

Hotel or Motel Manager	Australia
ASCO Code: 3323-11	December 2007
Labour market rating	No Shortage
Comment	

Occupational demand

Demand for hotel or motel managers remains steady, with stable employment over recent years. Australian Bureau of Statistics (ABS) Labour Force Survey data show employment averaged slightly less than 24 000 over 2006-07. The majority of vacancies collected for this report arose as a result of mobility of workers within the industry. A small number of employers commented they were advertising for a new manager to upgrade an existing hotel or motel.

Vacancies surveyed covered most areas of the hospitality industry from five star hotels and resorts to country pubs and metropolitan and regional motels. Many of the motel manager positions advertised required live-in couples. For the purposes of this report each couple who applied for a vacancy was counted as one applicant.

Occupational supply

Although tertiary courses in hospitality management are now available in all States and Territories few employers mentioned this training as a source of potential staff. This is supported by ABS Education and Work data which show that half of all hotel and motel managers do not hold post-school qualifications. Training and experience gained on the job appear to be preferred by most employers. Representatives of large hotel groups interviewed noted the businesses are supportive of staff wishing to undertake internal training and prefer to recruit and promote within the business where possible.

Employer and industry comments/current labour market.

Nationally slightly more than 75 per cent of the vacancies surveyed for hotel or motel managers were filled within six weeks of advertising, although a small number of employers advertised more than once before filling vacancies. The overall vacancy fill rate for hotel or motel managers fell slightly, down from 88 per cent, when this occupation was assessed in April 2007. The fall in the vacancy fill rate is was for hotel managers, with little change in the fill rate for motel managers.

Employers seeking hotel managers received an average of more than eleven applications per advertised vacancy, of which about four applicants per vacancy were considered by employers to be suitable. Although the fill rate for hotel managers has fallen slightly most of the vacancies which remain unfilled did attract applications from suitably qualified and experienced hotel managers. These vacancies were generally unfilled because the applicants and employers could not agree on remuneration. Primarily applicants were considered by employers to be unsuitable because they lacked relevant experience or did not hold liquor and gaming licences which are a mandatory requirement for many vacancies surveyed.

Employers recruiting motel managers filled 83 per cent of surveyed vacancies, a result consistent with the previous fill rate. On average employers received nearly 30 applications per advertised vacancy, of which about eight applicants were considered to be suitable by employers. Employers noted the large number of unsuitable applicants who did not have relevant knowledge or experience.

Labour market outlook

It is unlikely there will be significant change in the labour market over the next six months.