



# Labour market trends and what employers look for

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# The labour market is changing



## Some jobs are disappearing

- switchboard operators, typists and milkmen

## Other jobs have grown

- baristas, beauticians, boot camp instructors, childcare and aged care workers, chefs and sales assistants

## New jobs are being created

- 3D printing specialists, cyber security engineers, app developers, and eventually space tourism operators

# But not all jobs can be automated



Jobs requiring social interaction, creativity, complex thinking or managerial experience are in demand



**Registered Nurses**  
**Fitness instructors**  
**Personal Care Workers**



**Chefs**  
**Waiters**  
**Baristas**



**Marketing Professionals**  
**Business and Systems**  
**Programmers**  
**School Teachers**

# And new jobs are emerging



Technology is not only replacing jobs, it's also creating jobs



**AI Designers**  
**Solar Power Design Engineers**  
**Cyber Security Professionals**  
**Social Media Managers**



**Big Data Analysts**  
**Digital Technology Teachers**  
**Aerial Surveyors**  
**Robotic Clinical Specialists**

# And the way we work is changing

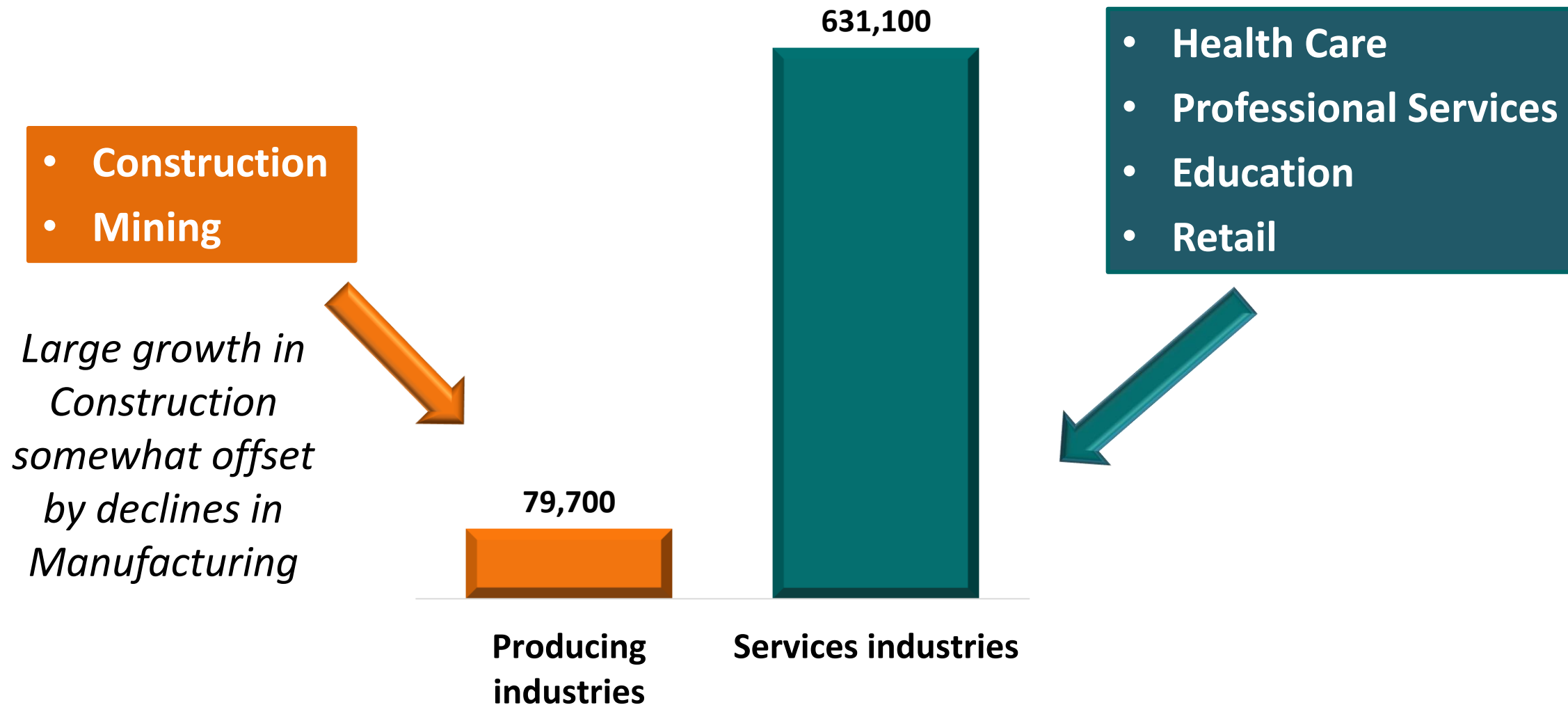


- **Increased flexibility**
  - **Part-time, working from home/remotely, virtual teams**
- **Self-employment, contract work, project work and the gig economy**
- **A portfolio of jobs (multiple job holding)**
- **Entrepreneurship**
- **Job mobility and change...**
  - **The worker of the future could have 17 jobs in 5 careers**



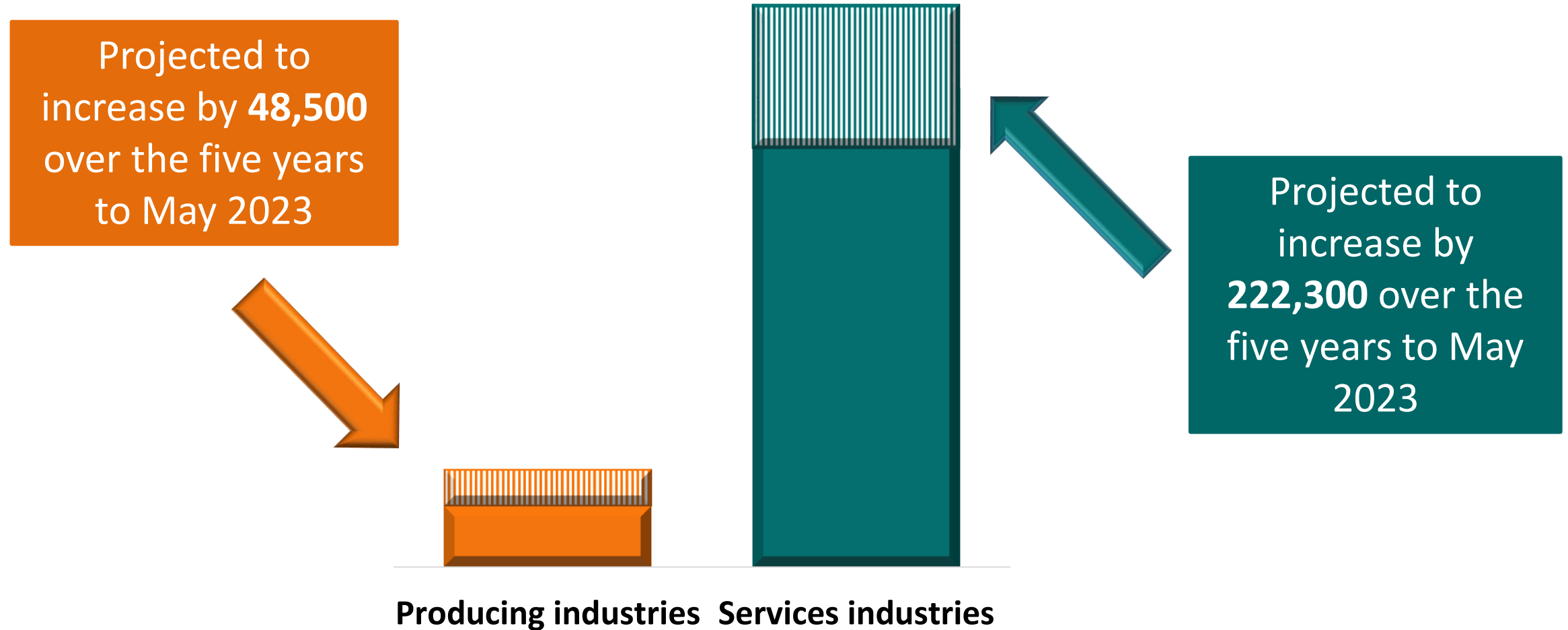
# In the past 10 years, jobs growth has been in the services sector...

