

## 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, February 2025

#### Job advertisement count

1,582

seasonally adjusted count

#### Change over the month

↓ -6.0%

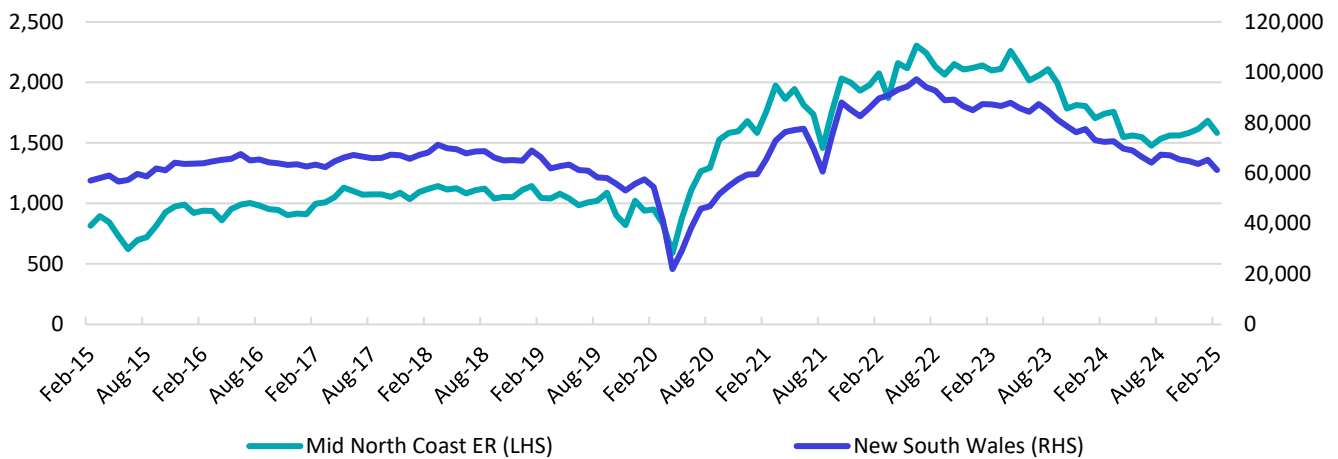
(or -101 job advertisements)

#### Change since Feb-24

↓ -9.2%

(or -160 job advertisements)

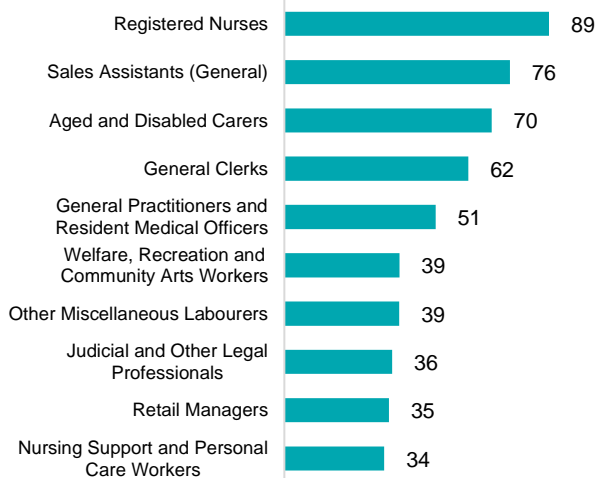
### Number of online job advertisements over the ten years to February 2025



