



Australian Government



National  
**Skills**  
Commission

## Skills Priority List Findings

# Managers

## ANZSCO Major Group 1

### Occupations in Shortage

Across all Manager occupations assessed for the 2021 Skills Priority List (SPL), 12% were found to be in shortage compared with 19% across all occupation groups (Table 1). Of the Sub-Major Groups, Farmers and Farm Managers had the greatest proportion of occupations in shortage (19%), followed by Specialist Managers (18%). No shortages were identified for Chief Executives, General Managers and Legislators, or Hospitality, Retail and Service Managers.

**Table 1: Occupations in shortage, Managers Major Group and Sub-Major Groups**

ANZSCO Group		No. reviewed	% of reviewed in shortage
11	Chief Executives, General Managers and Legislators	2	0%
12	Farmers and Farm Managers	21	19%
13	Specialist Managers	34	18%
14	Hospitality, Retail and Service Managers	26	0%
<b>1</b>	<b>Managers</b>	<b>83</b>	<b>12%</b>
	<b>All occupations</b>	<b>799</b>	<b>19%</b>

### Future Demand

Close to half (47%) of Manager occupations are projected to have strong future demand, compared with a third of all occupations. Specialist Managers had the greatest proportion of occupations with strong future demand (Table 2).

**Table 2: Future demand, Managers Major Group and Sub-Major Groups**

ANZSCO Group		No. of occupations reviewed	Future demand ratings (% of reviewed occupations)		
			Strong	Moderate	Soft
11	Chief Executives, General Managers and Legislators	2	0%	100%	0%
12	Farmers and Farm Managers	21	0%	0%	100%
13	Specialist Managers	34	56%	44%	0%
14	Hospitality, Retail and Service Managers	26	15%	85%	0%
<b>1</b>	<b>Managers</b>	<b>83</b>	<b>28%</b>	<b>47%</b>	<b>25%</b>
	<b>All occupations</b>	<b>799</b>	<b>33%</b>	<b>60%</b>	<b>7%</b>

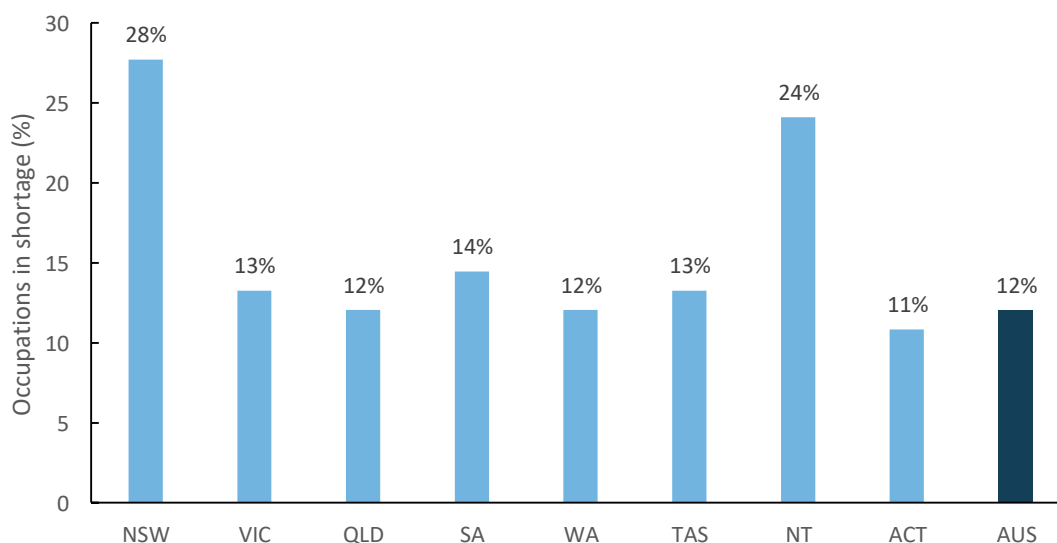
Of Manager occupations, three were found to be in shortage with strong future demand:

- Corporate Services Manager
- ICT Project Manager
- Quality Assurance Manager.

## Results by State and Territory

Of the states and territories, New South Wales had the highest proportion of Manager occupations assessed in shortage (28%), followed by the Northern Territory (24%), while the Australian Capital Territory had the lowest proportion of assessed occupations in shortage (11%, see Figure 1). It should be noted that the variation across the states and territories, at least in part, reflects differences in the stakeholder input received.

