Australian Government | Jobs and Skills Australia

# Recruitment trends and employers' needs: Regional Snapshot update

## South Coast of Victoria

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, South Coast of Victoria ER, August 2026

**Job advertisement count**

780

seasonally adjusted count

**Change over the month**

↑ 3.7%

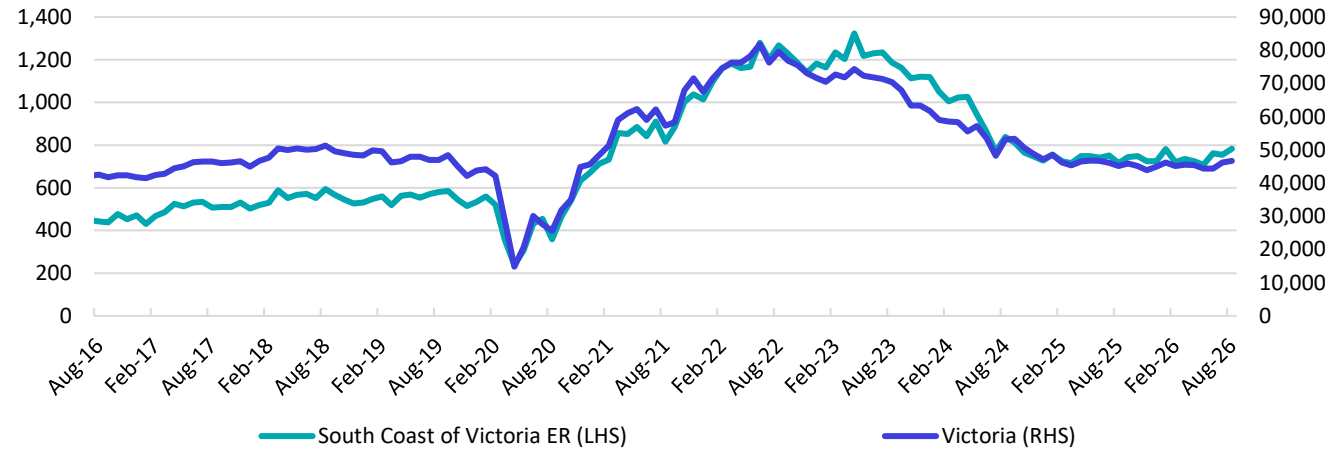
(or 20 job advertisements)

**Change since Aug-25**

↑ 8.1%

(or 60 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

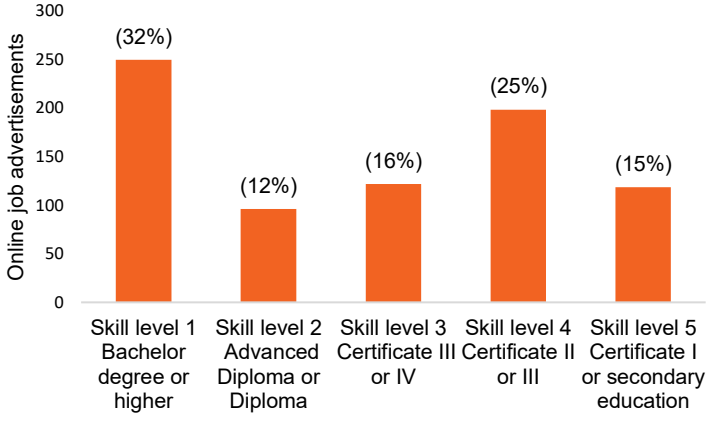
Number of job ads online




Source: JSA, Internet Vacancy Index, three month averages, August-2026

### Job demand by skill level

Proportion of job ads




Source: JSA, Internet Vacancy Index, seasonally adjusted data, August-2026

# 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 2026, unless otherwise indicated.

## Recruitment activity and experiences

In South Coast of Victoria, there were 78 responding employers in the 12 months to August 2026, of whom 54% were recruiting or had recruited in the past month. Of these recruiting businesses, 56% had difficulty recruiting. By comparison, 42% of employers were recruiting in Rest of Victoria over the same period, of whom 42% 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
- Lack of applicants
- Applicants lack experience.

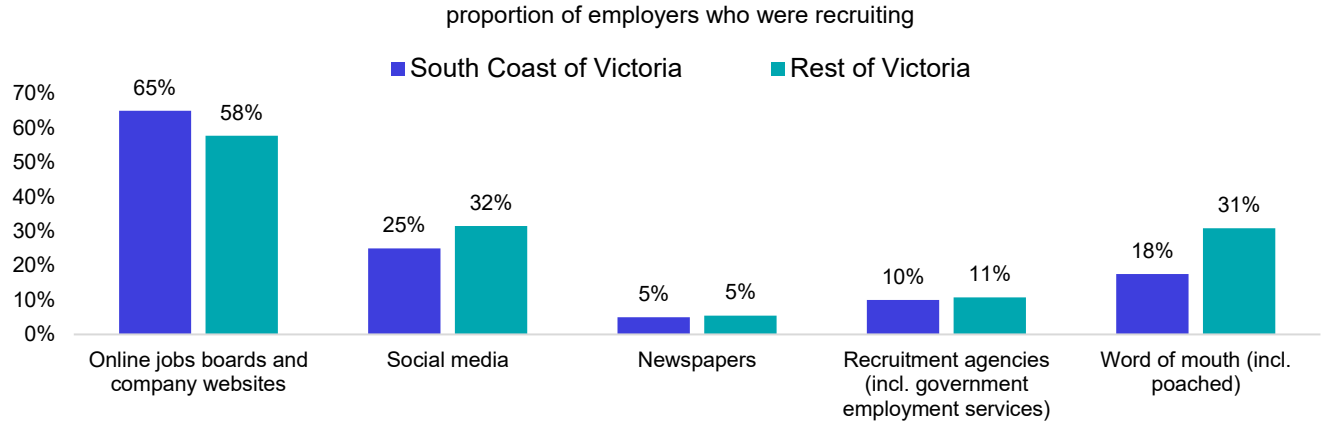
A chart showing reasons for recruitment for South Coast of Victoria and Rest of Victoria is included to the right.




## 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 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.