

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%

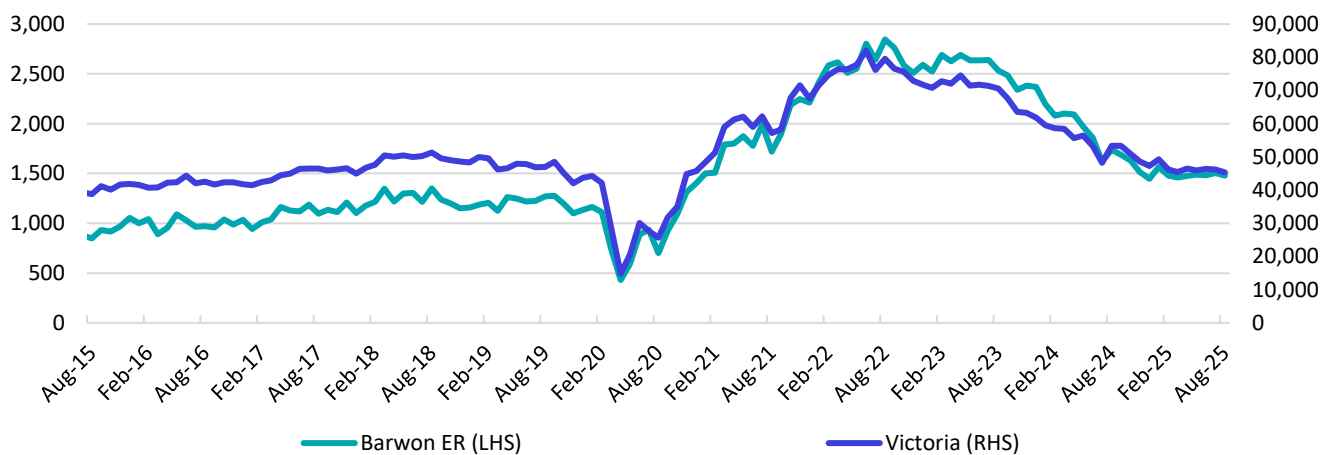
(or -27 job advertisements)

Change since Aug-24

↓ -15.0%

(or -261 job advertisements)

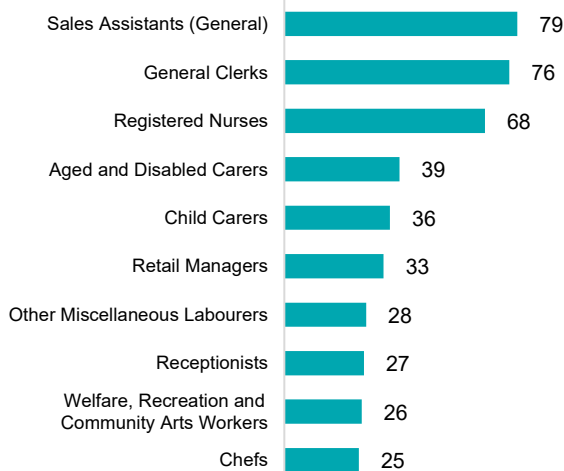
Number of online job advertisements over the ten years to August 2025