**Figure 1: Proportion of Manager occupations in shortage, by state and territory**

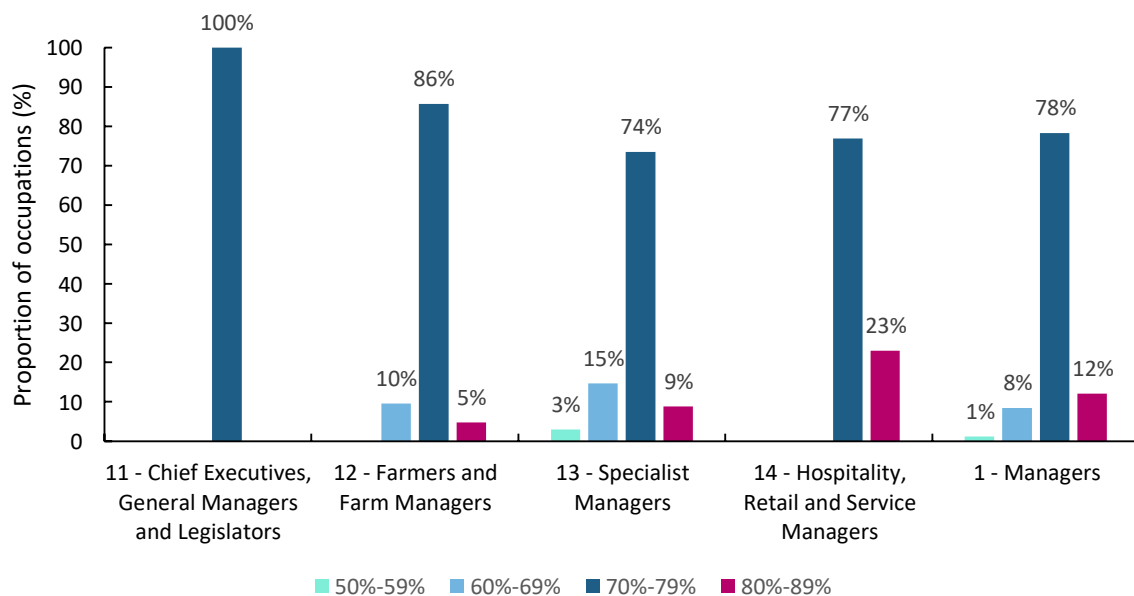


## Predicted Fill Rates

Incorporating many labour market indicators, including data from the NSC's Survey of Employers who have Recently Advertised (SERA) where available, the predicted fill rate has been formulated by the NSC to predict the percentage of vacancies filled by employers for a particular occupation over the 12 month research period.

The predicted fill rate for Manager occupations was primarily in the 70%-79% range (Figure 2), with close to four in five occupations in this range, showing that most vacancies are expected to be filled. Hospitality, Retail and Service Managers had the greatest proportion of occupations in the predicted fill rate range of 80%-89%.

**Figure 2: Manager occupations, predicted fill rate ranges**

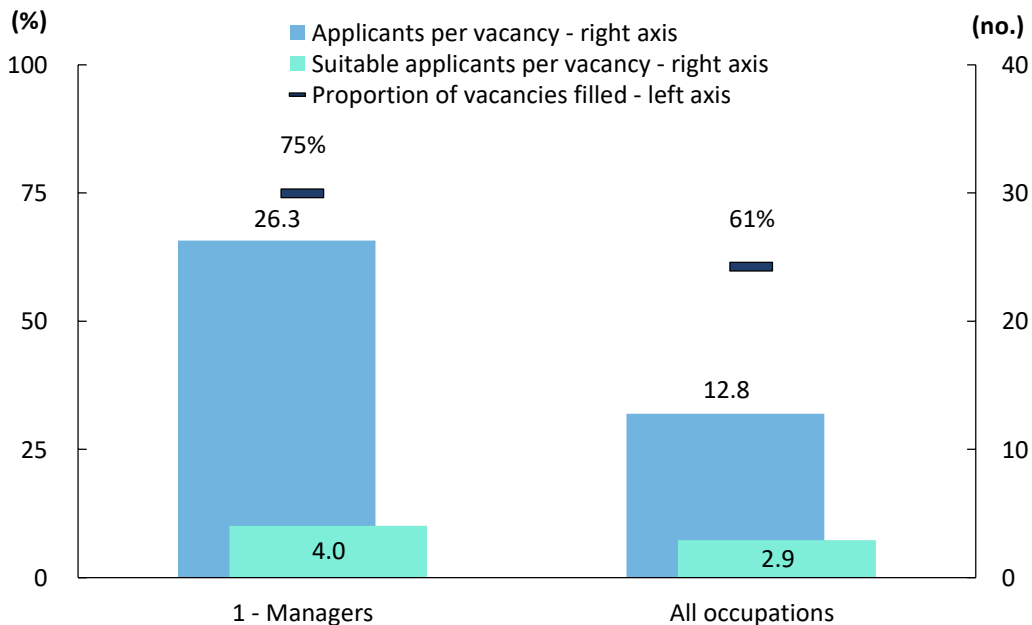


## Survey of Employers

The Survey of Employers who have Recently Advertised (SERA) is a key component of the SPL analysis. Of Manager occupations, employers were contacted through the SERA for information on Child Care Centre Managers and Construction Project Managers only.