Employment change in the last 10 years, Victoria



# ...and this will continue into the future

Employment projections to May 2023, Victoria



**Producing industries** **Services industries**

# So, where are the jobs?

Proportion of persons employed by industry, Bendigo, May 2019



**Health Care 17%**

**Manufacturing 12%**

**Construction 11%**

**Retail 11%**

**Education 6%**

**84% of future growth in Bendigo expected to come from Health Care, Manufacturing and Construction**



**Outside Bendigo, there will be greater opportunities in professional occupations (veterinarians, lawyers, accountants, teachers, programmers etc.)**



# But the jobs market can be tough...

Job advertisements (Internet & Newspaper only)

In Victoria  
**20** people apply  
for every job



of whom **3** are  
interviewed

# Employers want the whole package



**Job seekers will need  
to sell these skills to be  
successful!**

**Education and Training  
*IS A PREREQUISITE***

Post-school education has become increasingly important

**Experience  
*IS NECESSARY***

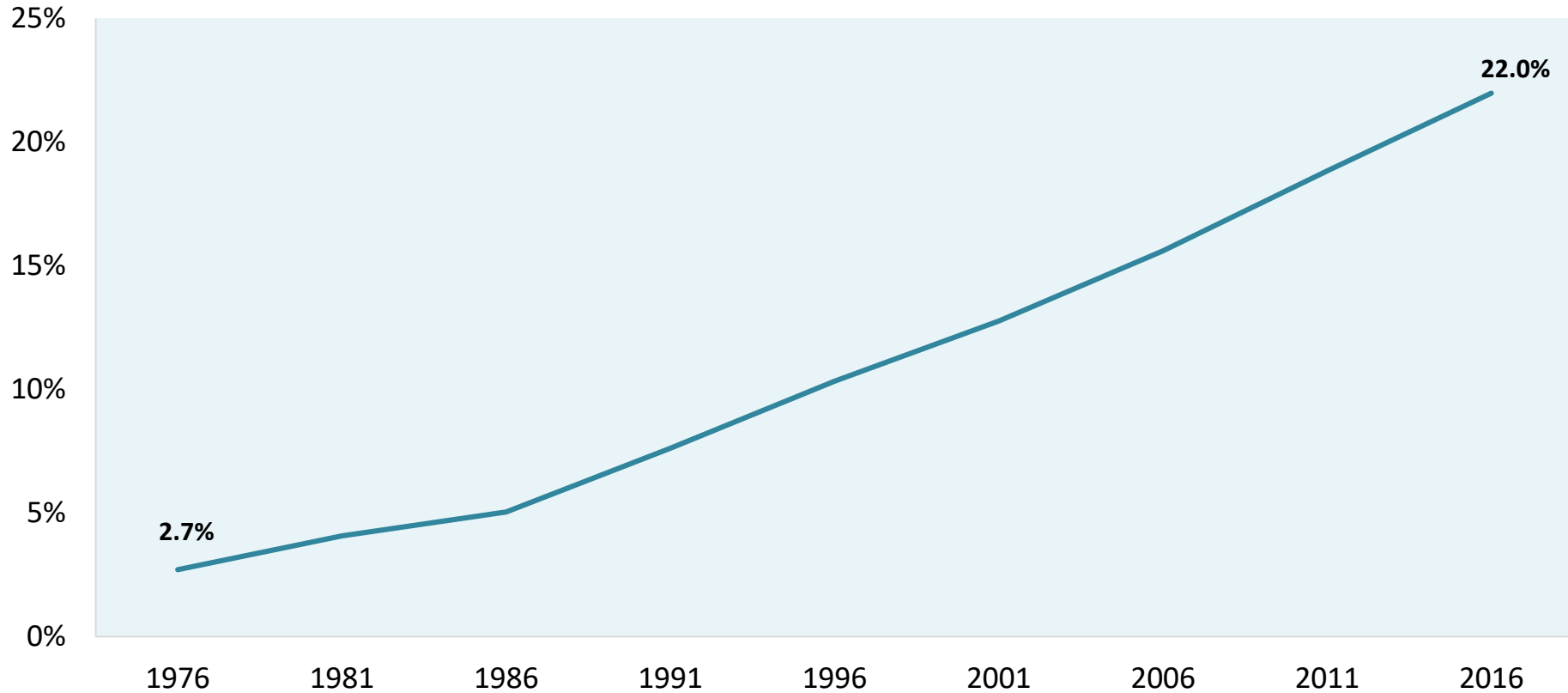
Employers want new staff to have experience