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

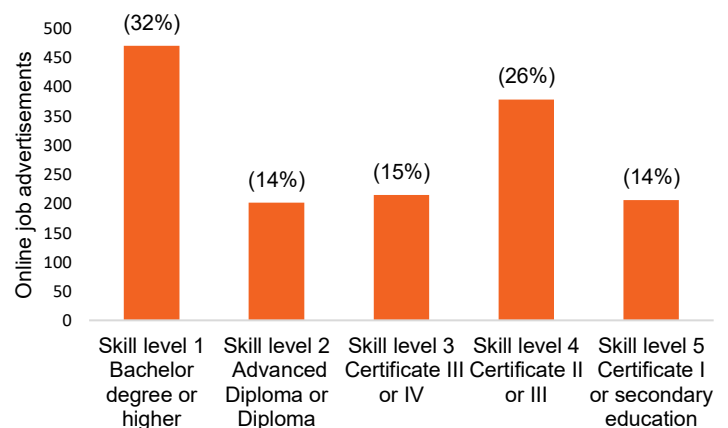
Top 10 occupations recruited for

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

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

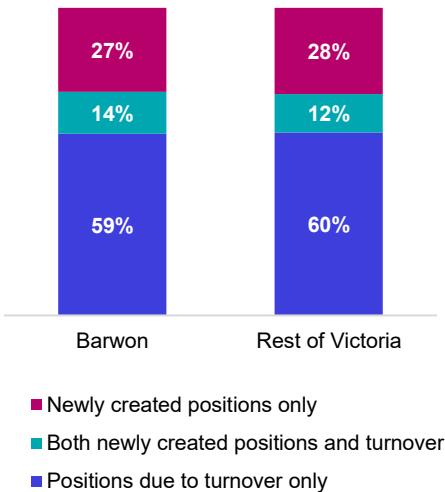
In Barwon, there were 118 responding employers in the 12 months to August 2025, of whom 37% were recruiting or had recruited in the past month. Of these recruiting businesses, 25% had difficulty recruiting. By comparison, 39% of employers were recruiting in Rest of Victoria over the same period, of whom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

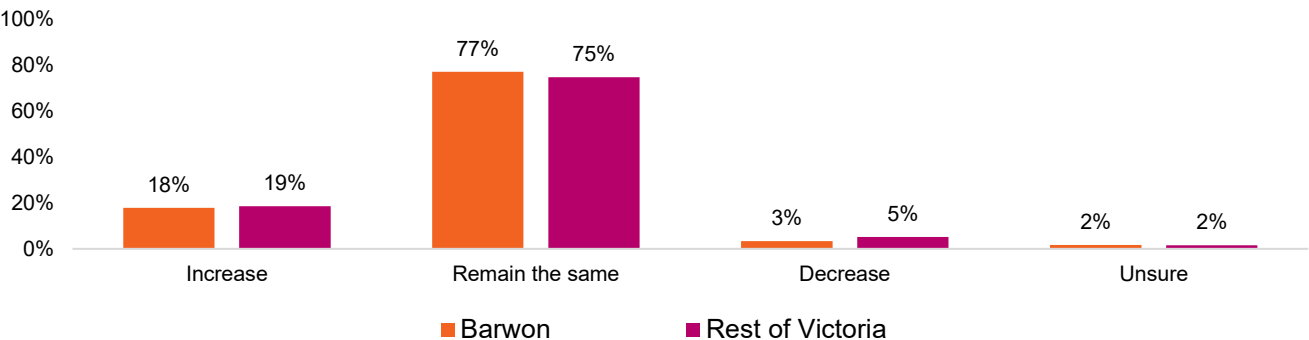
Reasons for recruitment



Staffing outlook for coming months

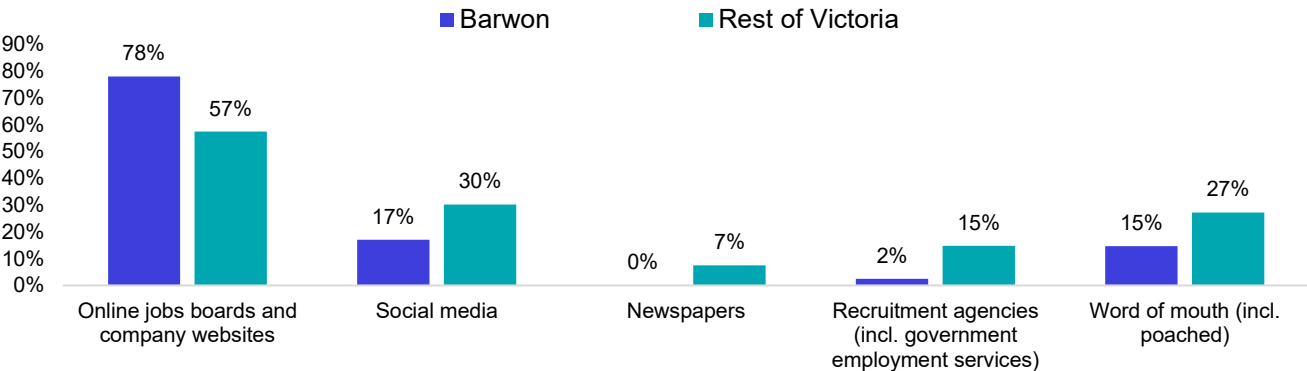
proportion of employers

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.