

Recruitment trends and employers' needs: State Snapshot update

Victoria

Release date: 15 October 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, August 2025

Job advertisement count

45,284

seasonally adjusted count

Change over the month

↓ -2.0%

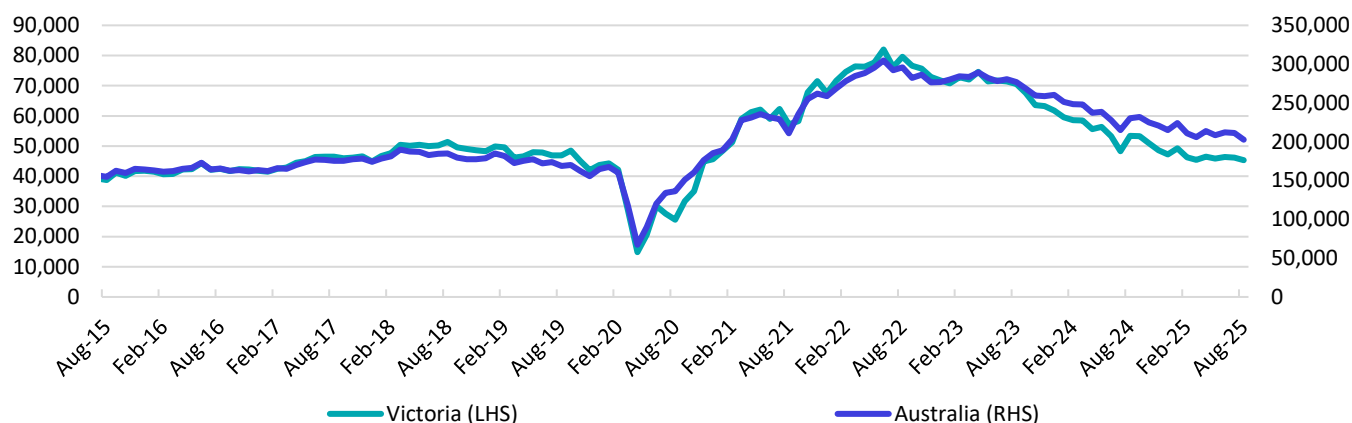
(or -931 job advertisements)

Change since Aug-24

↓ -15.1%

(or -8,064 job advertisements)

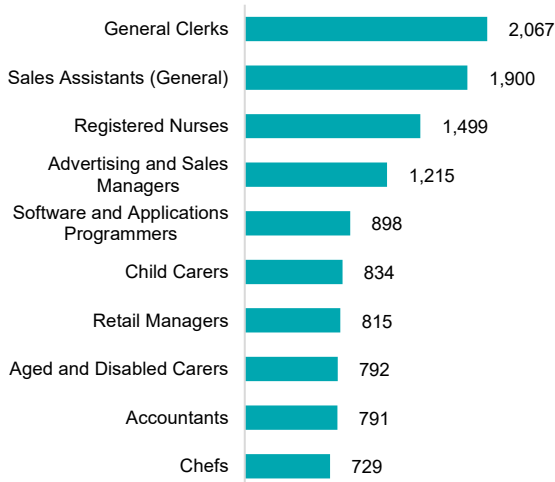
Number of online job advertisements over the ten years to August 2025



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

Top 10 occupations recruited for

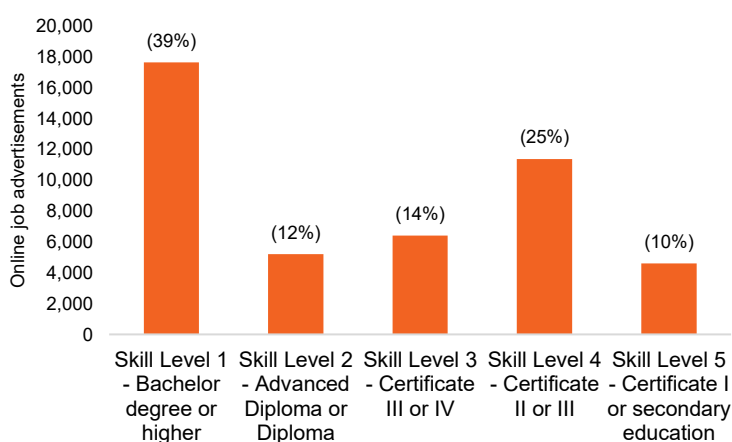
Number of job ads online



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

Job demand by skill level

Proportion of job ads



Source: JSA, IVI, seasonally adjusted data, Aug-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 1,981 responding employers in the 12 months to August 2025, of whom 40% were recruiting or had recruited over the past month. Of these recruiting businesses, 43% had difficulty recruiting. By comparison, 46% of employers were recruiting in Australia over the same period, of whom 47% had difficulty recruiting.

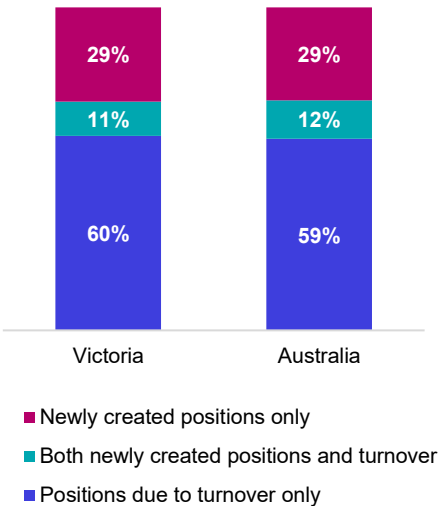
Employers in Victoria were most likely to report the following reasons for recruitment difficulty:

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

A chart showing reasons for recruitment for Victoria and Australia is included to the right.

Note: employers can select multiple reasons for recruitment difficulty.

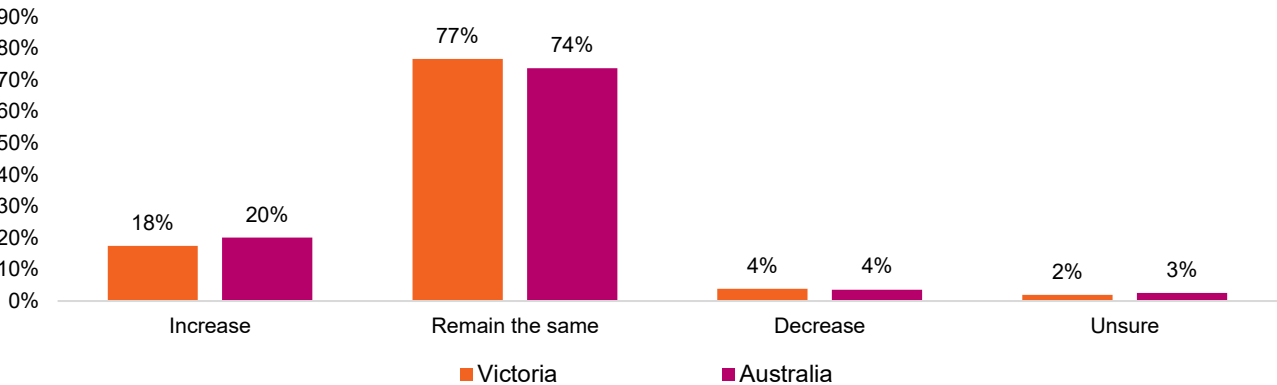
Reasons for recruitment



Staffing outlook for coming months

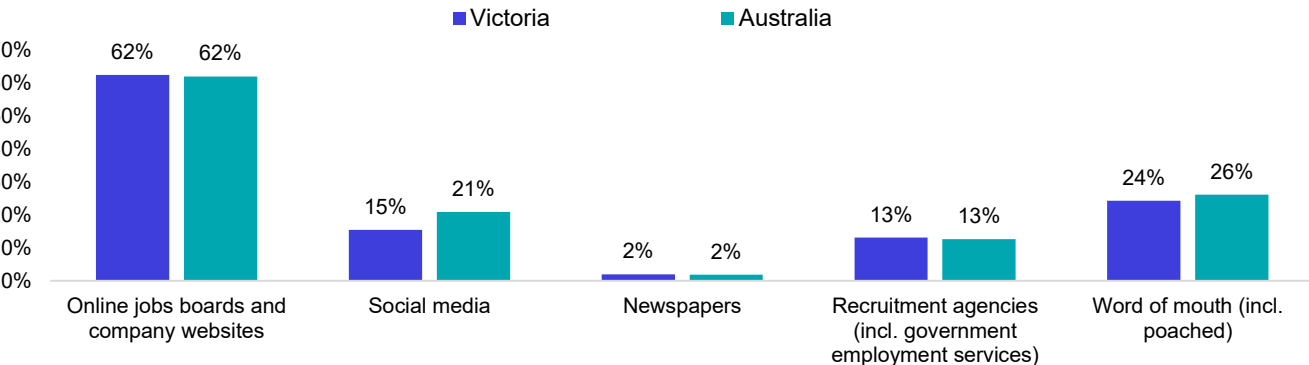
proportion of employers

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 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: 15 October 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, August 2025

Job advertisement count

864

seasonally adjusted count

Change over the month

↓ -5.1%

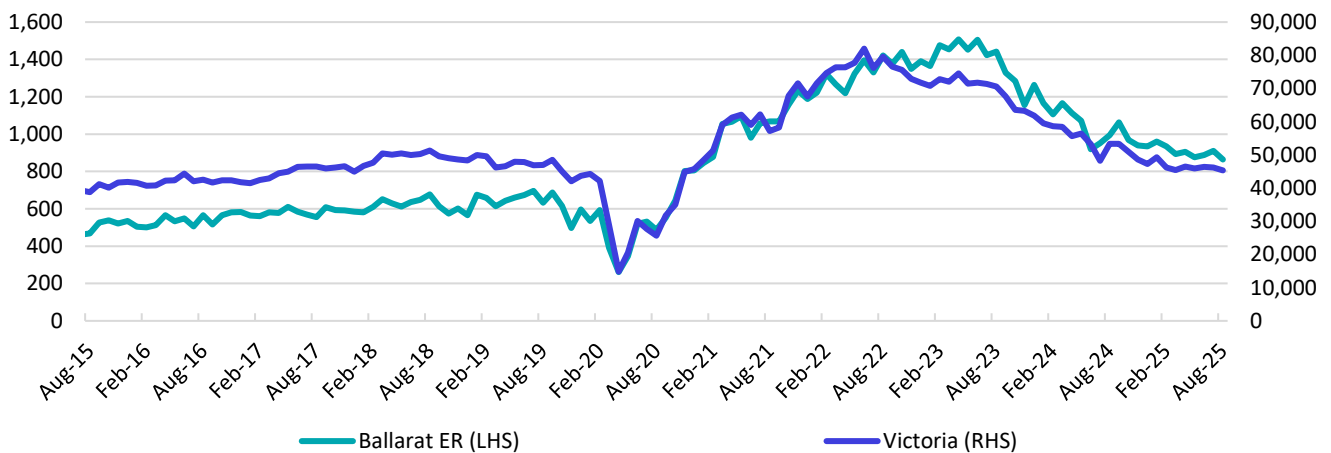
(or -47 job advertisements)

Change since Aug-24

↓ -13.1%

(or -130 job advertisements)

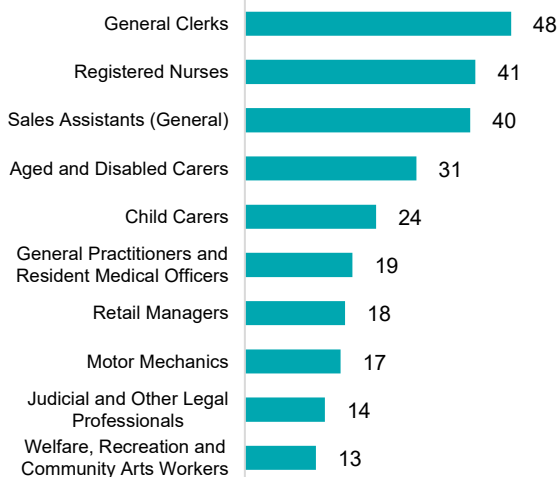
Number of online job advertisements over the ten years to August 2025



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

Top 10 occupations recruited for

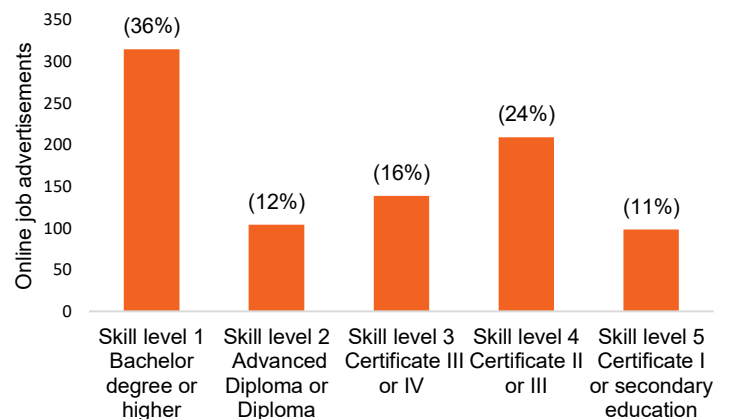
Number of job ads online



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

Job demand by skill level

Proportion of job ads



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

Insights from the Recruitment Experiences and Outlook Survey

Ballarat

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Recruitment activity and experiences

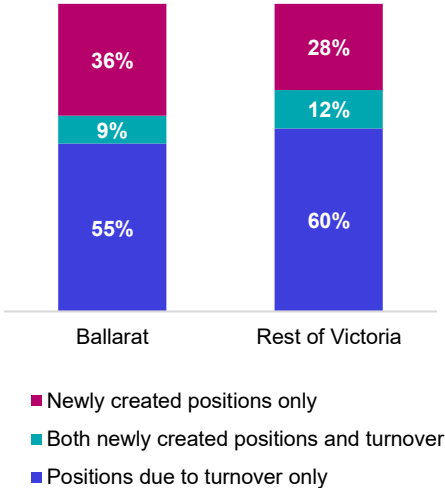
In Ballarat, there were 108 responding employers in the 12 months to August 2025, of whom 41% were recruiting or had recruited in the past month. Of these recruiting businesses, 52% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom 49% had difficulty recruiting.