**Employability skills  
*ARE VITAL***

Employers want the **RIGHT MATCH** for their business

# Historically, school was enough...

Percentage of population with a Bachelor degree or higher, Australia  
(aged 15 years and over)

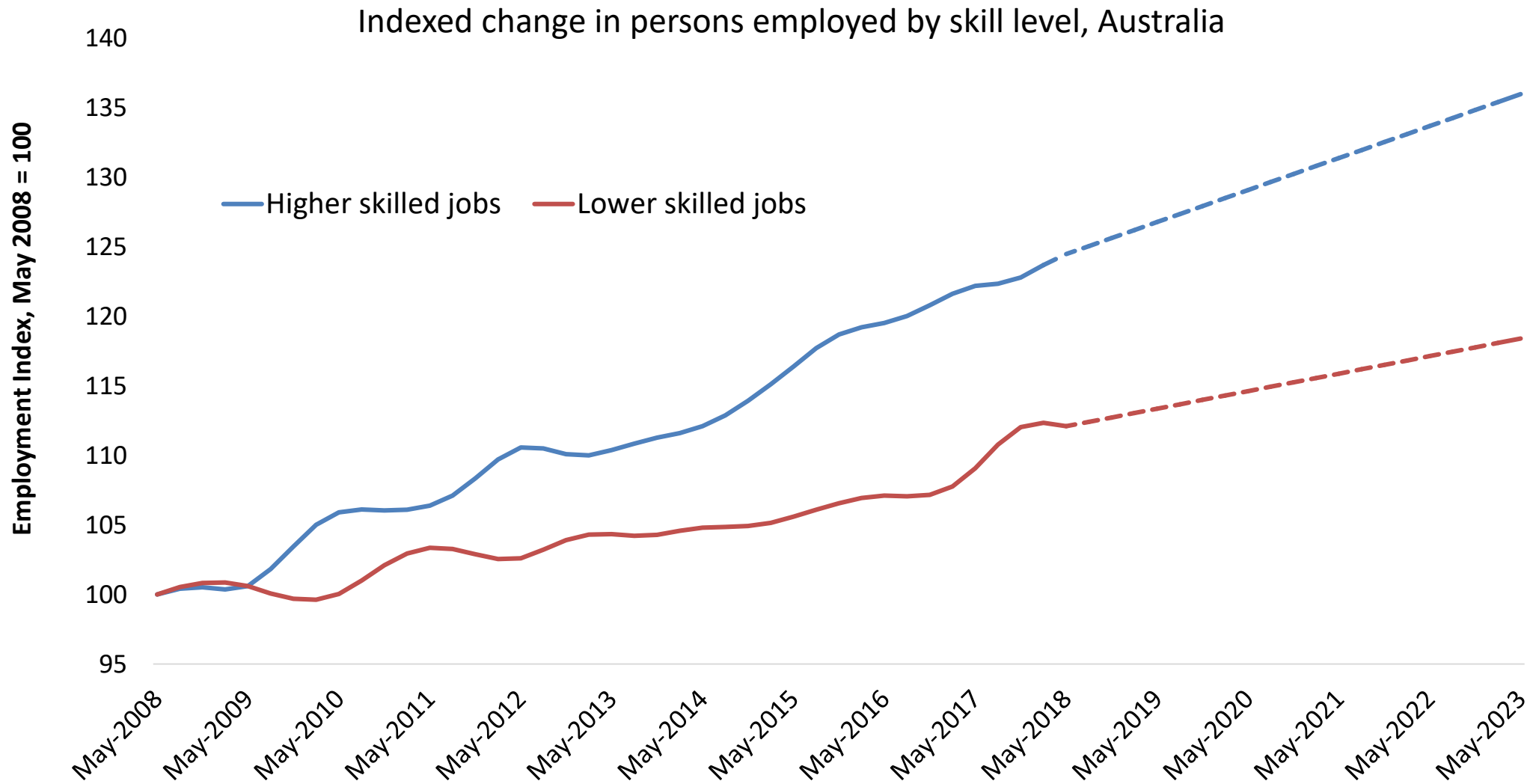


Proportion of 25 - 34 year olds with a Certificate III/IV or higher

■ In 2006: 51.3%

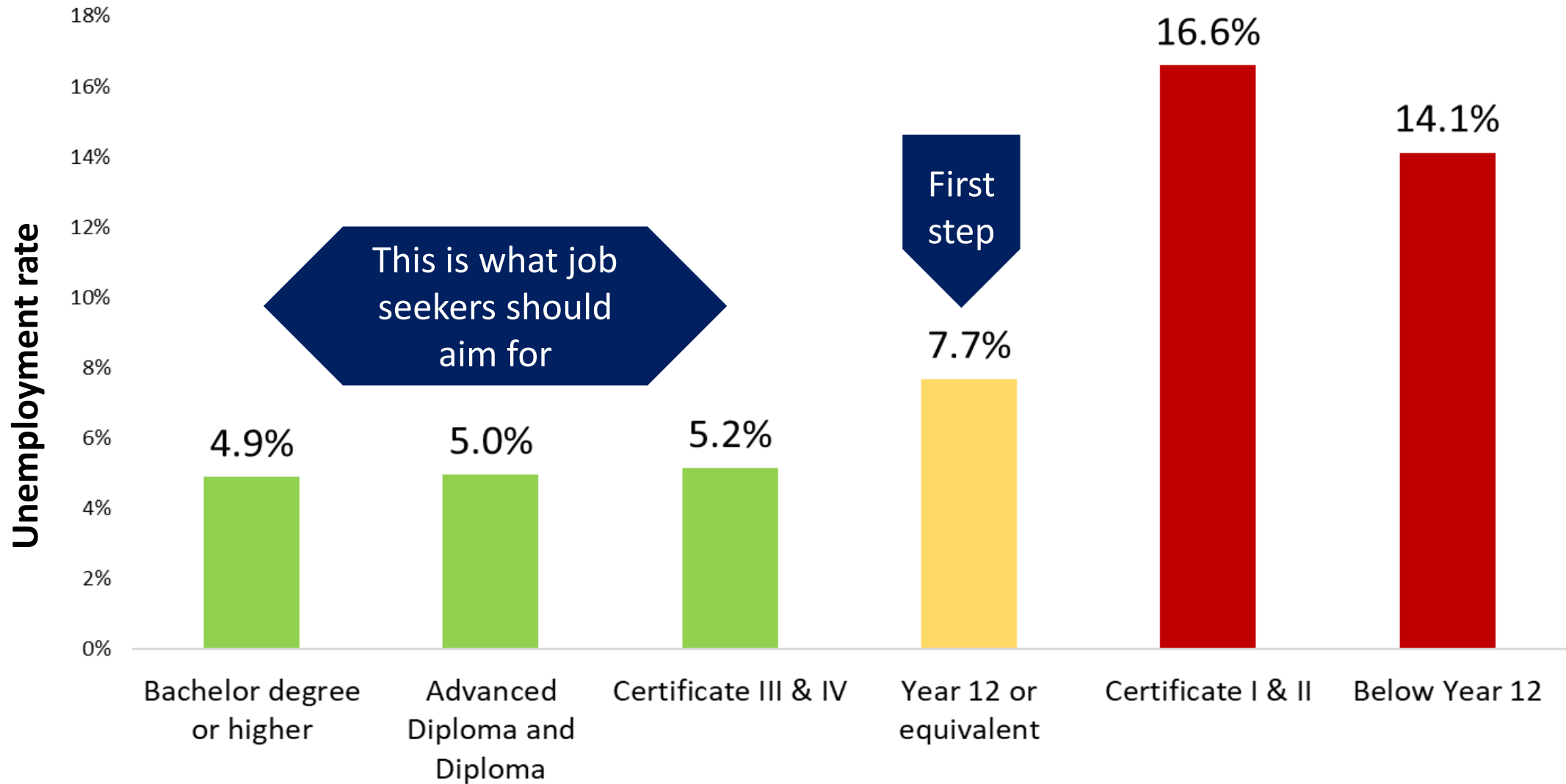
