Recruitment trends and employers' needs: Regional Snapshot update

North Coast

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, North Coast ER, August 2026

Job advertisement count

1,500

seasonally adjusted count

Change over the month

↑ 4.9%

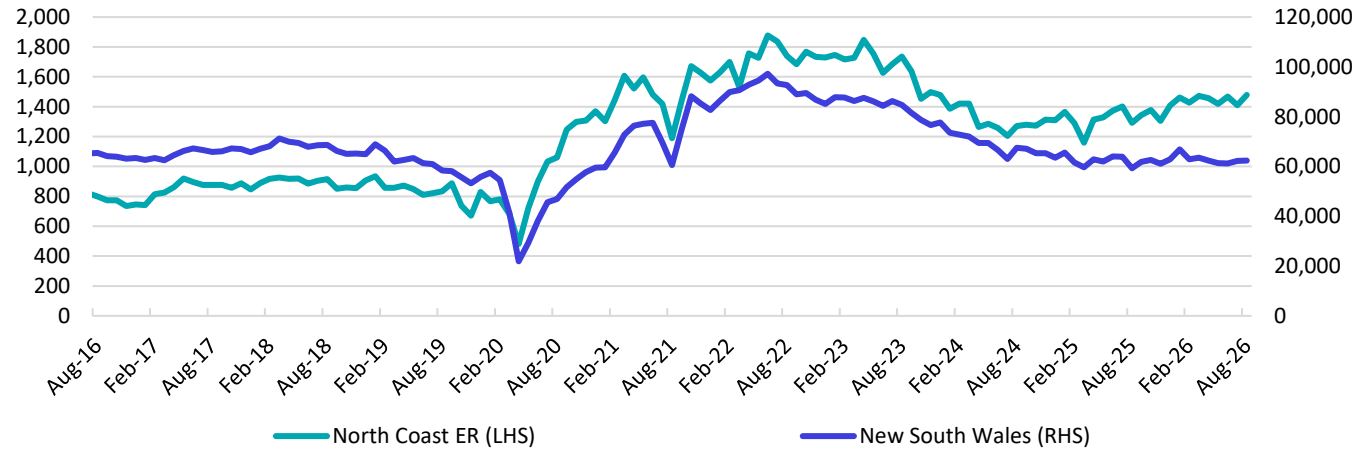
(or 100 job advertisements)

Change since Aug-25

↑ 14.5%

(or 200 job advertisements)

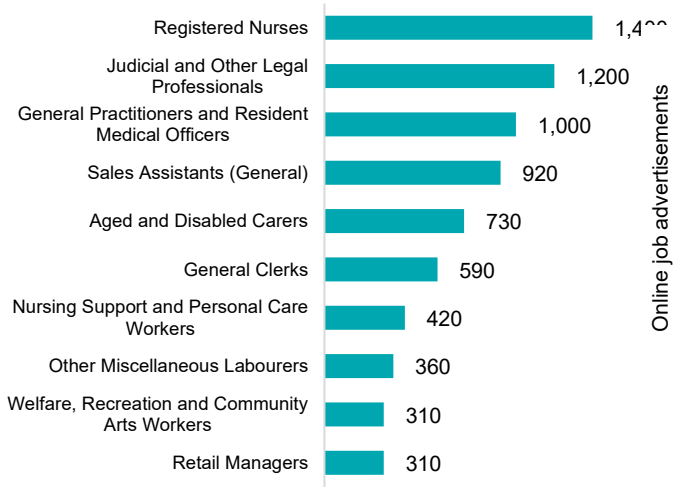
Number of online job advertisements over the ten years to August 2026



Source: Jobs and Skills Australia (JSA), Internet Vacancy Index, seasonally adjusted data, August 2026

Top 10 occupations recruited for

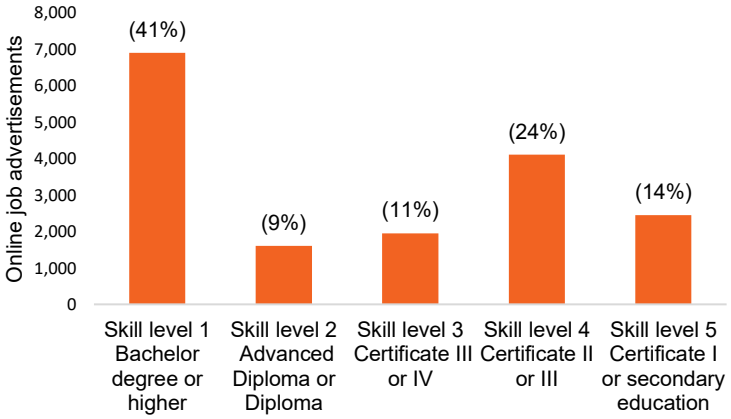
Number of job ads online



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

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 August 2026, unless otherwise indicated.