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

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

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

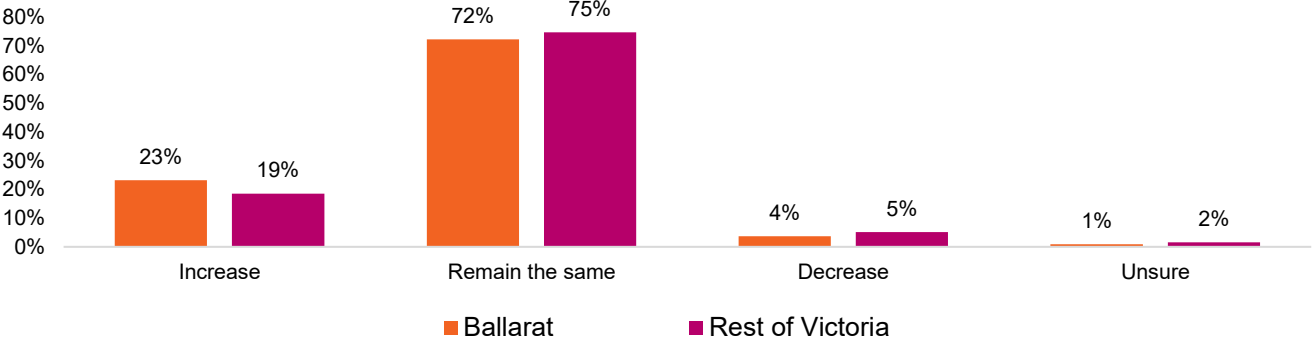
Reasons for recruitment



Staffing outlook for coming months

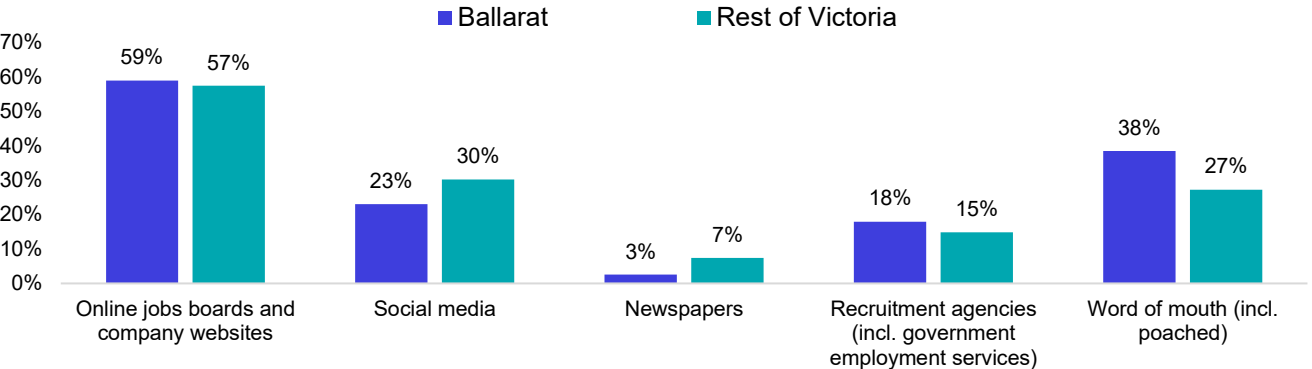
proportion of employers

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: 15 October 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, August 2025

Job advertisement count

1,478

seasonally adjusted count

Change over the month

↓ -1.8%

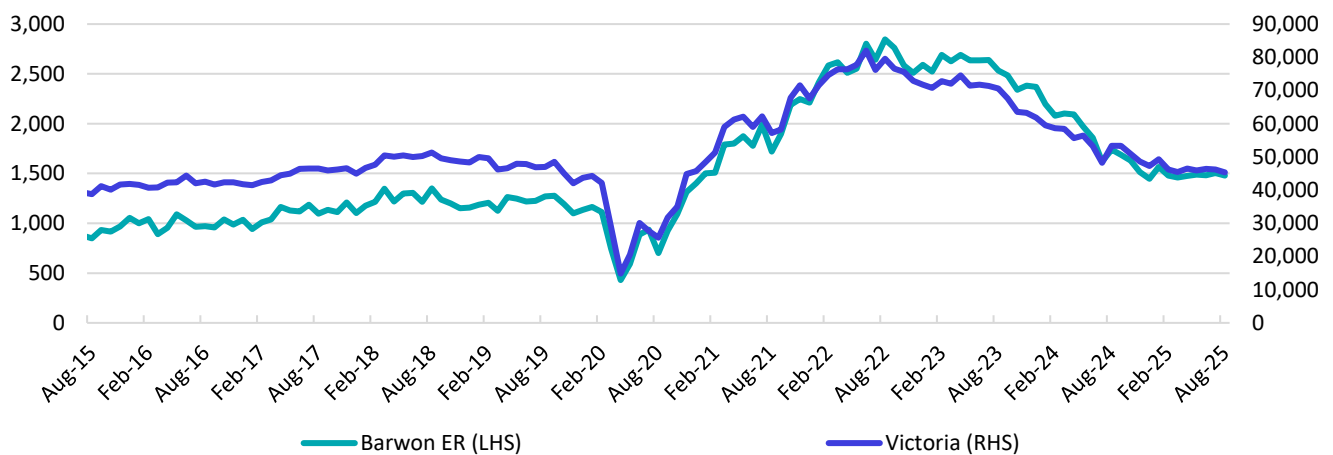
(or -27 job advertisements)

Change since Aug-24

↓ -15.0%

(or -261 job advertisements)

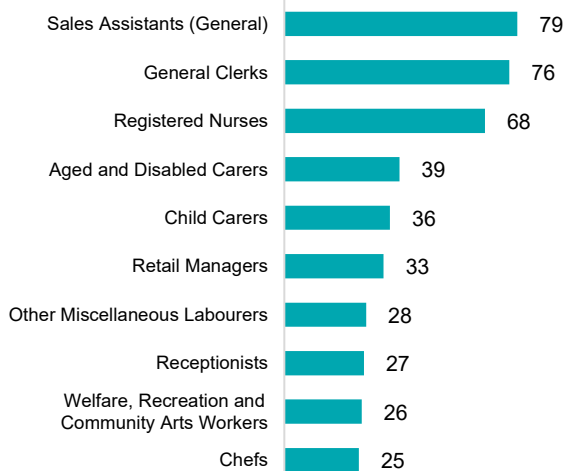
Number of online job advertisements over the ten years to August 2025



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

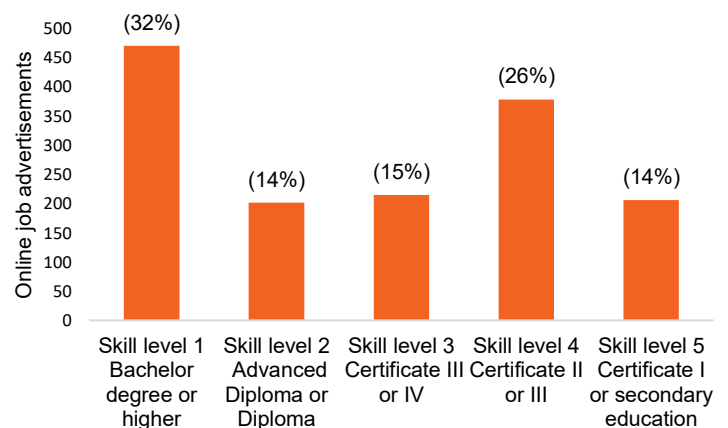
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

Barwon

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Recruitment activity and experiences

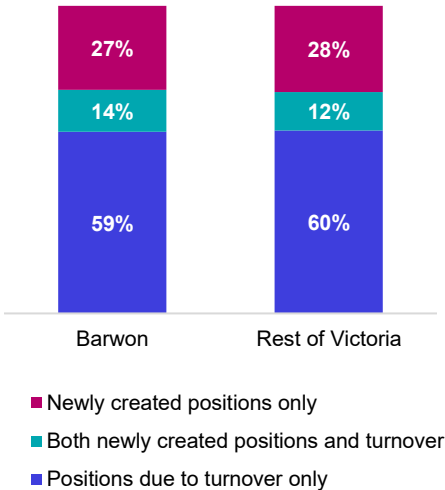
In Barwon, there were 118 responding employers in the 12 months to August 2025, of whom 37% were recruiting or had recruited in the past month. Of these recruiting businesses, 25% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom 49% had difficulty recruiting.

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

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

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

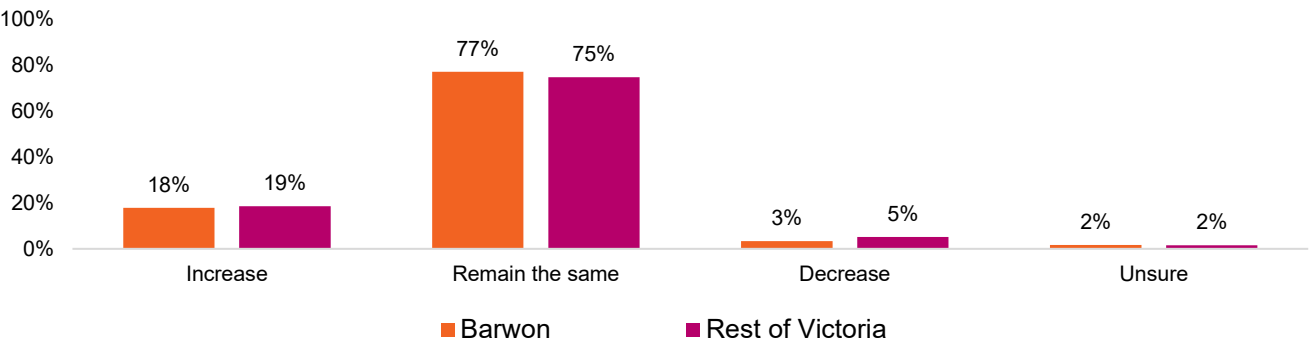
Reasons for recruitment



Staffing outlook for coming months

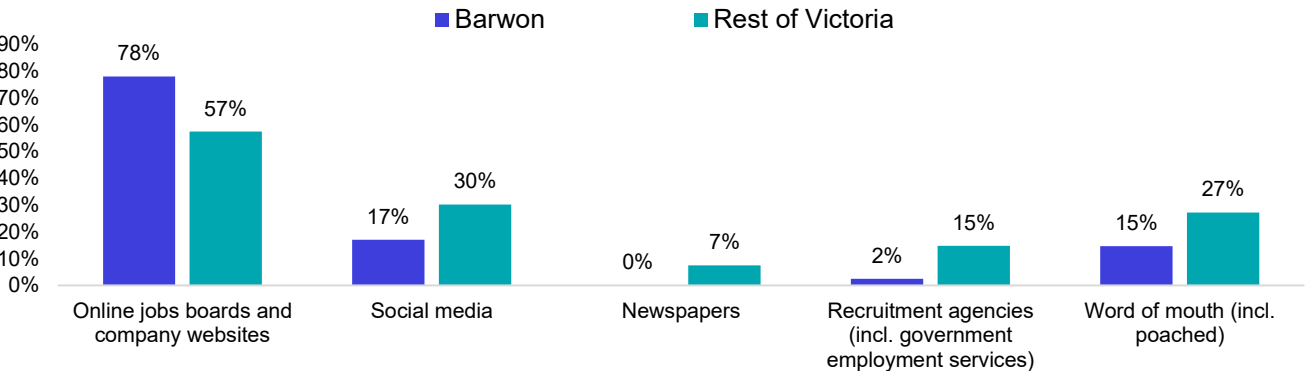
proportion of employers

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: 15 October 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, August 2025