■ In 2016: 63.3%

# ...but now education is a prerequisite as jobs growth will be stronger for higher skilled jobs



# Completing a qualification is vital

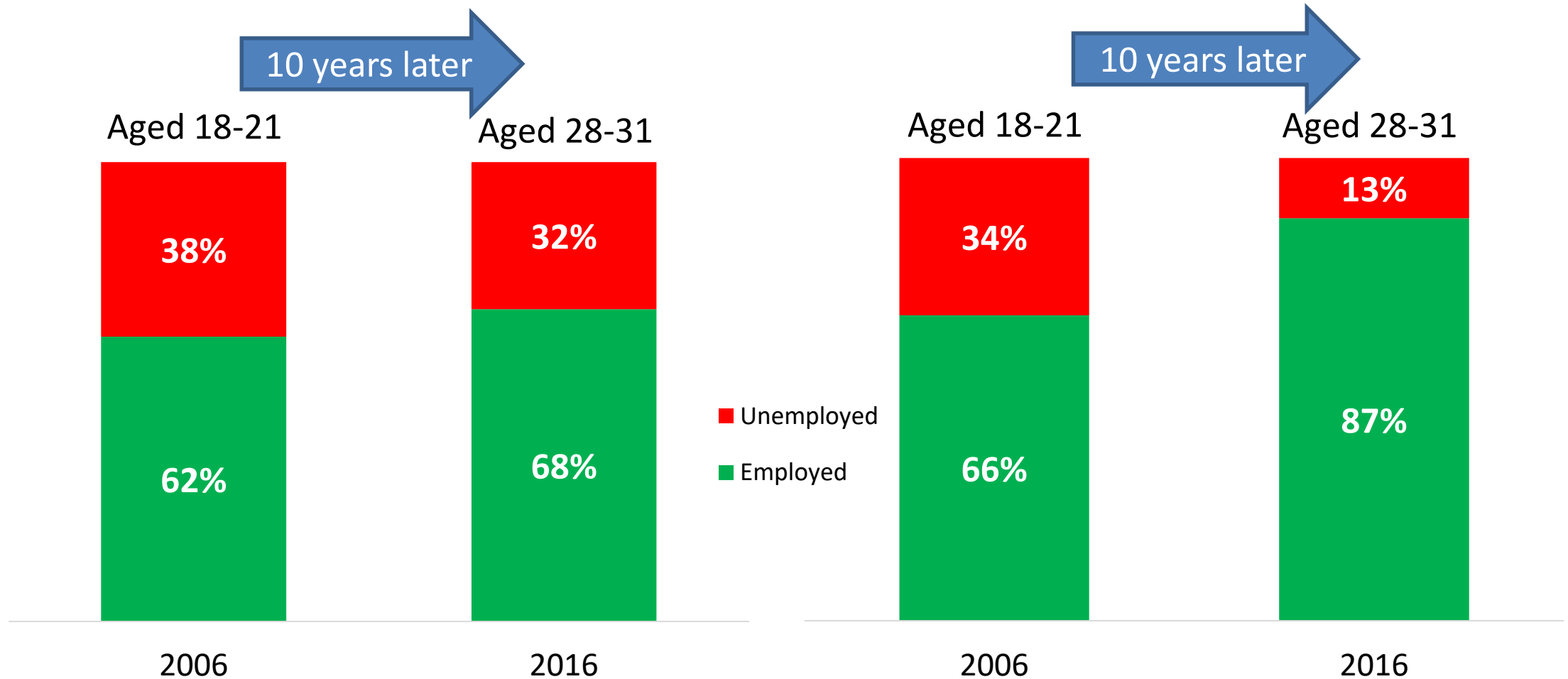
25 – 34 year olds, Victoria



# And what if young people don't complete Year 12?

## Didn't finish Year 12

## Completed Year 12 or equivalent



**20%**

are planning on finding work immediately after school

...but they should keep their options open and consider further study

**25%**

may take a gap year

...fine, but only for one year. They need a plan for the future (study or work)

## We surveyed Year 10-12 students in Bendigo...how do their plans stack up?

**75%**

are planning on going to University or VET

...great, but they need to follow through and finish their studies!

