

<b>Graphic Designer</b>		<b>Australia</b>
<b>ASCO Code:</b> 2533-13	July 2007	
<b>Labour market rating</b>	No Shortage	
<b>Comment</b>		

### **Employer and industry comments/current labour market**

A survey of employers who had recently advertised for graphic designers was undertaken for this report. The Australian Standard Classification of Occupations (ASCO) defines the tasks of a graphic designer as designing and presenting information in a visual form for print, film, television, signs, video and computers.

ASCO suggests the entry level for this occupation is a bachelor degree or higher qualification or at least 5 years of relevant experience. Most employers were seeking graphic designers with formal qualifications and industry experience.

Employers nationally reported filling almost 70 per cent of vacancies surveyed. Regional employers reported a higher fill rate at 75 per cent of vacancies filled, compared with metropolitan employers whose fill rate was slightly more than 60 per cent. While the employers in larger States reported fill rates of between 67 per cent and up to 100 per cent in Victoria, employers in Western Australia and the Australian Capital Territory filled about half their vacancies. Employers in the Northern Territory experienced the greatest difficulty recruiting graphic designers. Despite advertising Australia wide, they found the applicants who relocated didn't stay more than 12 months before moving back to their state of origin.

While there were a large number of applicants, many were from overseas. On average employers received 22 applications per advertised vacancy, with three applicants considered by employers to be suitable per vacancy. Employers considered that unsuitable applicants lacked either qualifications or experience, or in some cases, both. Some employers wanted commercial or mid level experience. Employers cited lack of creative flair and poor attitude as reasons they considered applicants to be unsuitable.

A number of employers felt that graduates expectation of salary was too high and that graduates took too long to complete work. A number of employers who did not fill their vacancies were seeking graphic designers who had pre press experience.

### **Labour market outlook**

There is no evidence to suggest the labour market for graphic designers will change significantly over the next year.