Job advertisement count

929

seasonally adjusted count

Change over the month

↑ 0.6%

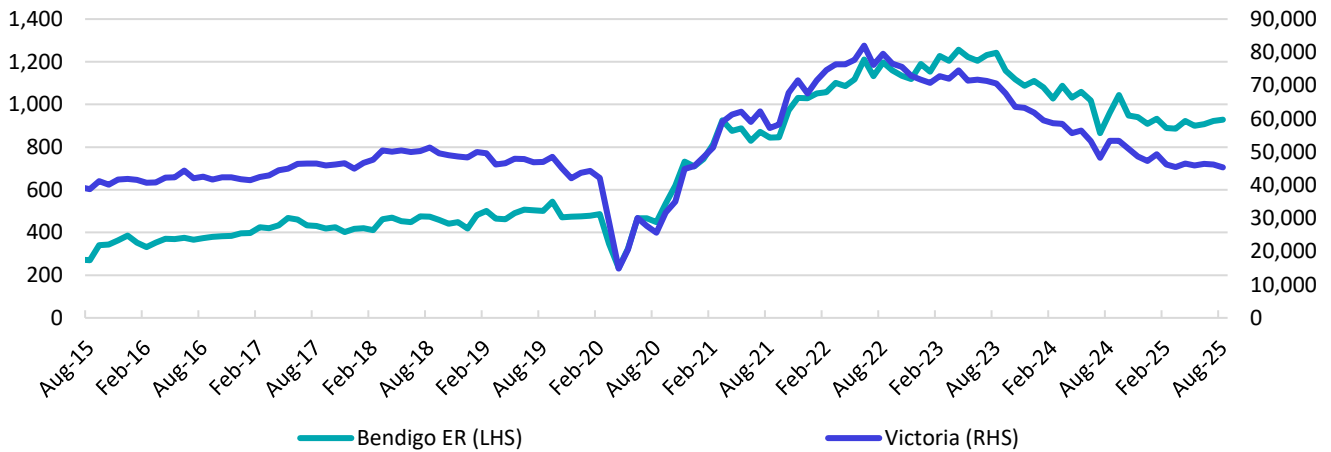
(or 6 job advertisements)

Change since Aug-24

↓ -3.3%

(or -32 job advertisements)

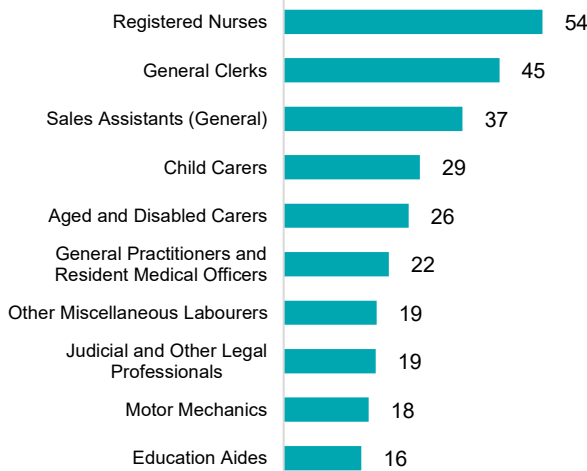
Number of online job advertisements over the ten years to August 2025



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

Top 10 occupations recruited for

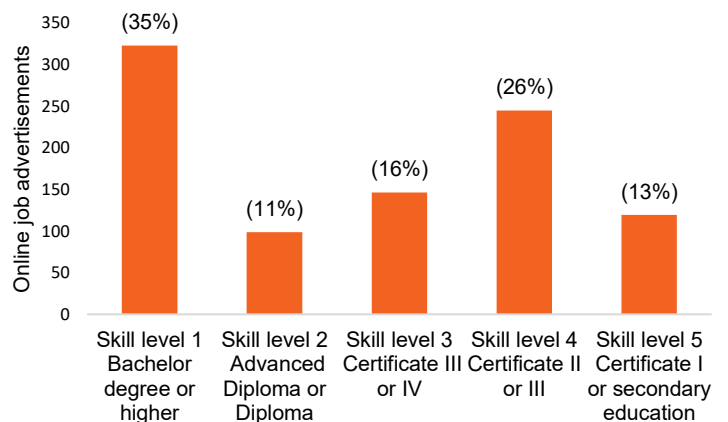
Number of job ads online



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

Job demand by skill level

Proportion of job ads



Source: JSA, Internet Vacancy Index, seasonally adjusted data, Aug-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 August 2025, unless otherwise indicated.

Recruitment activity and experiences

In Bendigo, there were 79 responding employers in the 12 months to August 2025, of whom 43% were recruiting or had recruited in the past month. Of these recruiting businesses, 36% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom 49% had difficulty recruiting.

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

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

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

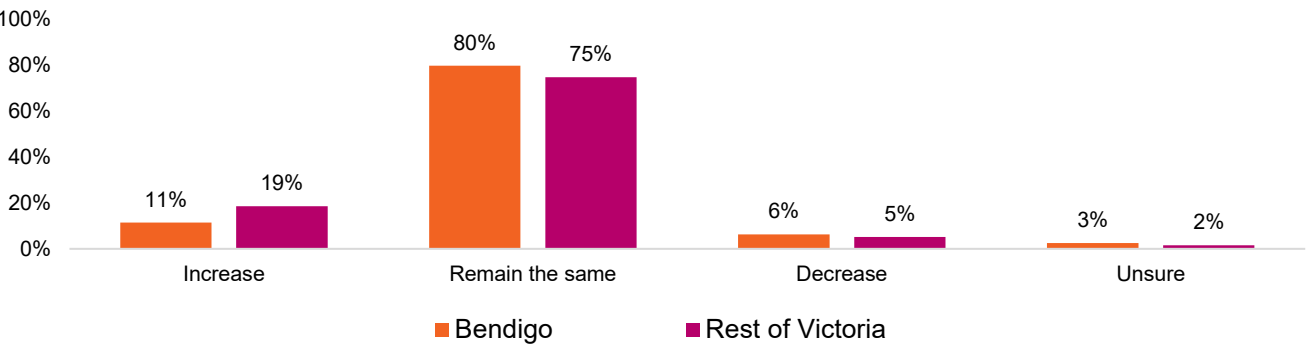
Reasons for recruitment



Staffing outlook for coming months

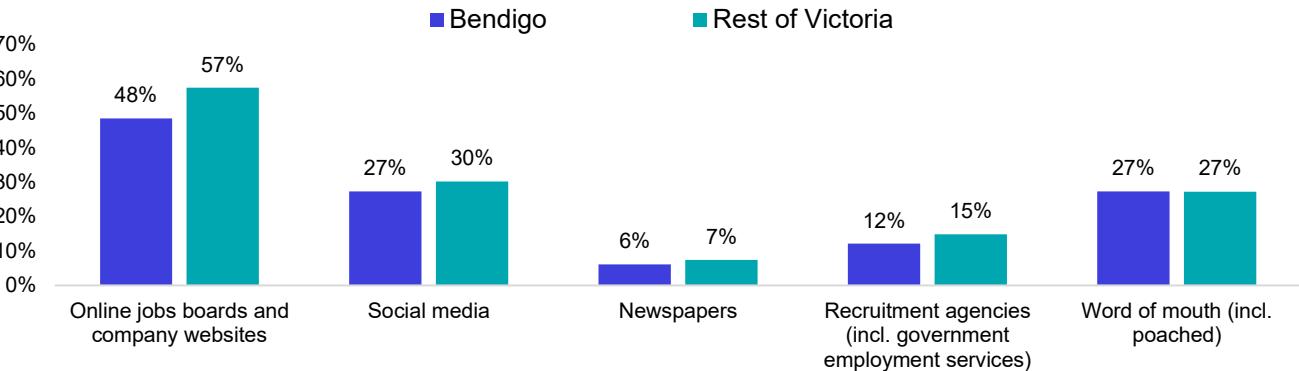
proportion of employers

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 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: 15 October 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, August 2025

Job advertisement count

1,903

seasonally adjusted count

Change over the month

↓ -4.9%

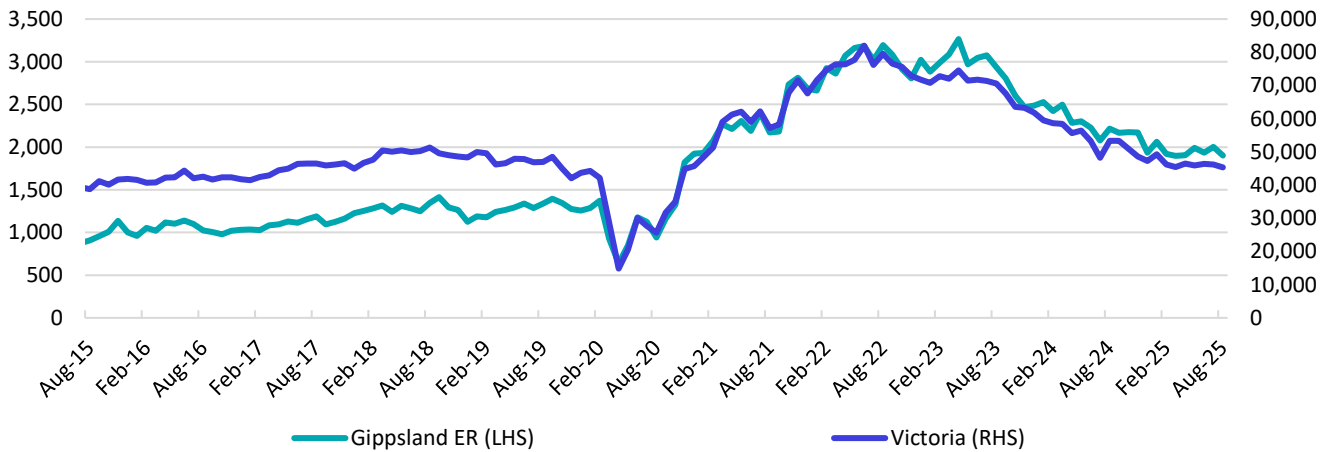
(or -99 job advertisements)

Change since Aug-24

↓ -14.1%

(or -313 job advertisements)

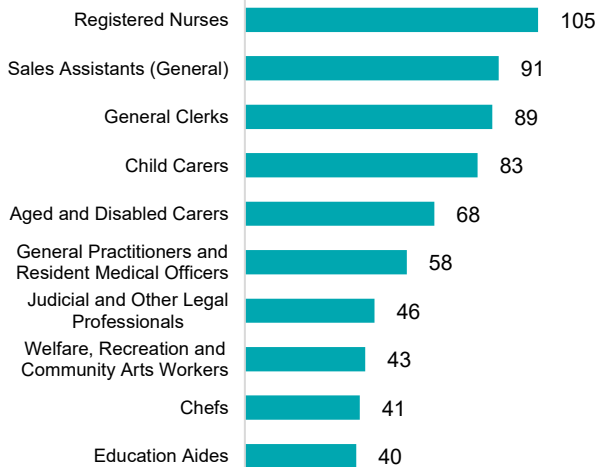
Number of online job advertisements over the ten years to August 2025



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

Top 10 occupations recruited for

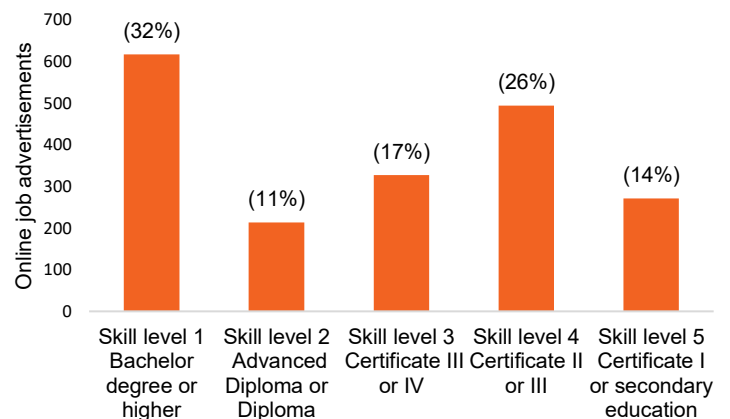
Number of job ads online



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

Job demand by skill level

Proportion of job ads



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

Insights from the Recruitment Experiences and Outlook Survey

Gippsland

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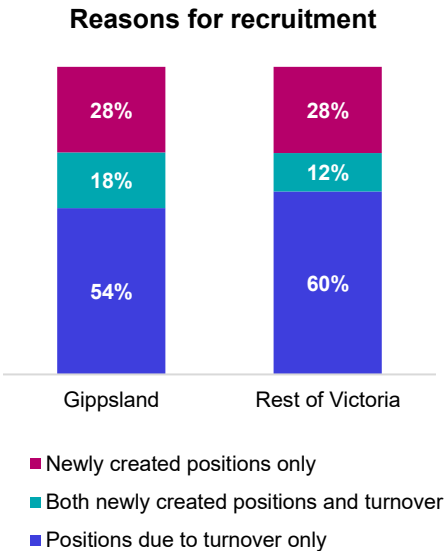
Recruitment activity and experiences

In Gippsland, there were 142 responding employers in the 12 months to August 2025, of whom 44% were recruiting or had recruited in the past month. Of these recruiting businesses, 41% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom 49% had difficulty recruiting.

