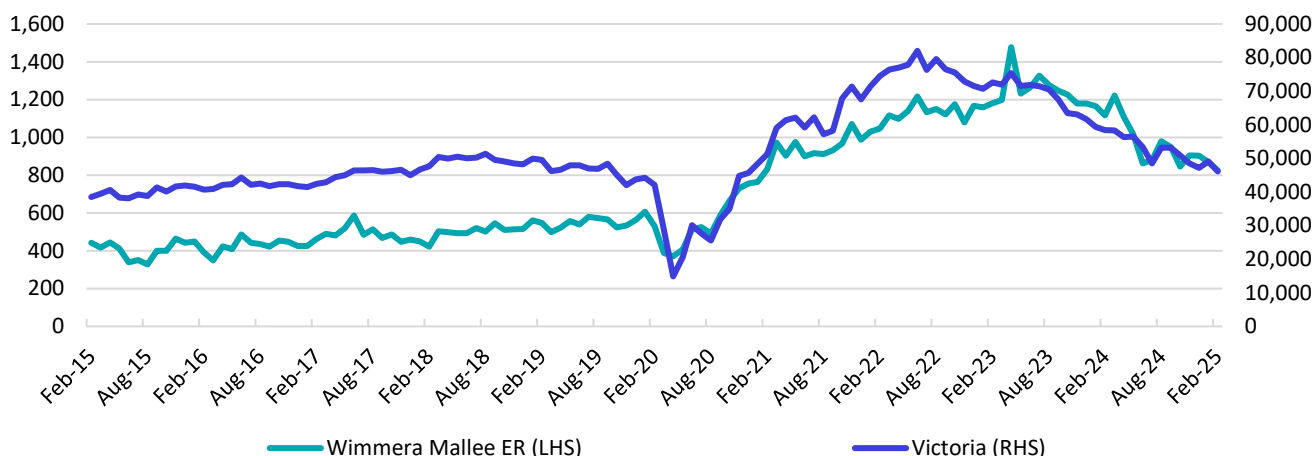
(or -44 job advertisements)

Change since Feb-24

↓ -26.1%

(or -291 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

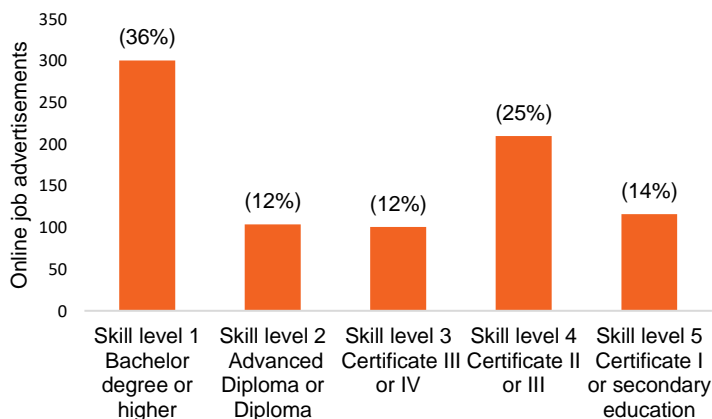
Number of job ads online



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

Wimmera Mallee

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

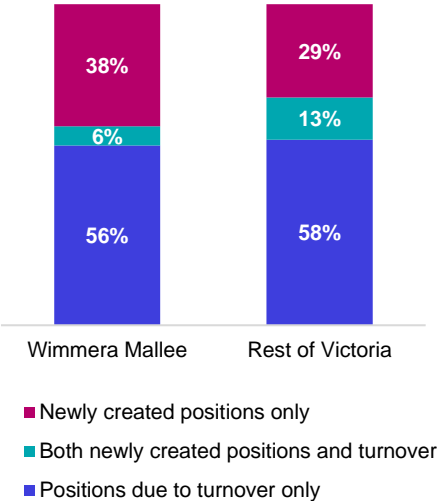
In Wimmera Mallee, there were 118 responding employers in the 12 months to February 2025, of whom 43% were recruiting or had recruited in the past month. Of these recruiting businesses, 72% had difficulty recruiting. By comparison, 43% of employers were recruiting in Rest of Victoria over the same period, of whom 54% had difficulty recruiting.

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

- Location, eg remote or regional
- Lack of applicants
- Lack of suitable applicants
- Undesirable working conditions/hours.

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

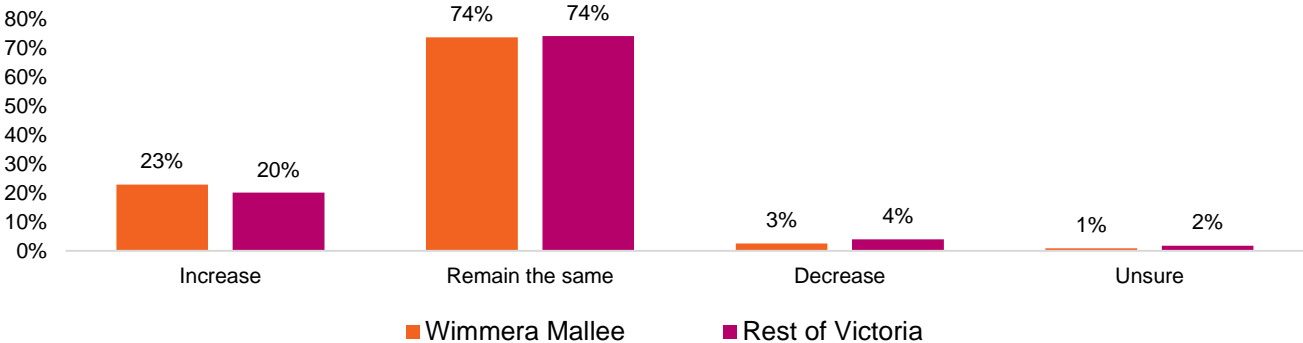
Reasons for recruitment



Staffing outlook for coming months

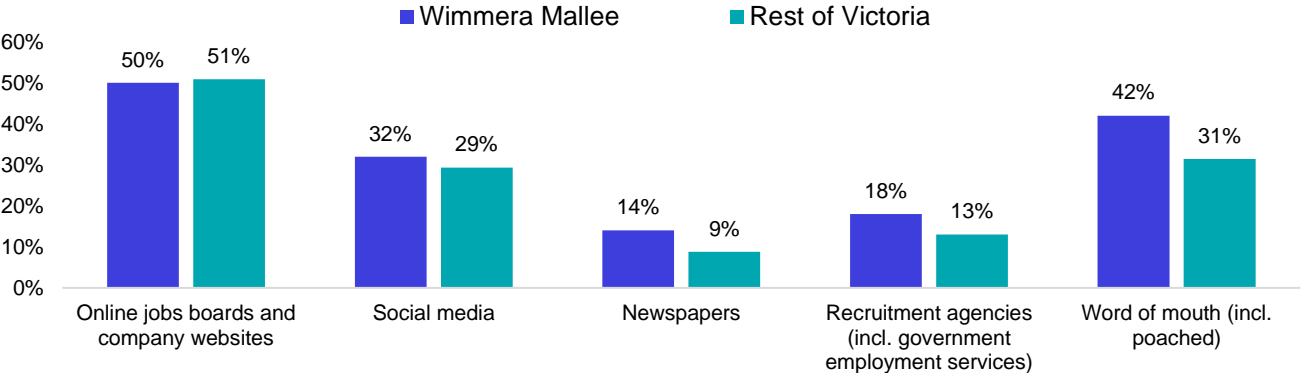
proportion of employers

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 Wimmera Mallee, 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.