Recruitment activity and experiences

In North Coast, there were 86 responding employers in the 12 months to August 2026, of whom 49% were recruiting or had recruited in the past month. Of these recruiting businesses, 32% had difficulty recruiting. By comparison, 50% of employers were recruiting in Rest of NSW over the same period, of whom 44% had difficulty recruiting.

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

- Undesirable working conditions/hours
- Location, eg remote or regional
- Applicants lack experience
- Applicants lack technical skills.

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

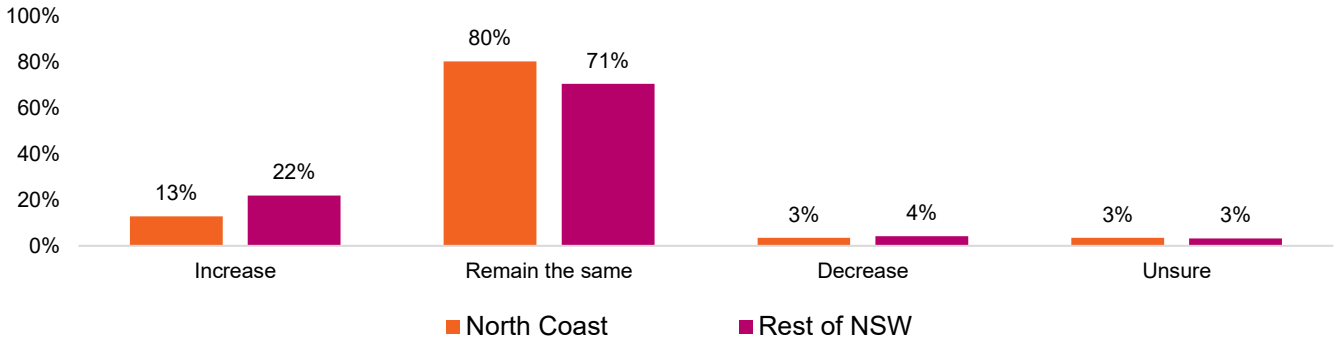
Reasons for recruitment



Staffing outlook for coming months

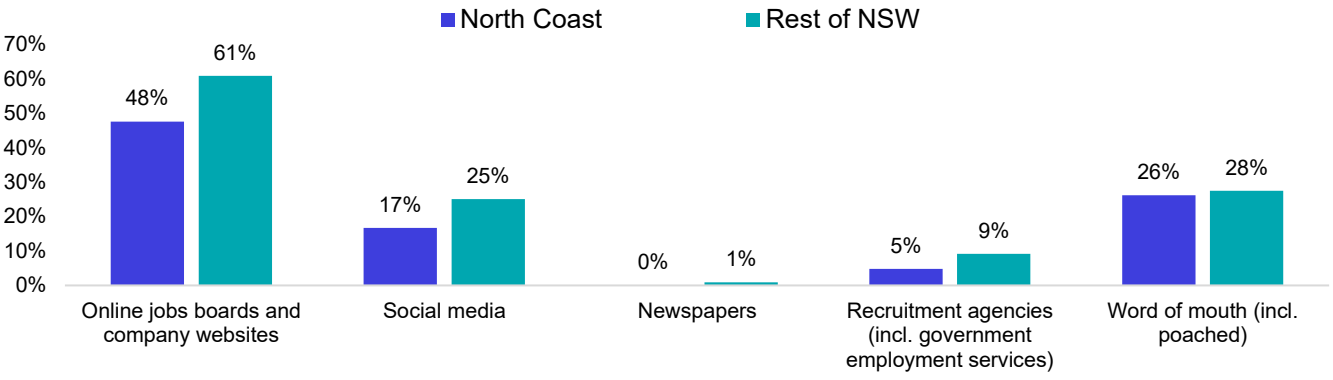
proportion of employers

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 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.