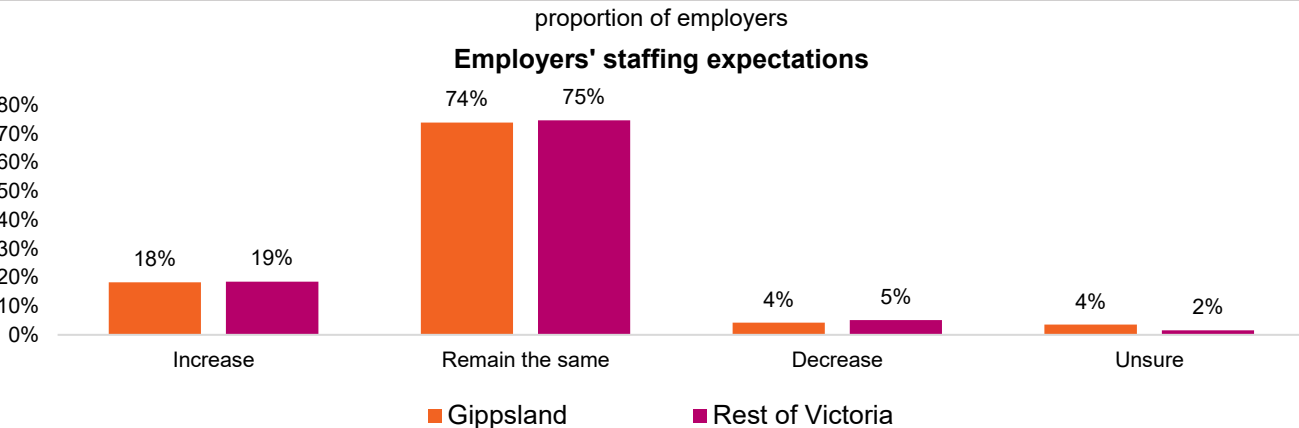
Employers in Gippsland were most likely to report the following reasons for recruitment difficulty:

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

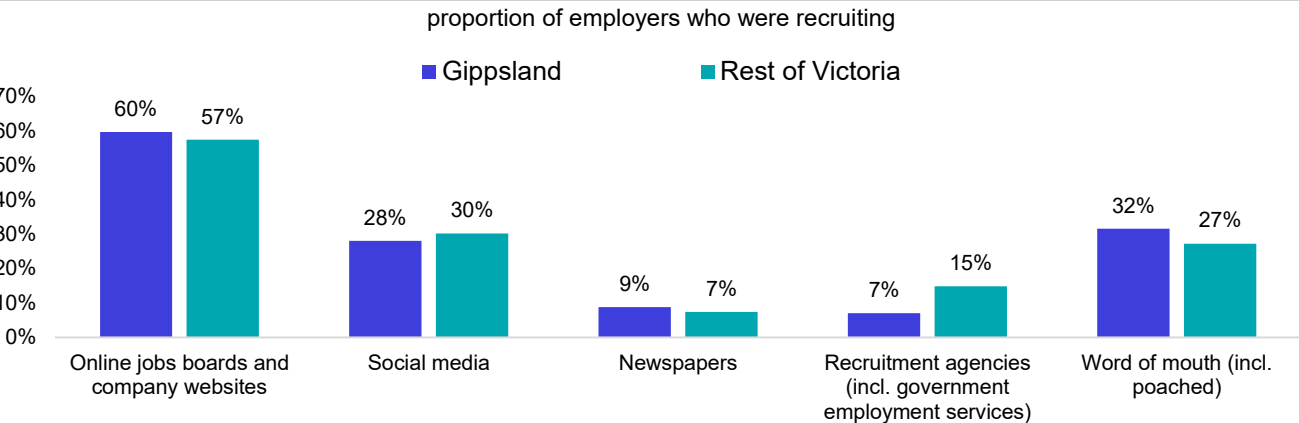
A chart showing reasons for recruitment for Gippsland and Rest of Victoria is included to the right.



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.

Goulburn/Murray

Release date: 15 October 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, August 2025

Job advertisement count

2,257

seasonally adjusted count

Change over the month

↑ 0.6%

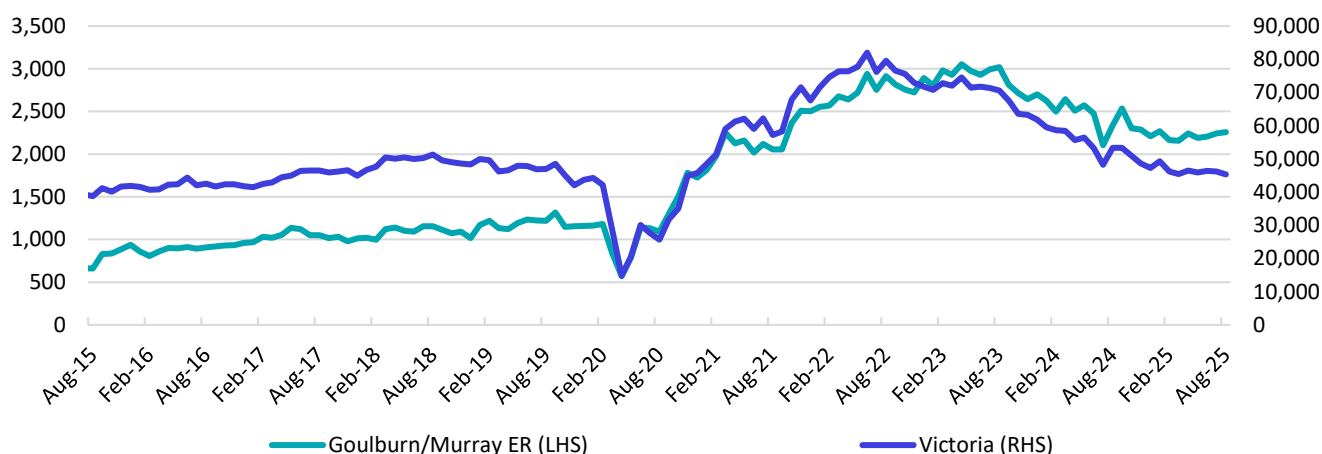
(or 13 job advertisements)

Change since Aug-24

↓ -3.3%

(or -78 job advertisements)

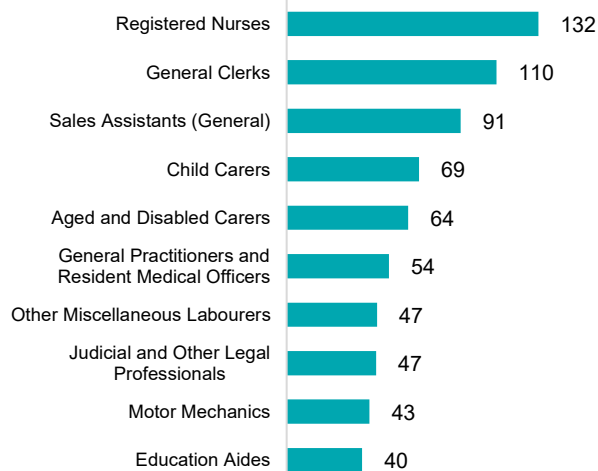
Number of online job advertisements over the ten years to August 2025



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

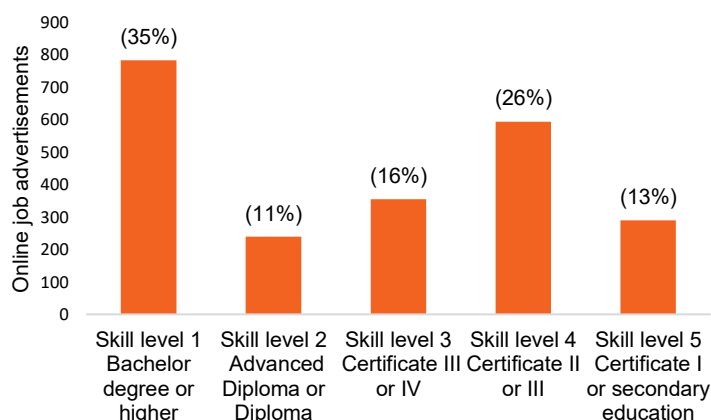
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

Goulburn/Murray

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Recruitment activity and experiences

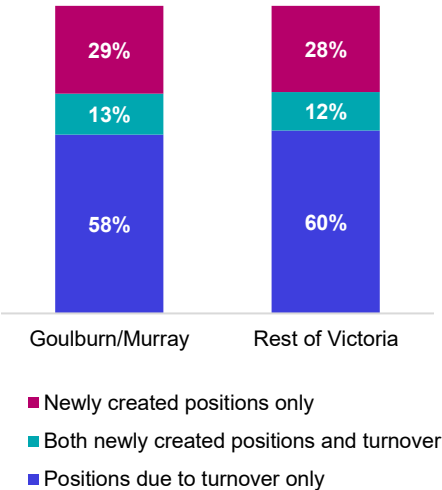
In Goulburn/Murray, there were 222 responding employers in the 12 months to August 2025, of whom 47% were recruiting or had recruited in the past month. Of these recruiting businesses, 48% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom 49% had difficulty recruiting.

Employers in Goulburn/Murray were most likely to report the following reasons for recruitment difficulty:

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

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

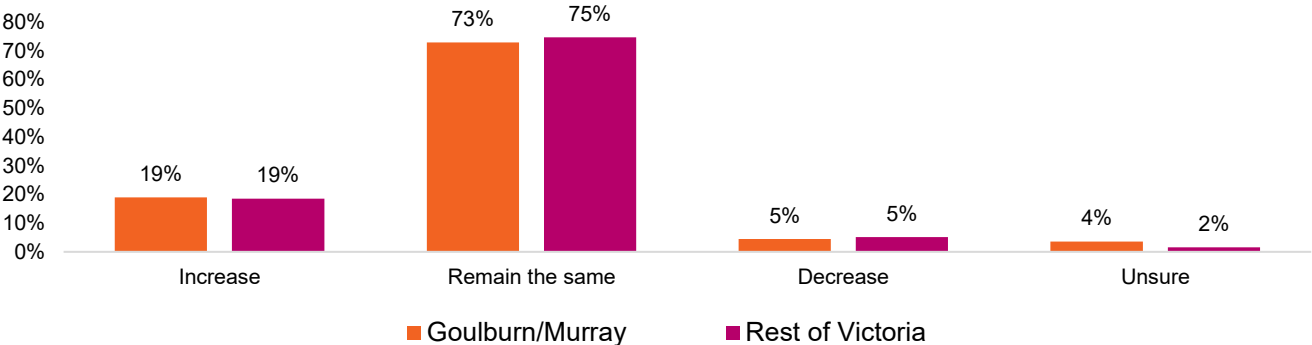
Reasons for recruitment



Staffing outlook for coming months

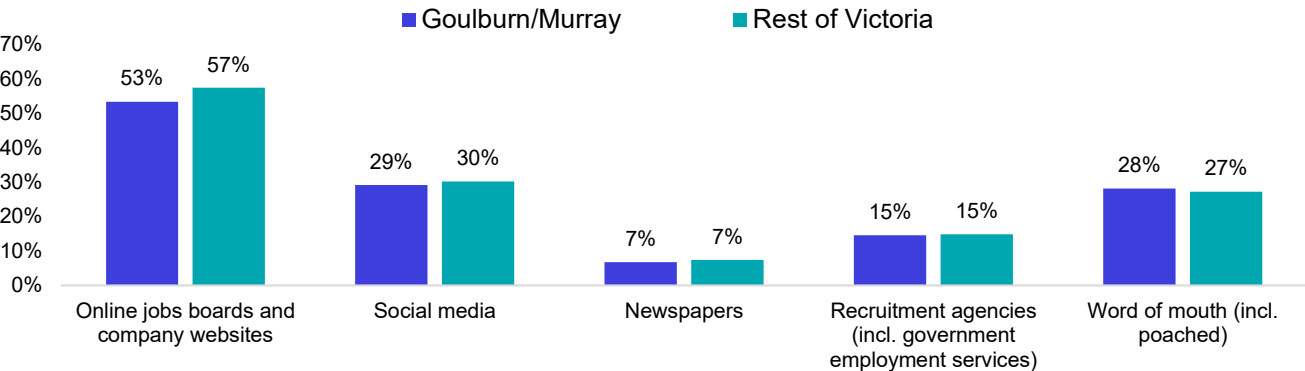
proportion of employers

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 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: 15 October 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, August 2025

Job advertisement count

16,847

seasonally adjusted count

Change over the month

↓ -2.3%

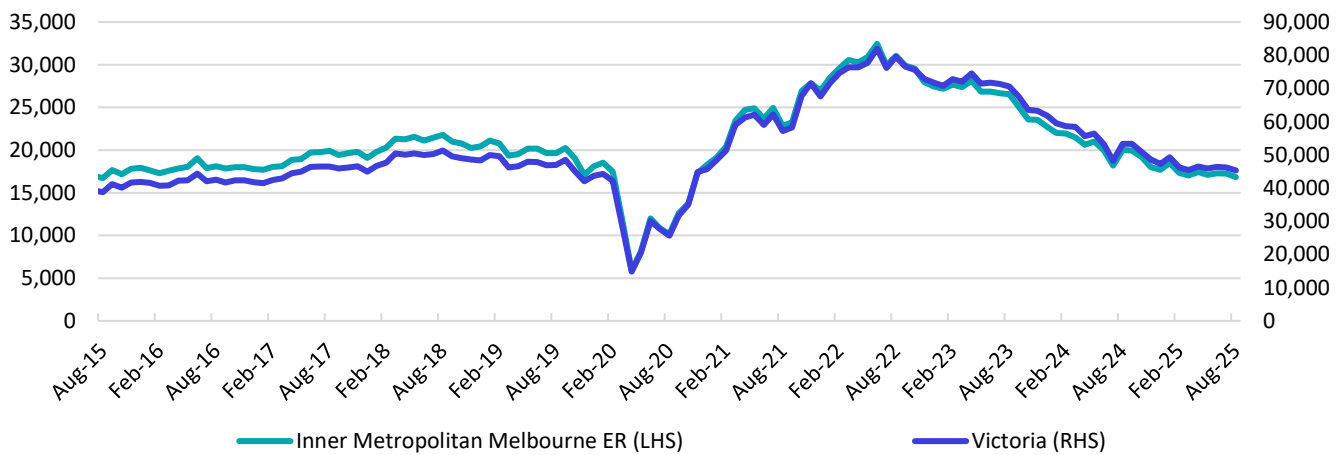
(or -395 job advertisements)

