

Jewellers	Australia
ASCO Code: 4983-11	November 2006
Labour market rating	Recruitment Difficulty
Comment <i>Positions which remained unfilled often required particular skills or experience (for example jewellery repair).</i>	

Employer and industry comments/current labour market

A survey of employers who had recently advertised for jewellers was undertaken for this report. Approximately one third of employers surveyed were cold canvassed as an insufficient number of advertised vacancies were identified during the survey period. As no advertised vacancies were identified in Tasmania and the Australian Capital Territory during the survey period, employers in these locations were cold canvassed.

Overall most employers received applications from qualified jewellers, although a small number did not receive any response to their advertisement. Fifty nine per cent of the surveyed vacancies were filled by qualified jewellers within four weeks of advertising, a slight increase from the 50 per cent fill rate recorded when this occupation was assessed in late 2005.

There was sometimes a mismatch between the kind of work required in the advertised position and the skills of applicants. Although applicants held formal qualifications as jewellers, they often had experience in repairs or manufacturing only. Employers in Queensland and the Australian Capital Territory were the most successful, filling more than three quarters of their advertised vacancies. Employers in New South Wales, Victoria and Western Australia filled about half of their vacancies while South Australian employers experienced greater difficulty. The experience of regional employers was similar to that of metropolitan employers.

Employers received an average of about four applications per vacancy, of which about one applicant per vacancy was considered by the employers to be suitable. The main reasons applicants were considered by employers to be unsuitable were lack of formal trade qualifications, relevant experience or skills, or failure to arrive for interview.

Employers suggest the majority of jewellers are employed in small owner/operator businesses where staff turnover is low. Some employers commented that as employee honesty was a major consideration and the jewellery industry is relatively small they often recruit by word of mouth from within the trade.

A number of employers suggested not enough apprentices are being trained, others suggested finding a suitable apprentice is difficult and apprenticeship training is costly. However, a number of employers suggested they are prepared to train. University courses in jewellery design and manufacture are also available but few contacts mention this as a source of supply of jewellers, with most graduates of jewellery design courses aiming to work as designers which is part of the fashion design occupation.

Labour market outlook

There is no evidence to suggest there will be any significant change in the level of demand or supply to this occupation over the next six months.