Recruitment trends and employers' needs: Regional Snapshot update

Geraldton, August 2026

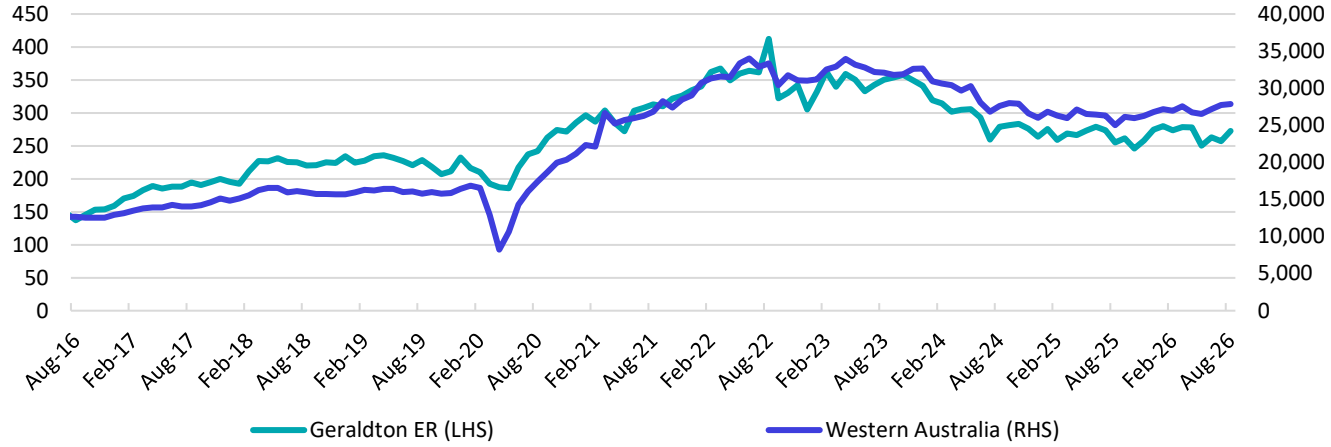
Release date: 22 September 2026

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, Geraldton ER, August 2026

Job advertisement count	Change over the month	Change since August-25
270	↑ 6.1%	↑ 5.2%
seasonally adjusted count	(or 10 job advertisements)	(or 10 job advertisements)

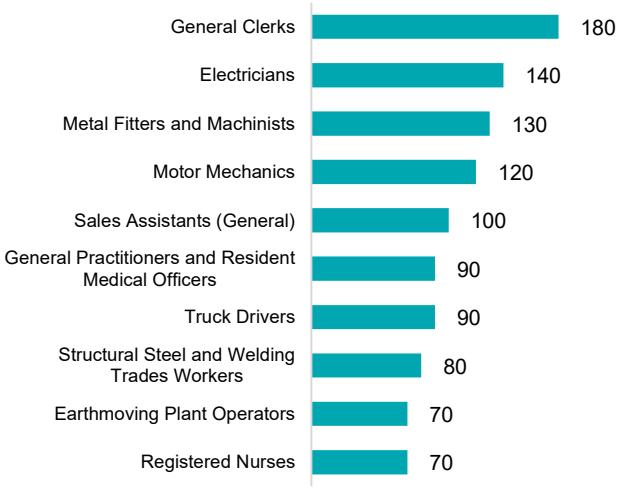
Number of online job advertisements over the ten years to August 2026



Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, original estimates (12MSUM) ER and seasonally adjusted state level data August-2026

Top 10 occupations recruited for

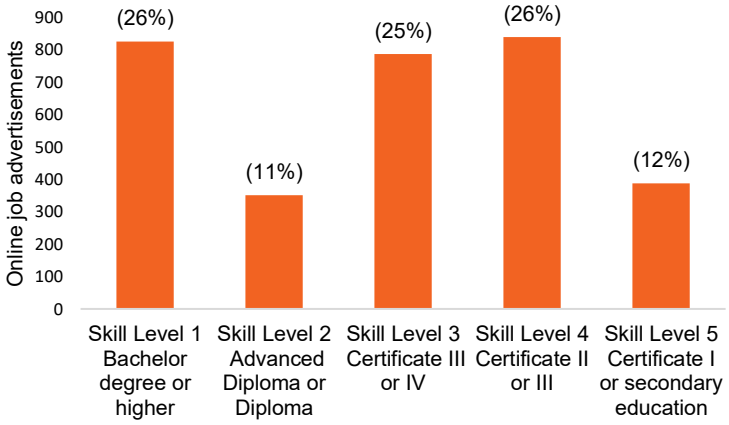
Number of job ads online



Source:JSA, Internet Vacancy Index, original estimates (12MSUM), August-2026

Job demand by skill level

Proportion of job ads



Source: JSA, Internet Vacancy Index, original estimates (12MSUM), August-2026

Insights from the Recruitment Experiences and Outlook Survey

Geraldton

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. *Note: data are for the the 12 months to August 2026.