Change since Aug-24

↓ -15.9%

(or -3,181 job advertisements)

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



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

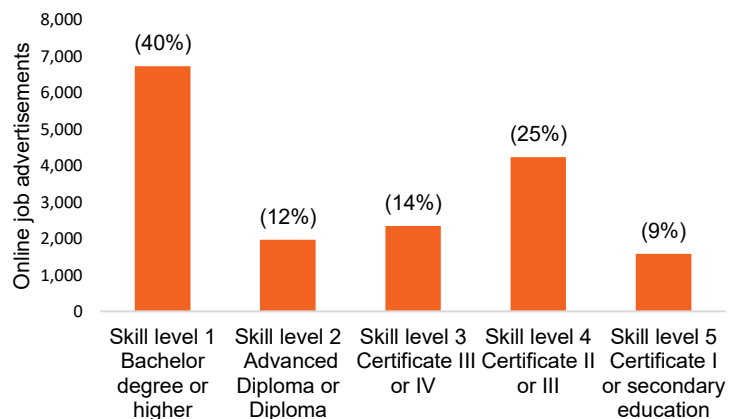
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

Inner Metropolitan Melbourne

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Recruitment activity and experiences

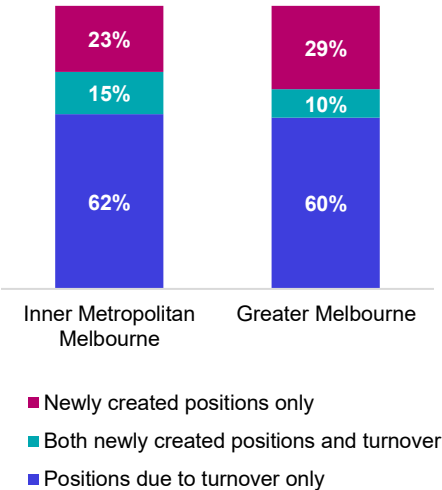
In Inner Metropolitan Melbourne, there were 466 responding employers in the 12 months to August 2025, of whom 43% were recruiting or had recruited in the past month. Of these recruiting businesses, 36% had difficulty recruiting. By comparison, 41% of employers were recruiting in Greater Melbourne over the same period, of whom 41% 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.

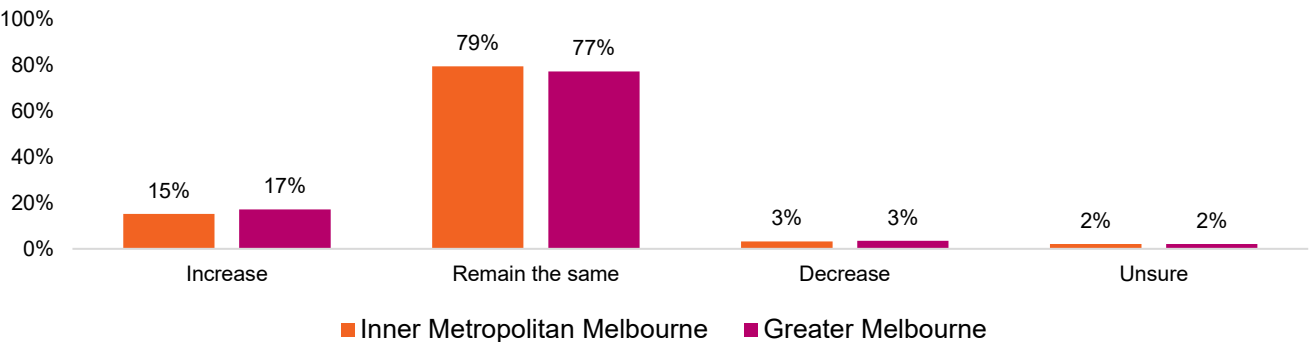
Reasons for recruitment



Staffing outlook for coming months

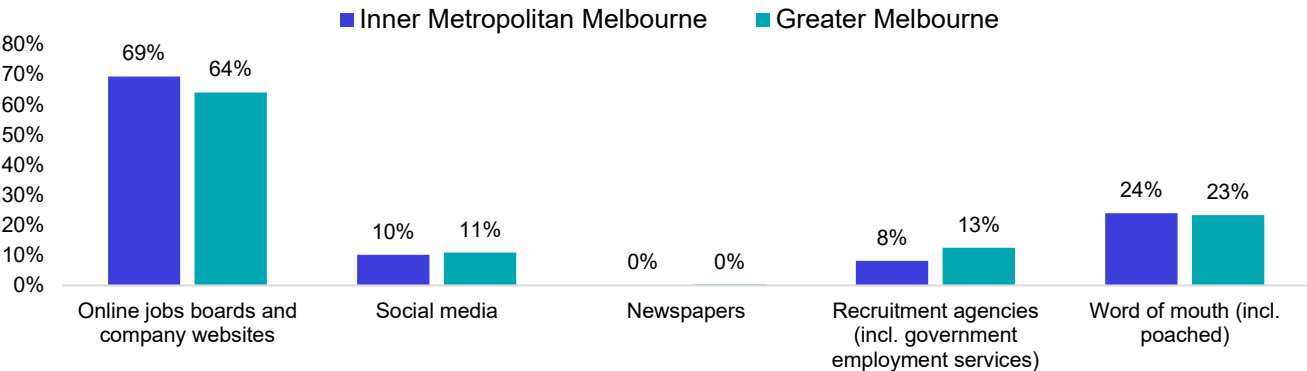
proportion of employers

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 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: 15 October 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, August 2025

Job advertisement count

5,429

seasonally adjusted count

Change over the month

↓ -2.3%

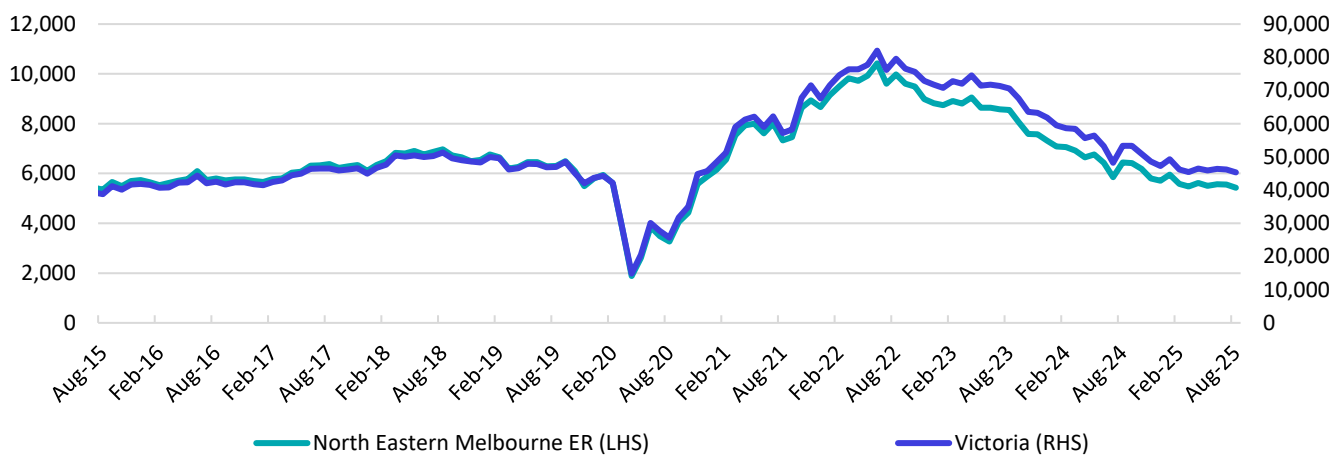
(or -127 job advertisements)

Change since Aug-24

↓ -15.8%

(or -1,018 job advertisements)

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



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

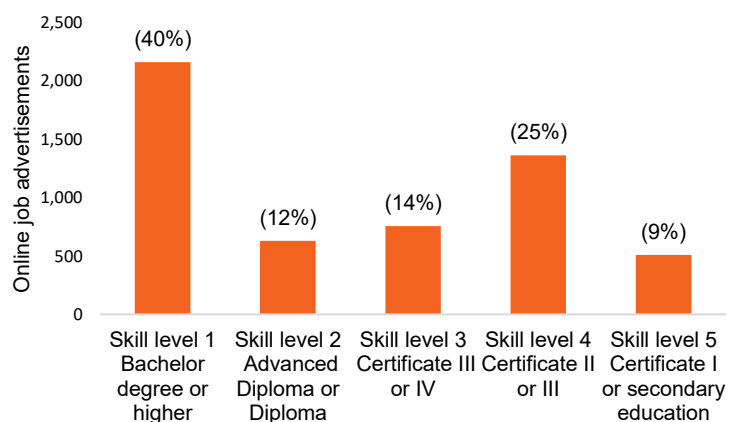
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

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

Insights from the Recruitment Experiences and Outlook Survey

North Eastern Melbourne

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Recruitment activity and experiences

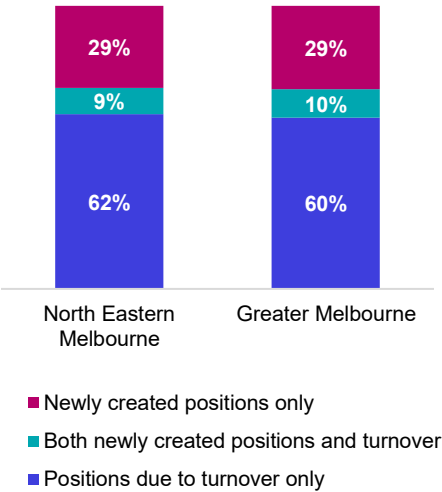
In North Eastern Melbourne, there were 244 responding employers in the 12 months to August 2025, of whom 44% were recruiting or had recruited in the past month. Of these recruiting businesses, 39% had difficulty recruiting. By comparison, 41% of employers were recruiting in Greater Melbourne over the same period, of whom 41% had difficulty recruiting.

Employers in North Eastern Melbourne 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 Eastern Melbourne and Greater Melbourne is included to the right.

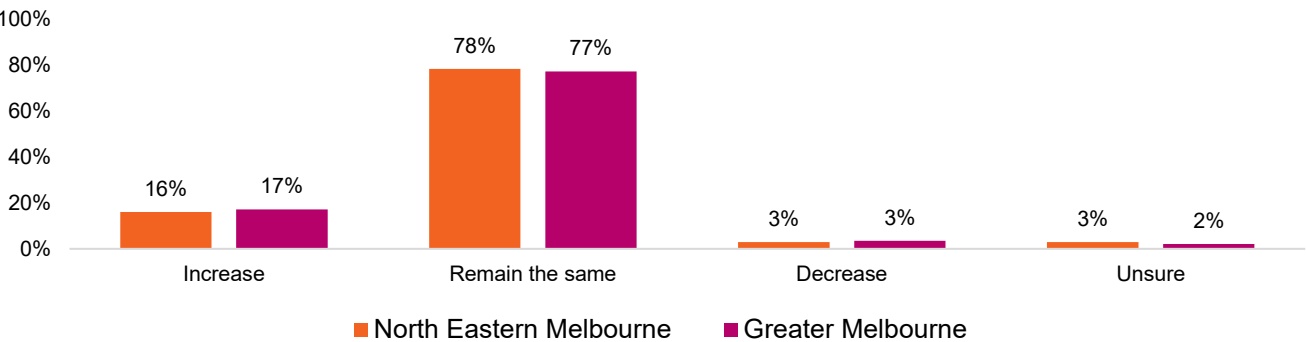
Reasons for recruitment



Staffing outlook for coming months

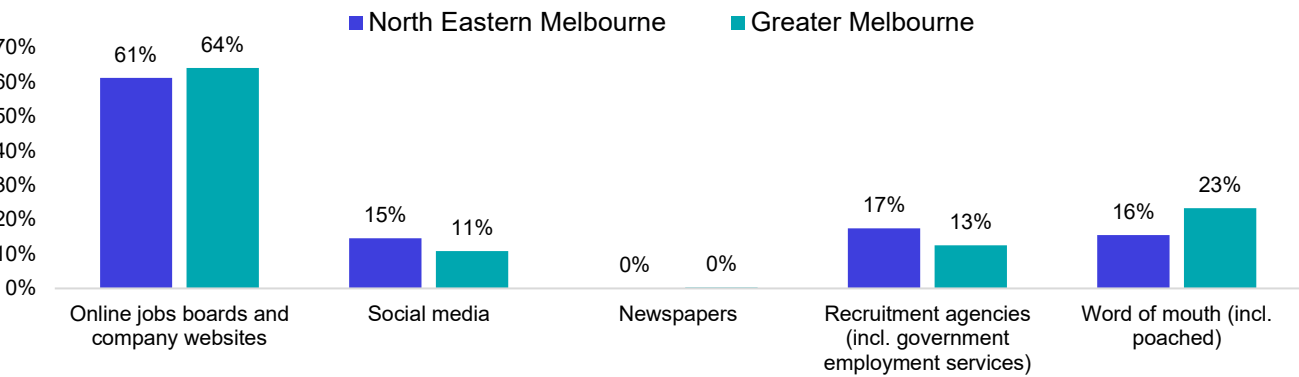
proportion of employers

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: 15 October 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, August 2025