But... **25%**

aren't planning any further studies after school!

...encourage them to reconsider!

# There are multiple pathways into employment

Traineeship,  
Apprenticeship



VET/TAFE



University



*What am I good at?  
What do I enjoy  
doing?*



*What qualification do  
I need for my chosen  
career?*

About a quarter of students said they don't know what they want to do or how to get there

**And that is ok...but they need to start thinking about it now**



# There are multiple pathways into employment

And there's no reason you can't do  
**DIFFERENT COURSES or TRAINING**

Across  
**DIFFERENT INSTITUTIONS**

At  
**DIFFERENT TIMES**  
in your career

*What am I good at?  
What do I enjoy doing?*

*What qualification do I need for my chosen career?*

About a quarter of students said they don't know what they want to do or how to get there

**And that is ok...but they need to start thinking about it now**

# University is obviously a good option...

**72.9%**

**2018** graduates employed full-time  
4 months after graduation

**89.2%**

Employed full-time **3 years** after  
graduation

**\$61,000**

Graduate median salary

However, University is not for everyone

# ...and VET has strong outcomes as well!

72.9%

2018 graduates employed full-time 4 months after graduation

77.3%

2018 graduates employed 6 months after graduation

89.2%

Employed full-time 3 years after graduation

91.2%

2018 graduates employed full-time in a trade occupation course

\$61,000

Graduate median salary

\$56,600

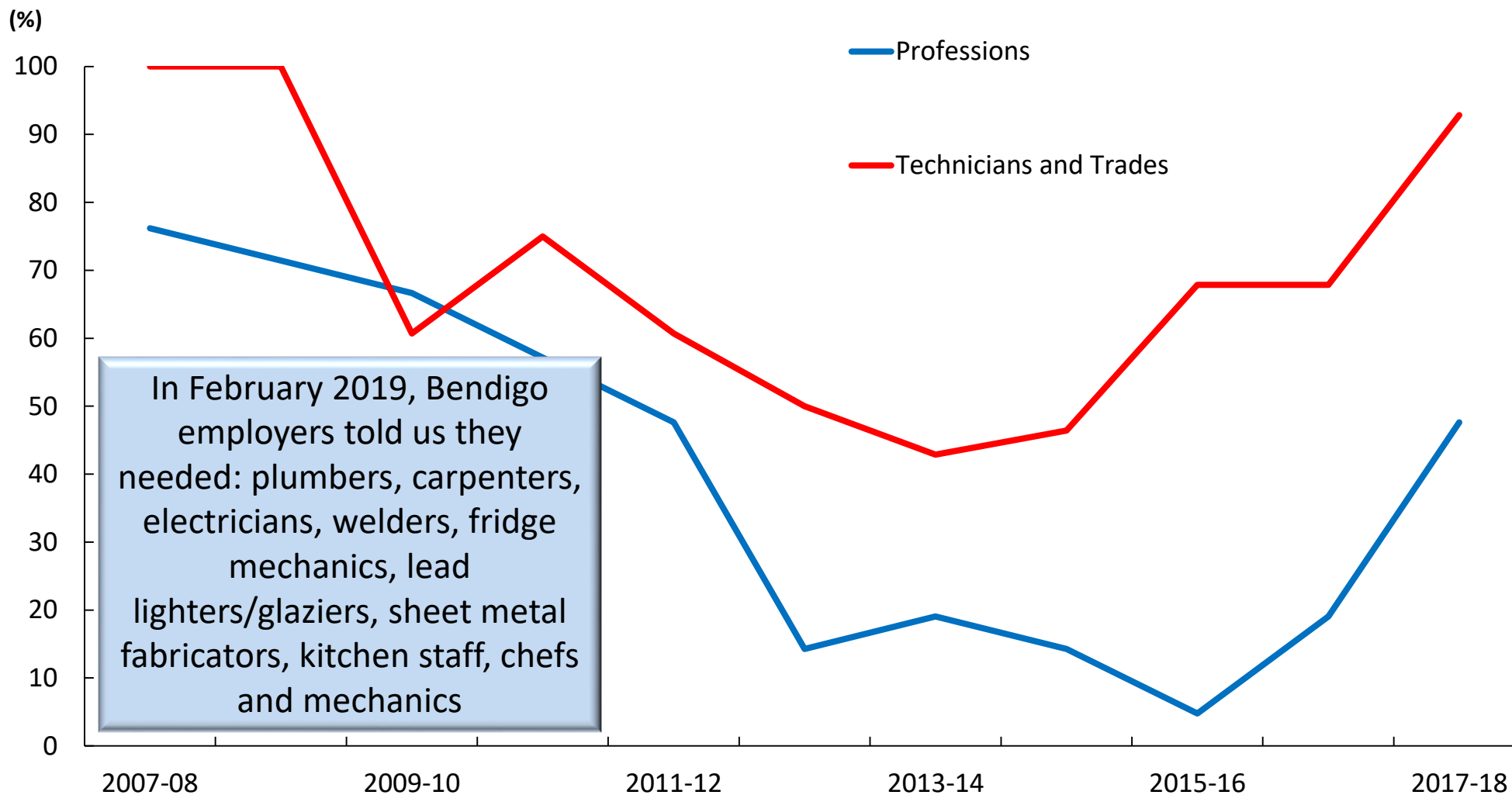
2018 graduates median salary 6 months after graduation

