Recruitment trends and employers' needs: State Snapshot update

Australian Government | **Jobs and Skills Australia**

Queensland

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, Queensland, February 2025

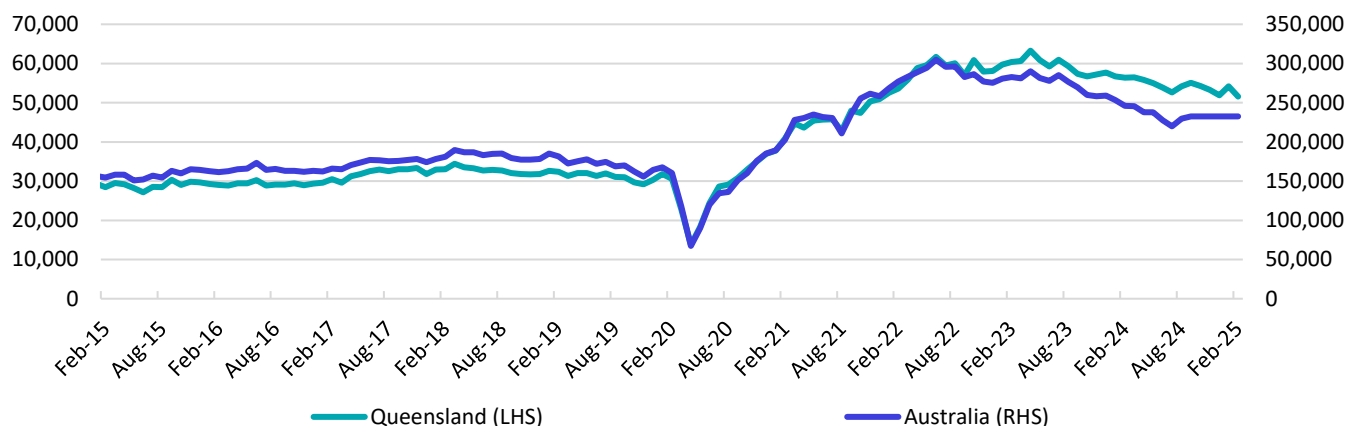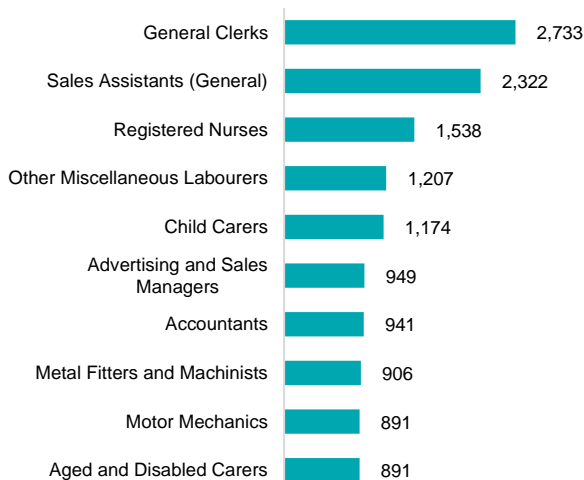| Job advertisement count	Change over the month	Change since Feb-24
51,572	↓ **-4.8%**	↓ **-8.6%**
seasonally adjusted count	(or -2,612 job advertisements)	(or -4,828 job advertisements)

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
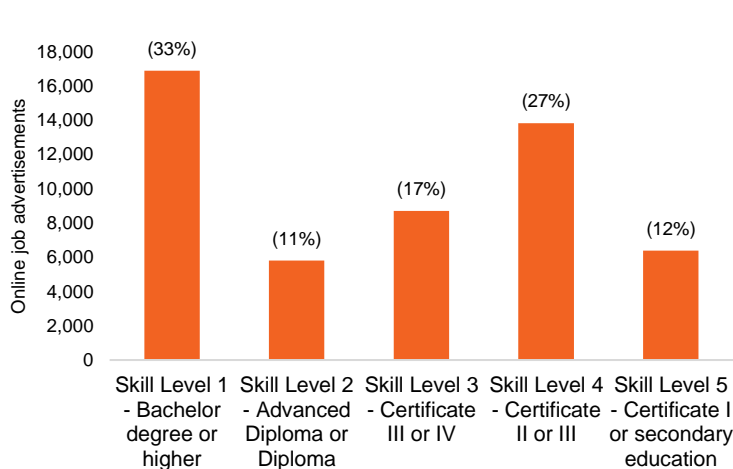
Top 10 occupations recruited for
Number of job ads online

Occupation	Number
General Clerks	2,733
Sales Assistants (General)	2,322
Registered Nurses	1,538
Other Miscellaneous Labourers	1,207
Child Carers	1,174
Advertising and Sales Managers	949
Accountants	941
Metal Fitters and Machinists	906
Motor Mechanics	891
Aged and Disabled Carers	891