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

### Top 10 occupations recruited for

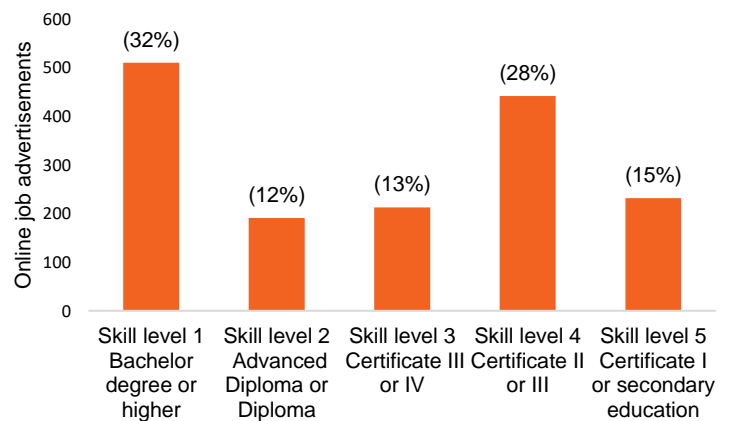
Number of job ads online



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

## 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.

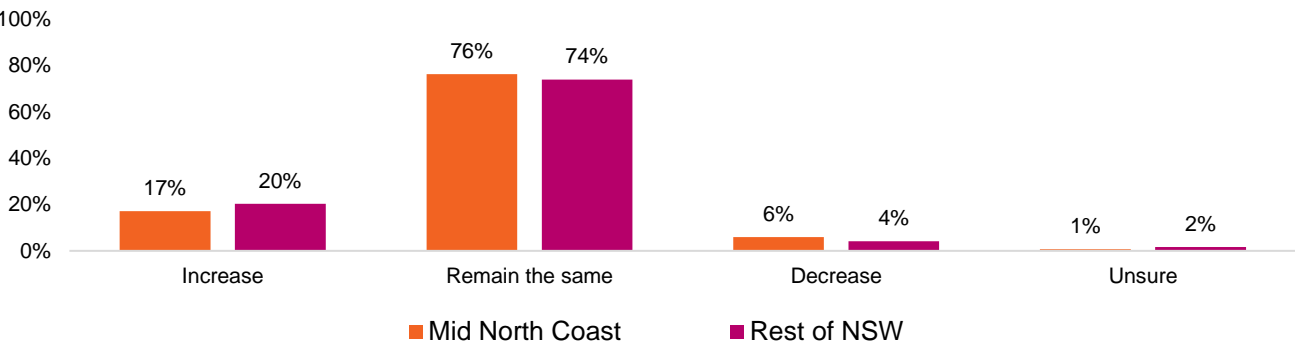
A chart showing reasons for recruitment for Mid North Coast and Rest of NSW is included to the right.

Reasons for recruitment



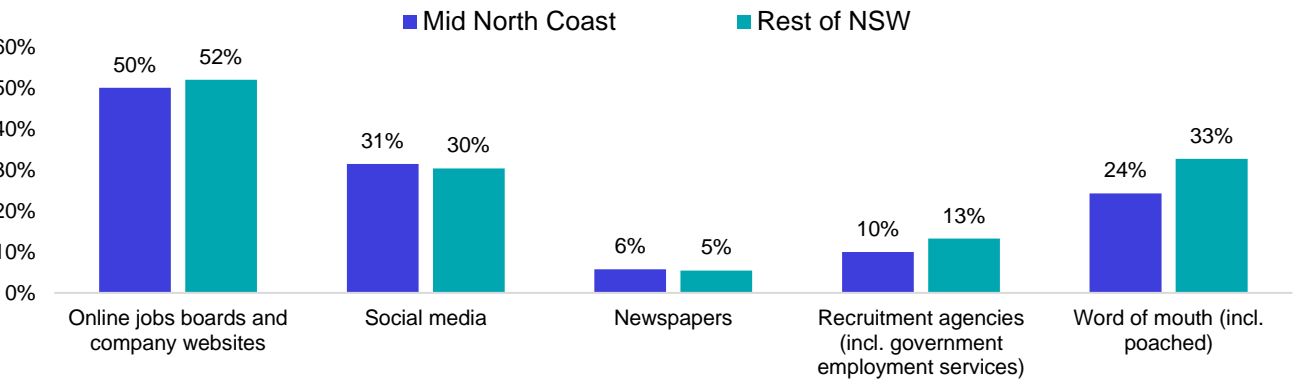
### Staffing outlook for coming months

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 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.