Job advertisement count

2,364

seasonally adjusted count

Change over the month

↓ -2.2%

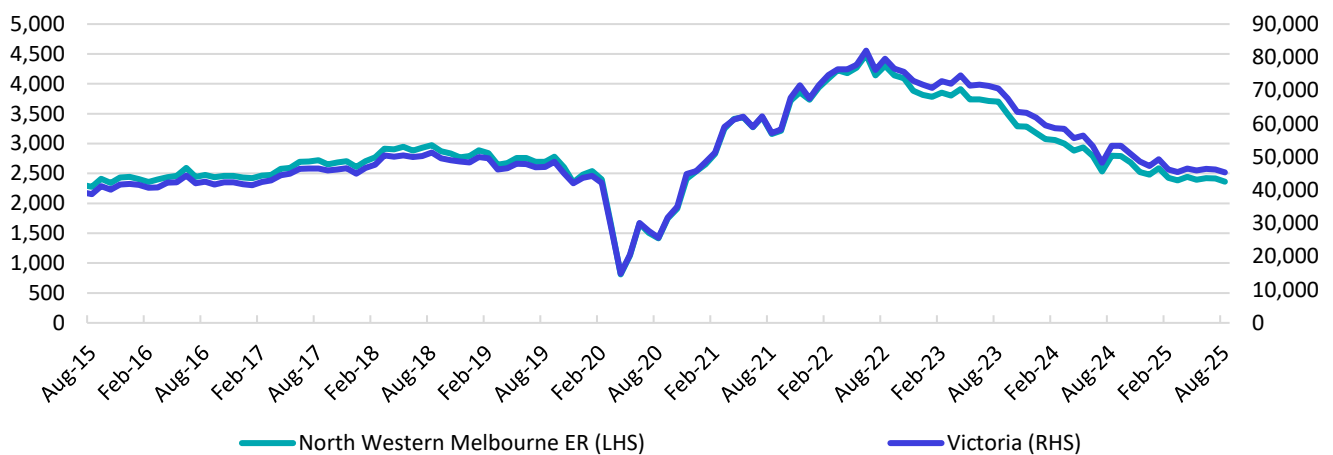
(or -53 job advertisements)

Change since Aug-24

↓ -15.4%

(or -431 job advertisements)

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



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

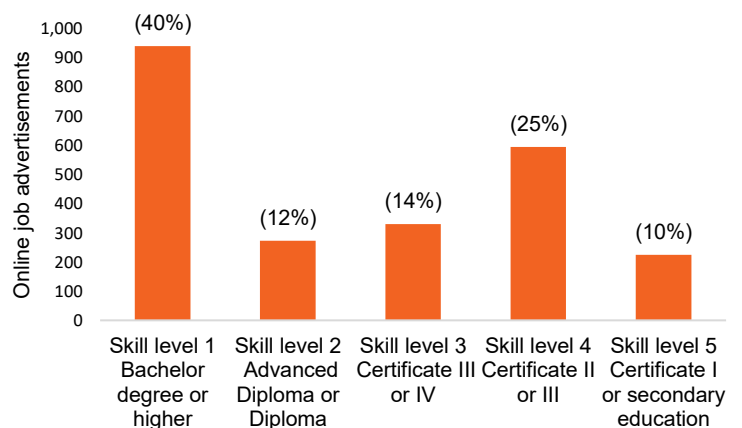
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Aug-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 August 2025, unless otherwise indicated.

Recruitment activity and experiences

In North Western Melbourne, there were 88 responding employers in the 12 months to August 2025, of whom 41% were recruiting or had recruited in the past month. Of these recruiting businesses, 33% had difficulty recruiting. By comparison, 41% of employers were recruiting in Greater Melbourne over the same period, of whom 41% had difficulty recruiting.

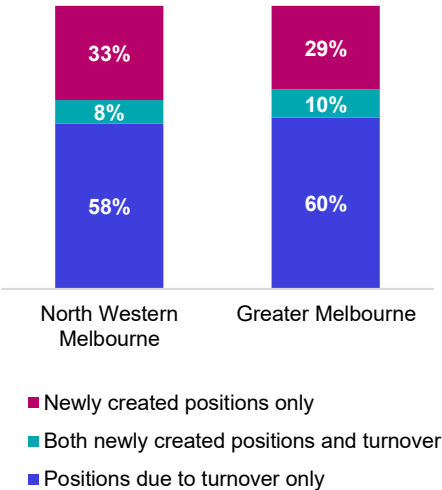
Employers in North Western Melbourne were most likely to report the following reasons for recruitment difficulty:

- 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.

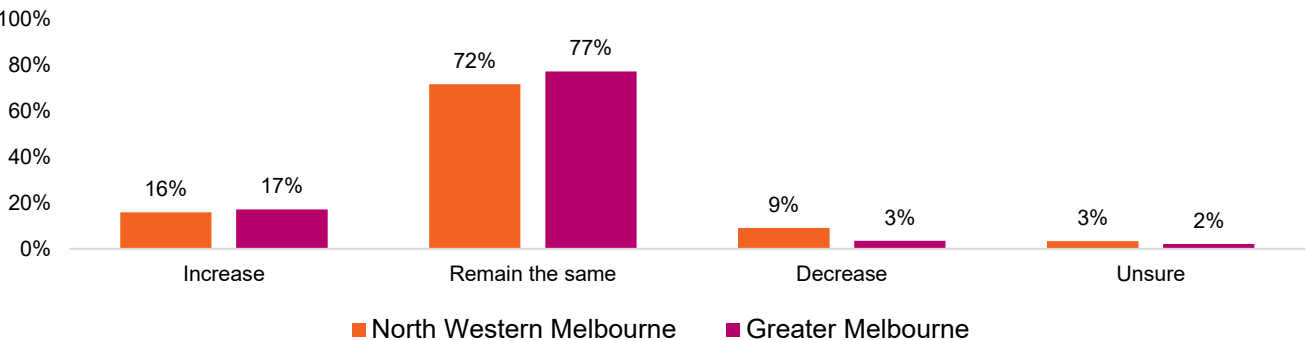
Reasons for recruitment



Staffing outlook for coming months

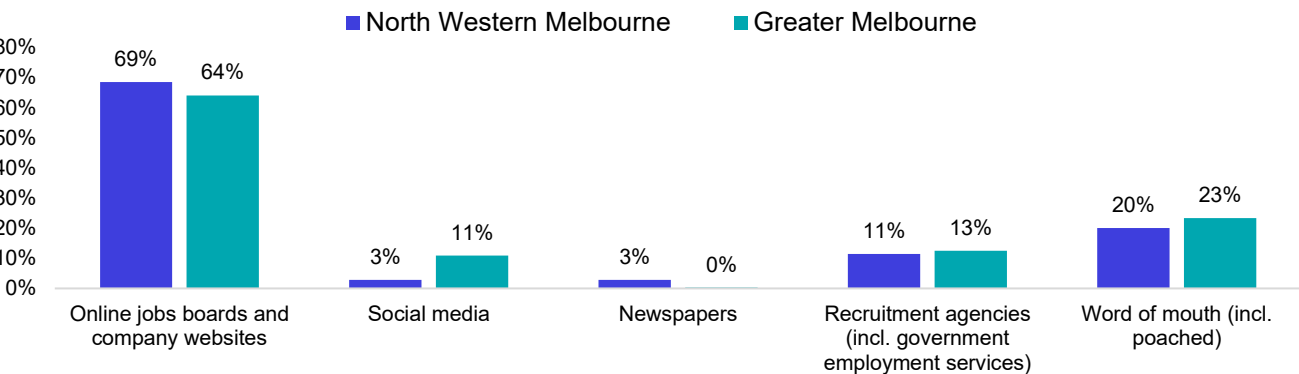
proportion of employers

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: 15 October 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, August 2025

Job advertisement count

719

seasonally adjusted count

Change over the month

↓ -4.0%

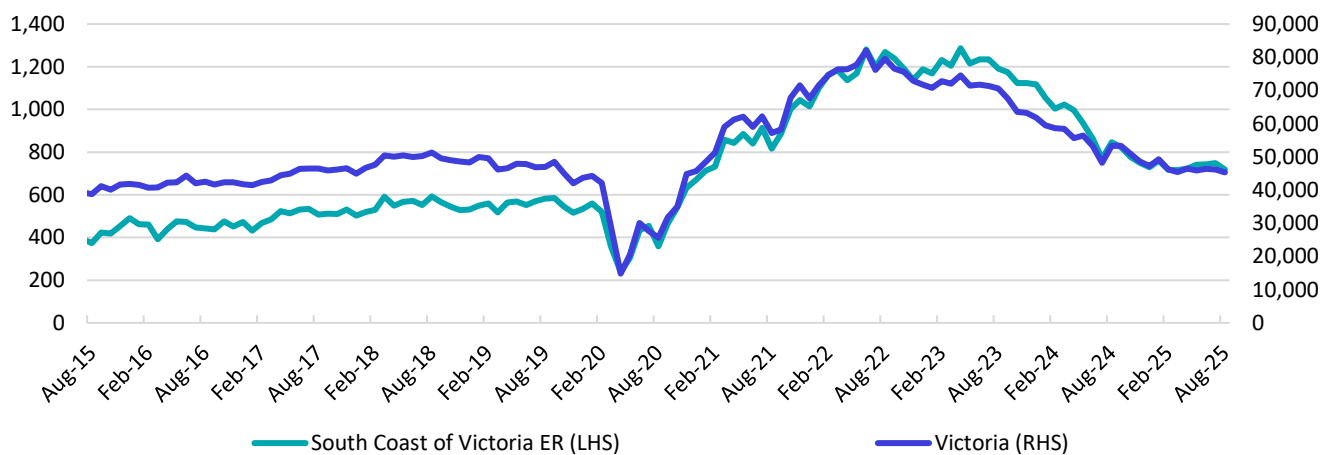
(or -30 job advertisements)

Change since Aug-24

↓ -15.0%

(or -127 job advertisements)

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



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

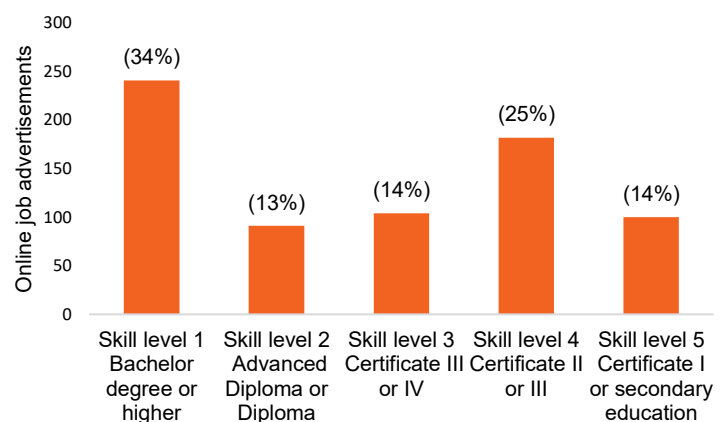
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Aug-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 August 2025, unless otherwise indicated.

Recruitment activity and experiences

In South Coast of Victoria, there were 68 responding employers in the 12 months to August 2025, of whom 35% were recruiting or had recruited in the past month. Of these recruiting businesses, 57% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom 49% 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
- Applicants lack experience
- Undesirable working conditions/hours.