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

Job demand by skill level
Proportion of job ads

Skill Level	Proportion
Skill Level 1 - Bachelor degree or higher	(33%)
Skill Level 2 - Advanced Diploma or Diploma	(11%)
Skill Level 3 - Certificate III or IV	(17%)
Skill Level 4 - Certificate II or III	(27%)
Skill Level 5 - Certificate I or secondary education	(12%)

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

Insights from the Recruitment Experiences and Outlook Survey
Queensland

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 Queensland, there were 2,076 responding employers in the 12 months to February 2025, of whom 50% were recruiting or had recruited over the past month. Of these recruiting businesses, 53% had difficulty recruiting. By comparison, 44% of employers were recruiting in Australia over the same period, of whom 51% had difficulty recruiting.

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

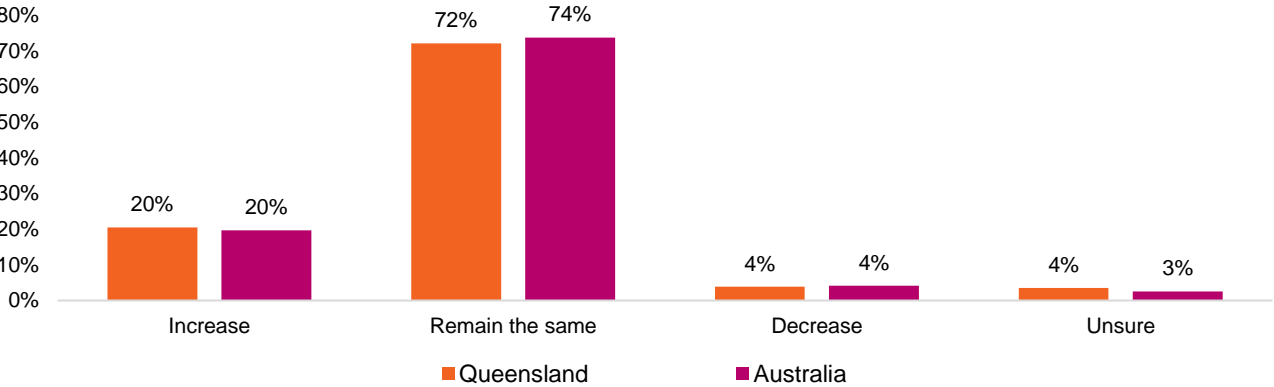Note: employers can select multiple reasons for recruitment difficulty.
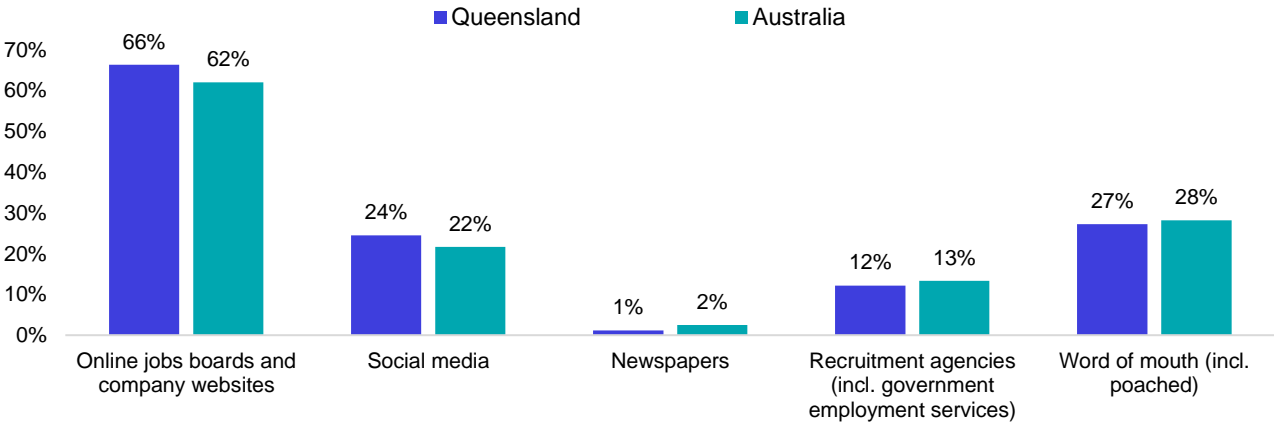
Reasons for recruitment

	Queensland	Australia
Newly created positions only	27%	27%
Both newly created positions and turnover	13%	12%
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
Queensland	20%	72%	4%	4%
Australia	20%	74%	4%	3%

■ Queensland ■ Australia

Recruitment methods
proportion of employers who were recruiting

■ Queensland ■ Australia

	Online jobs boards and company websites	Social media	Newspapers	Recruitment agencies (incl. government employment services)	Word of mouth (incl. poached)
Queensland	66%	24%	1%	12%	27%
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 Queensland 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.