Recruitment activity and experiences

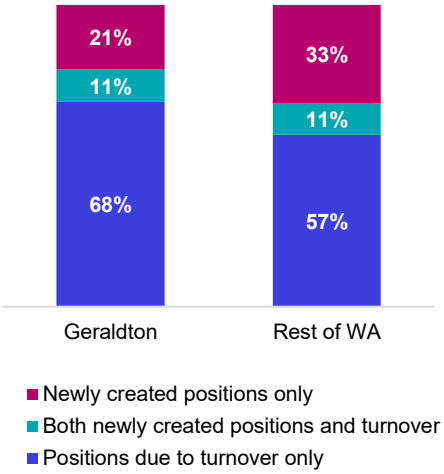
In Geraldton, there were 50 responding employers in the 12 months to August 2025, of whom 56% were recruiting or had recruited in the past month. Of these recruiting businesses, 73% had difficulty recruiting. By comparison, 57% of employers were recruiting in Rest of WA over the same period, of whom 54% had difficulty recruiting.

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

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

A chart showing reasons for recruitment for Geraldton and Rest of WA is included to the right. Figures for Rest of WA for this graph and those below are for the 12 months to August 2026.

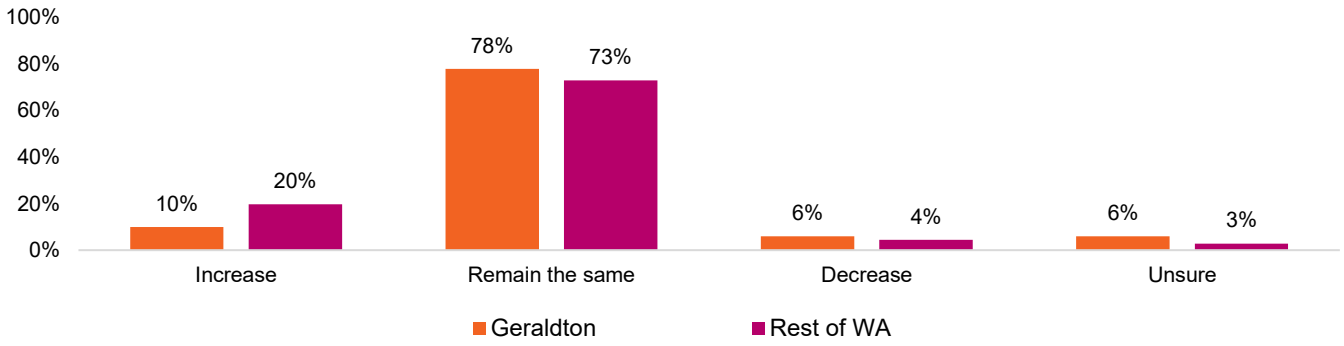
Reasons for recruitment



Staffing outlook for coming months

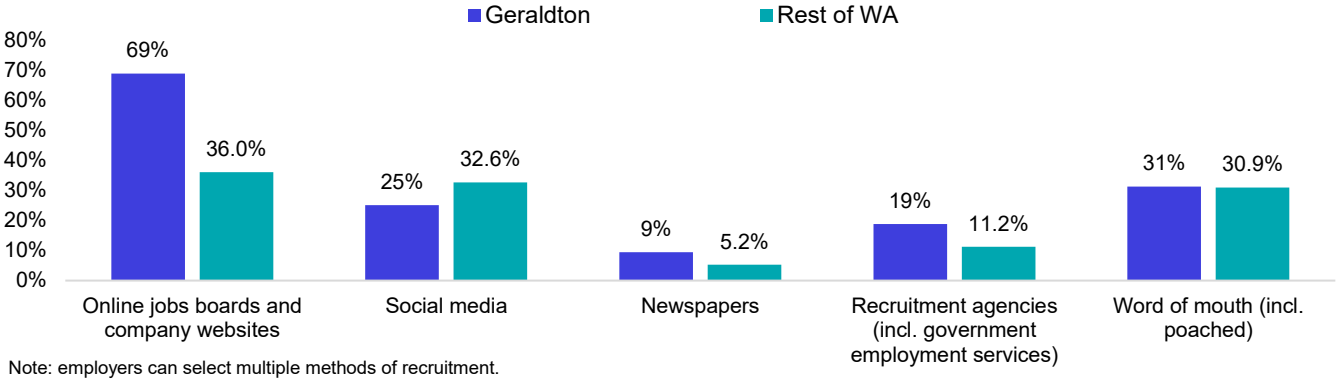
proportion of employers

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 Geraldton, while weighted data are used for Rest of WA. 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.