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

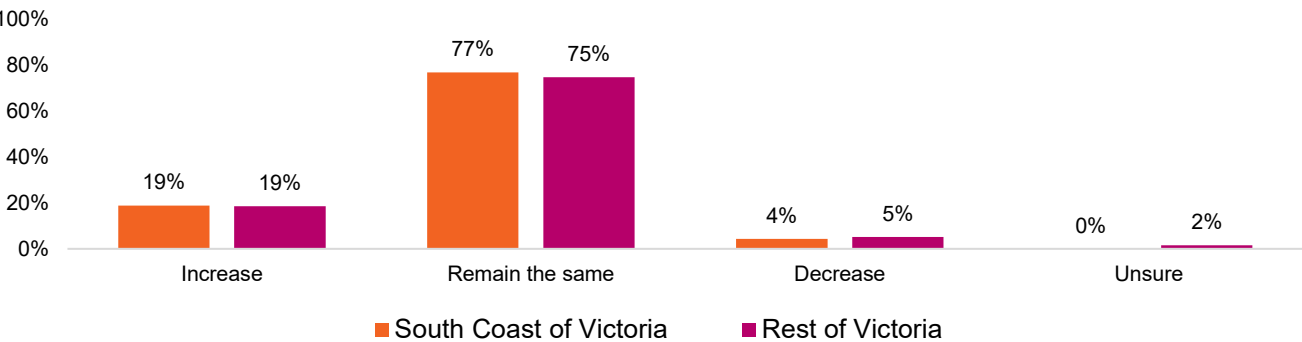
Reasons for recruitment



Staffing outlook for coming months

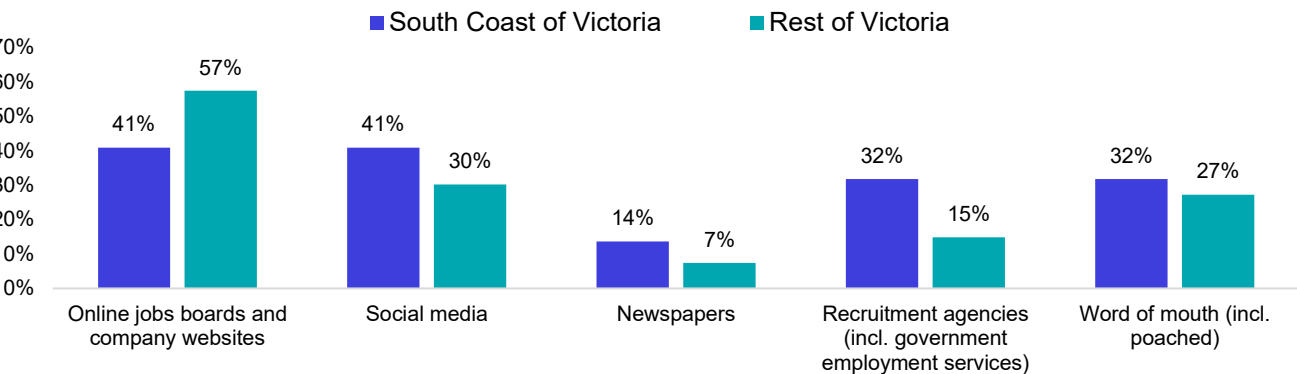
proportion of employers

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: 15 October 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, August 2025

Job advertisement count

6,723

seasonally adjusted count

Change over the month

↓ -2.3%

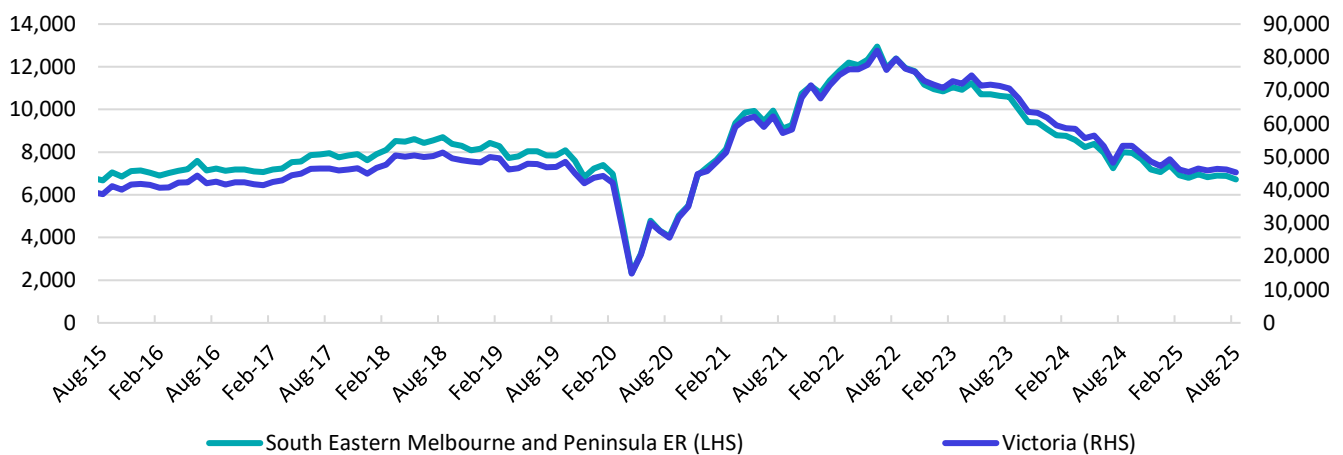
(or -158 job advertisements)

Change since Aug-24

↓ -15.9%

(or -1,270 job advertisements)

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



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

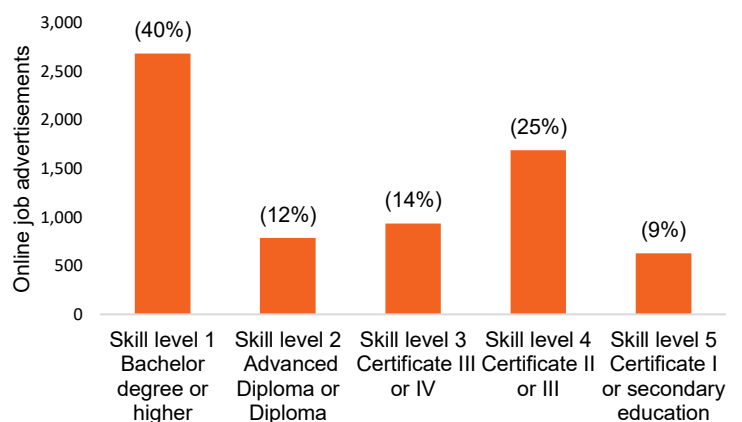
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Aug-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 August 2025, unless otherwise indicated.

Recruitment activity and experiences

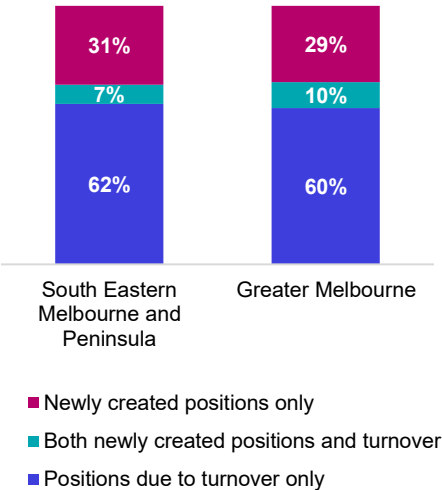
In South Eastern Melbourne and Peninsula, there were 268 responding employers in the 12 months to August 2025, of whom 36% were recruiting or had recruited in the past month. Of these recruiting businesses, 41% had difficulty recruiting. By comparison, 41% of employers were recruiting in Greater Melbourne over the same period, of whom 41% 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
- Applicants lack technical skills
- Lack of applicants.

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

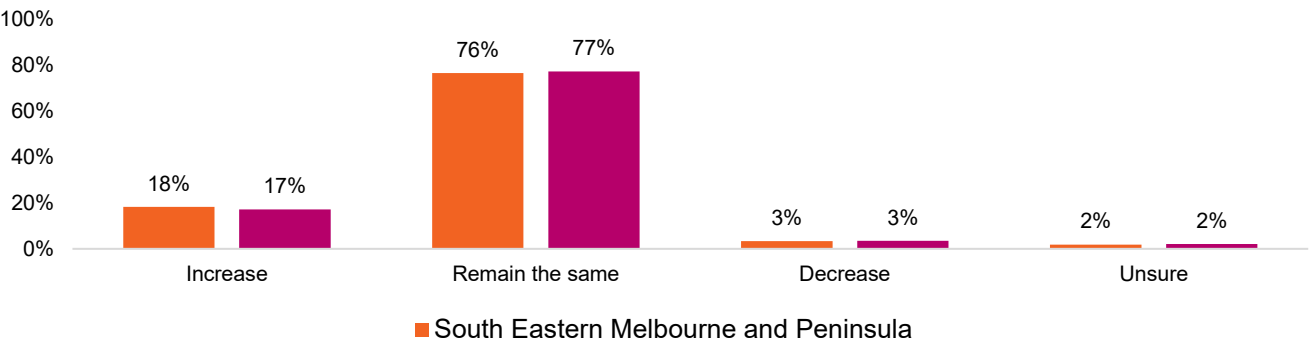
Reasons for recruitment



Staffing outlook for coming months

proportion of employers

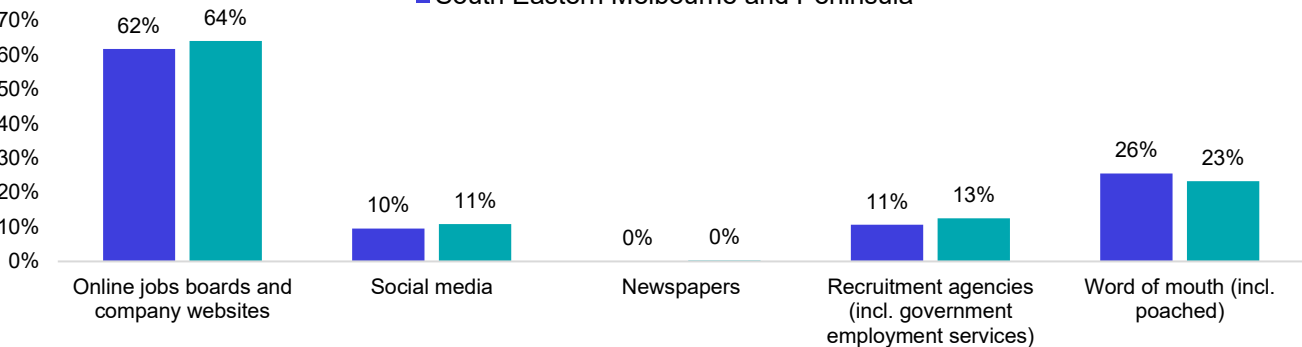
Employers' staffing expectations



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: 15 October 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, August 2025

Job advertisement count

3,751

seasonally adjusted count

Change over the month

↓ -2.3%

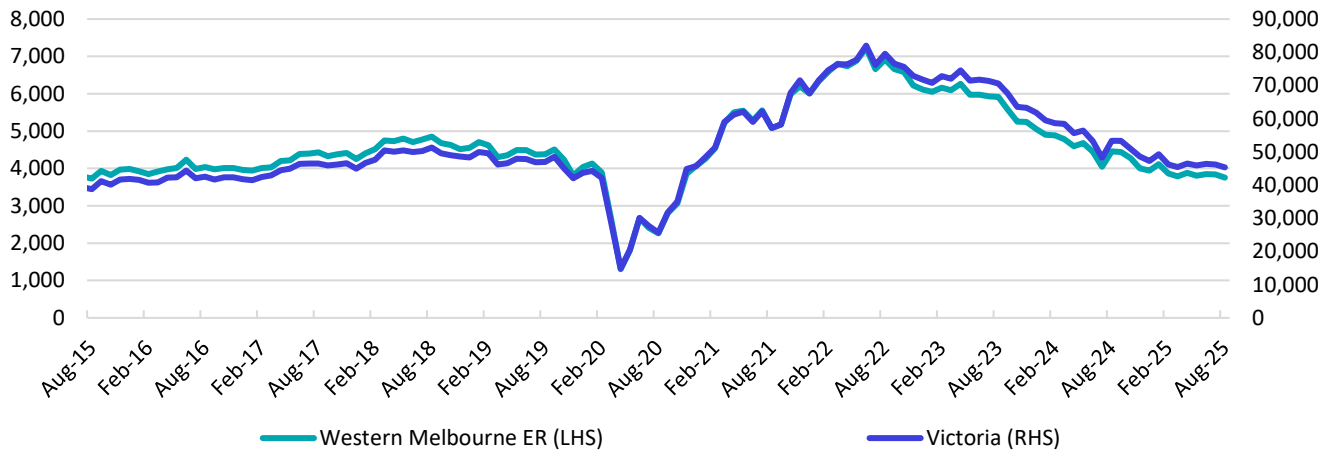
(or -88 job advertisements)

Change since Aug-24

↓ -15.9%

(or -708 job advertisements)

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



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

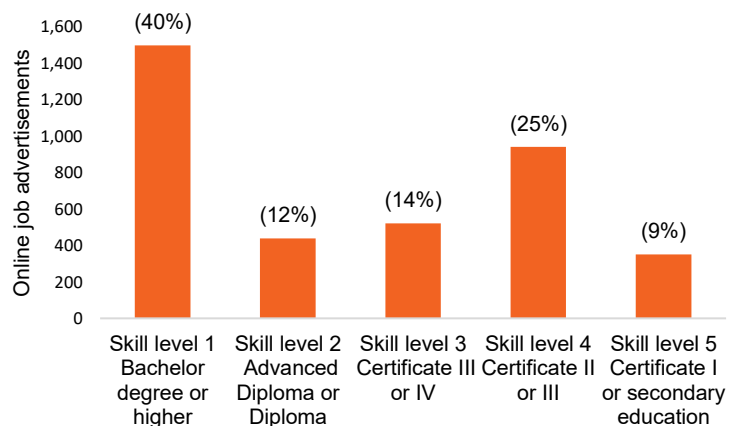
Top 10 occupations recruited for

Number of job ads online



Job demand by skill level

Proportion of job ads



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

Source: JSA, Internet Vacancy Index, seasonally adjusted data, Aug-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 August 2025, unless otherwise indicated.