However, University is not for everyone

VET is a valuable career choice and is well regarded by employers!

# ...most trades are in shortage

## Proportion of skilled occupations in shortage, Australia



**But education  
is not  
enough!**

# Employers look for job seekers who have work experience

Demonstrates willingness to work

Provides opportunities to develop skills

Improves confidence

Gives insights into different jobs and workplaces

Provides useful contacts and referees



# Employers look for job seekers who have work experience

36% of Victorian youth have no previous work experience



**Candidates with work experience are highly sought after!**



**But education &  
experience  
are not  
enough!**



# Employers will not compromise on...



**72%** of employers place at least as much emphasis, if not more, on **employability skills** than they do on **technical skills**

## Essential employability skills:

- ✓ Interpersonal & people skills
- ✓ Communication & teamwork skills
- ✓ Organisation & planning skills
- ✓ Adaptability & resilience
- ✓ Reliability & motivation
- ✓ Creativity, critical thinking & problem solving
- ✓ Digital literacy



Employers of apprentices also look for someone that shows a **genuine interest** in the trade

# What are employers telling us in Bendigo?

## Training has to be relevant to the job

*“I advertised for one qualified bus driver. I received four applicants and two of them didn’t have licences.”*

## Young people need to have realistic expectations

*“I will no longer employ under 28 year olds as most will not do physical labour and think that \$80k per year and a car is a starting wage.”*

## Practical work experience is essential

*“I hired a recently qualified chef straight from TAFE. They knew how to cook but did not have the practical experience of running a kitchen but still expected to be paid a higher rate.”*

# What are employers are telling us in Bendigo?

**Employers still want staff with basic literacy and numeracy skills**

*“ We’re always looking to put on at least one new apprentice per year but we find that their level of Maths and English is of a low standard.”*

*“The most two recent apprentices needed coaching from a school teacher for Maths and by the end of his apprenticeship, one had improved a great deal. The other apprentice couldn’t read or write and we had to let them go.”*

# In summary

The world of work is changing. The labour market is becoming more highly skilled and young job seekers need post-school qualifications.

VET is not a second choice pathway and has excellent outcomes.

Work experience and employability skills are vital. People looking for work need exposure to jobs and real work situations.

Students need help and support to choose pathways that suit them.

# Tools to assist





**Australian Government**

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**Department of Employment,  
Skills, Small and Family Business**