Recruitment activity and experiences

In Western Melbourne, there were 103 responding employers in the 12 months to August 2025, of whom 45% were recruiting or had recruited in the past month. Of these recruiting businesses, 36% had difficulty recruiting. By comparison, 41% of employers were recruiting in Greater Melbourne over the same period, of whom 41% had difficulty recruiting.

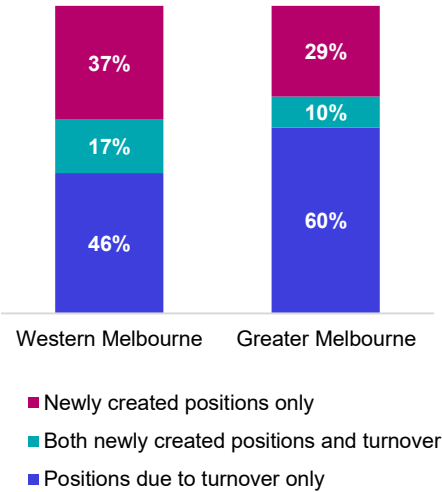
Employers in Western Melbourne were most likely to report the following reasons for recruitment difficulty:

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

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

Note: employers can select multiple reasons for recruitment difficulty.

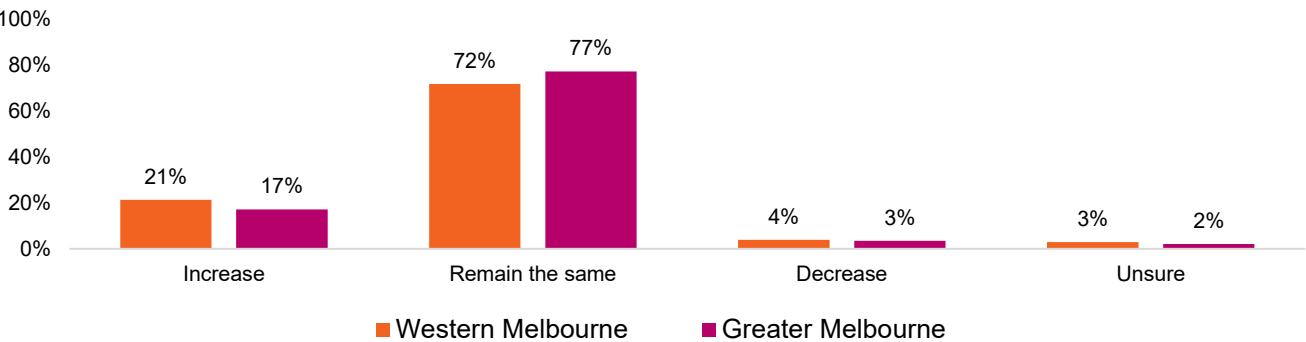
Reasons for recruitment



Staffing outlook for coming months

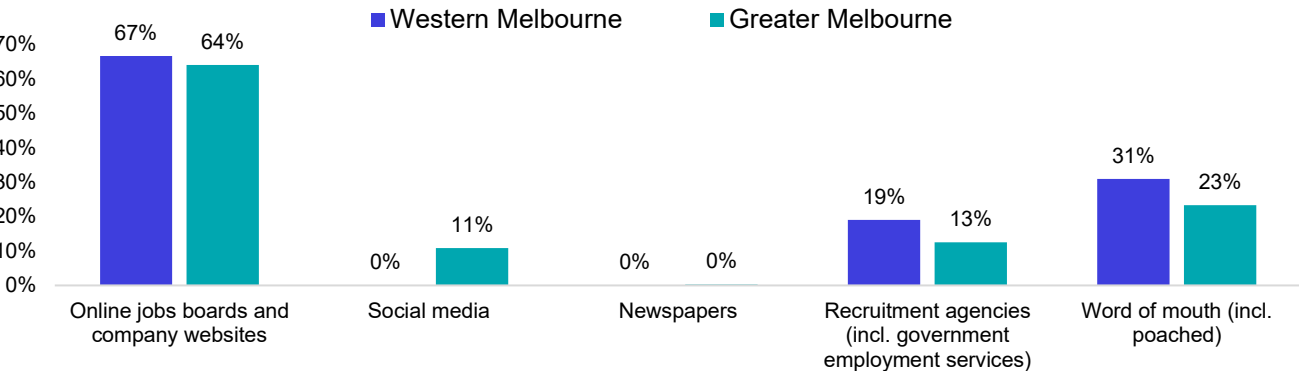
proportion of employers

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 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: 15 October 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, August 2025

Job advertisement count

851

seasonally adjusted count

Change over the month

↓ -8.0%

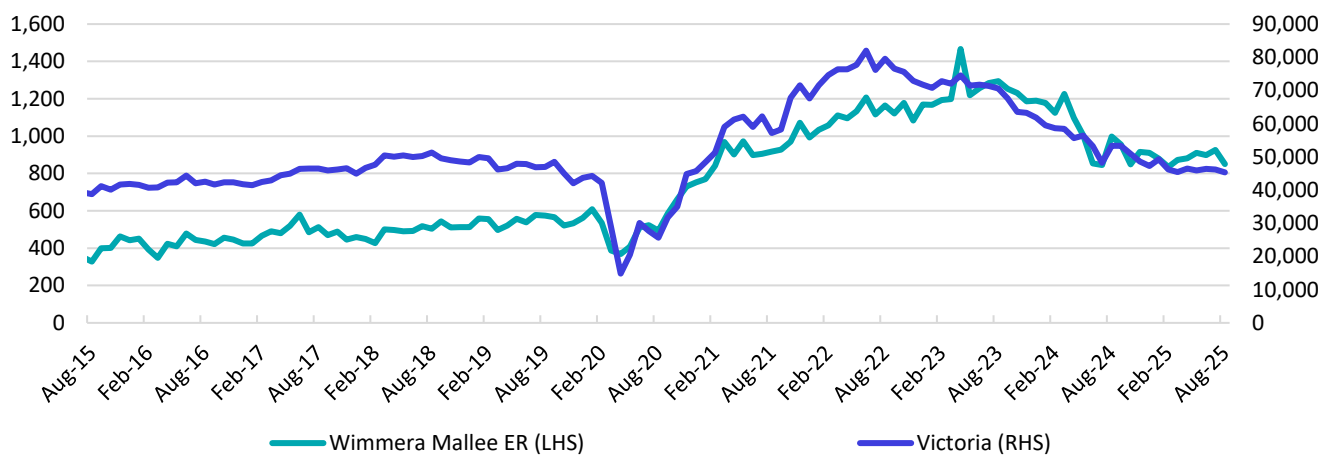
(or -74 job advertisements)

Change since Aug-24

↓ -14.7%

(or -147 job advertisements)

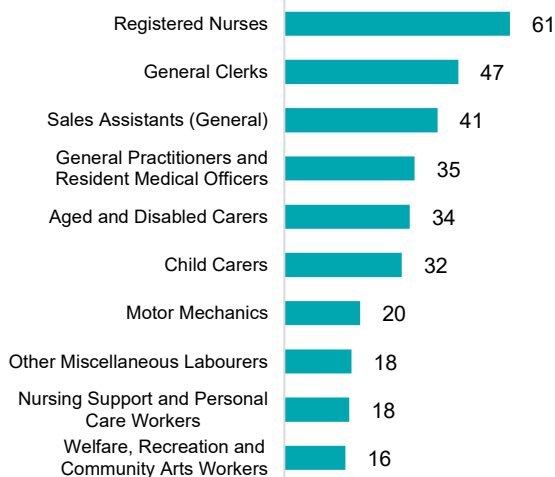
Number of online job advertisements over the ten years to August 2025



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

Top 10 occupations recruited for

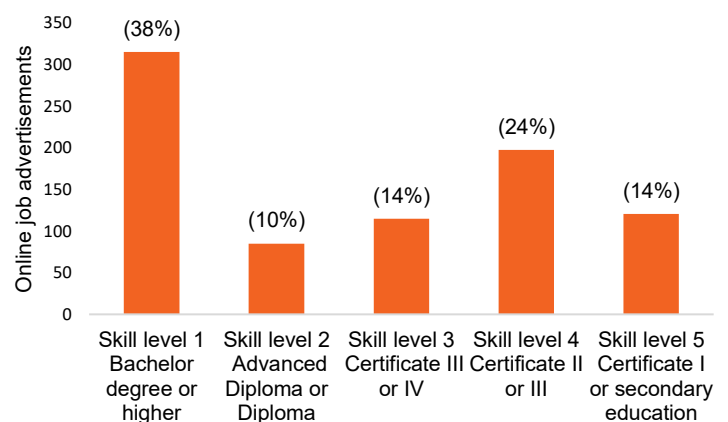
Number of job ads online



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

Job demand by skill level

Proportion of job ads



Source: JSA, Internet Vacancy Index, seasonally adjusted data, Aug-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 August 2025, unless otherwise indicated.

Recruitment activity and experiences

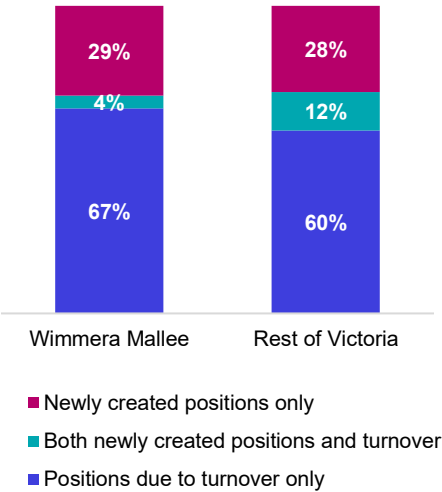
In Wimmera Mallee, there were 111 responding employers in the 12 months to August 2025, of whom 43% were recruiting or had recruited in the past month. Of these recruiting businesses, 59% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom 49% had difficulty recruiting.

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

- Lack of suitable applicants
- Location, eg remote or regional
- Lack of applicants
- Applicants lack technical skills.

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

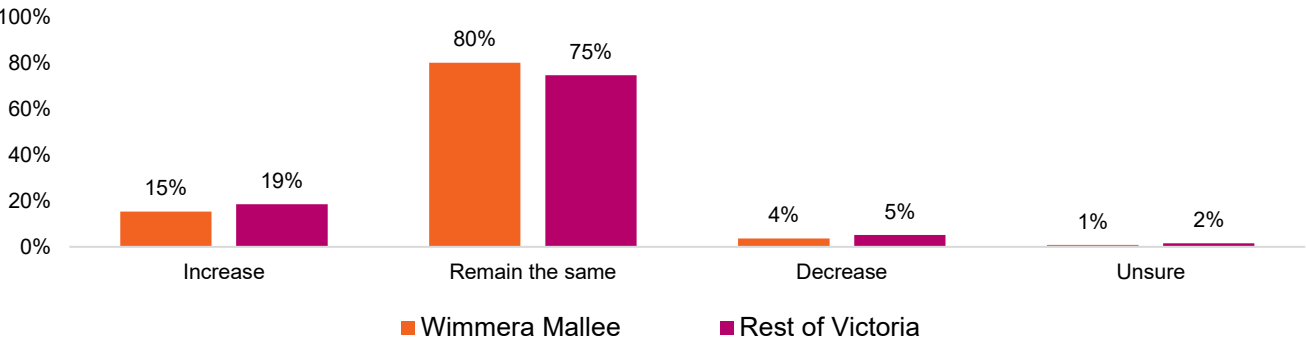
Reasons for recruitment



Staffing outlook for coming months

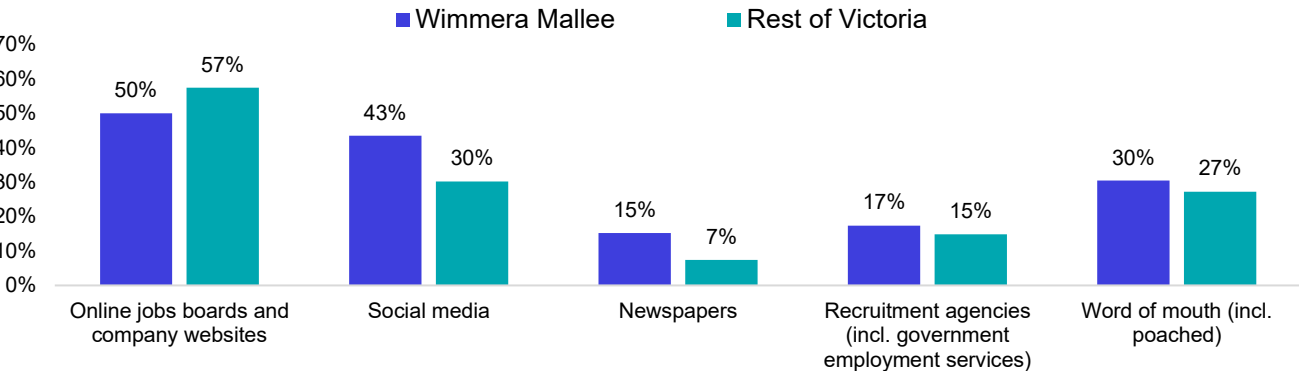
proportion of employers

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.