Overall, employers recruiting for Managers generally filled a larger proportion of vacancies compared with the average across all occupations and generally received relatively large pools of applicants (Figure 3).

**Figure 3: Proportion of vacancies filled (%), average number of applicants and suitable applicants per vacancy (no.), Managers and all surveyed occupations, Australia, July 2020 to April 2021**



The most common reason applicants for Manager vacancies were found unsuitable was due to a lack of either general or specialised experience in the occupation (both mentioned by more than 60% of employers), followed by a lack of required qualification or registration. Close to 90% of employers required applicants to have a formal qualification, most commonly a diploma or bachelor degree.

The majority of vacancies were filled, and more than 60% of unfilled vacancies had suitable applicants. The most common reason suitable applicants did not fill these vacancies were the applicant found other work in the same occupation, or the suitable applicant was not willing to relocate (both mentioned by 32% of employers).

Employers in both regional and metropolitan areas filled around three quarters of Manager vacancies.

Of the states and territories, employers in the Australian Capital Territory filled the greatest proportion of Manager vacancies (with all surveyed vacancies filled), while employers in Queensland and New South Wales filled the fewest (67% and 68% respectively).

## Stakeholder Engagement

Stakeholders provided input on a large number of Manager occupations throughout the engagement process, where various representative bodies responded to surveys, met with the NSC, or provided other submissions. Manager occupations with the most frequently reported recruitment difficulty included Accommodation and Hospitality Managers

(particularly Café and Restaurant Manager), Construction Project Manager, Engineering Manager, Manufacturer, Mixed Crop Farmer and Project Builder.

Recruitment difficulty was reported across the country, with many stakeholders reporting difficulty nationally, and others reporting difficulty in specific states or territories. A large number of stakeholders suggested that recruitment was particularly difficult for experienced positions, while some stated there was no difference in entry level and experienced roles. Reported recruitment difficulty was most often attributed to a lack of suitable or experienced applicants, an overall lack of applicants, or the regional or remote job location.

The majority of stakeholders expected that recruitment difficulty will persist or worsen in the next 12 months with the lack of locally trained workforce and the ageing workforce the primary future challenges mentioned.

## Demand and Supply

The demand for Managers is strong, with advertised vacancy numbers and employment rising over the past year. The number of advertised vacancies for Managers rose strongly over the year to June 2021, to its highest level in more than a decade.<sup>1</sup> Similarly, Managers employment increased over the year to May 2021 to an historical high.<sup>2</sup>

New supply to this labour market is difficult to measure, with qualification and experience requirements varied by occupation. In addition to local supply, however, temporary skilled migration is a source of supply for a range of Manager occupations. The number of temporary skilled visa holders in Manager occupations has fallen since early 2020, down by around a third, limiting supply to this labour market.<sup>3</sup>

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<sup>1</sup> National Skills Commission, Internet Vacancy Index, June 2021, trend

<sup>2</sup> ABS, Labour Force, May 2021, National Skills Commission trend

<sup>3</sup> Department of Home Affairs, Temporary resident (skilled) visa holders in Australia, June 2021 (subclasses 457 and 482)

## Appendix – SPL Findings for Manager Occupations

Occupation		Current Labour Market Ratings and Future Demand Rating									
ANZSCO	Occupation	National Labour Market Rating	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	National Future Demand
111111	Chief Executive or Managing Director	NS	NS	NS	NS	NS	R	NS	NS	NS	Moderate
111211	Corporate General Manager	NS	S	NS	NS	NS	NS	NS	NS	NS	Moderate
121111	Aquaculture Farmer	NS	S	NS	NS	S	NS	S	S	NS	Soft
121211	Cotton Grower	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121212	Flower Grower	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121213	Fruit or Nut Grower	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121214	Grain, Oilseed or Pasture Grower	NS	NS	NS	NS	NS	NS	NS	S	NS	Soft
121215	Grape Grower	S	S	NS	NS	S	NS	NS	NS	NS	Soft
121216	Mixed Crop Farmer	S	S	S	S	S	S	S	S	S	Soft
121217	Sugar Cane Grower	NS	NS	NS	S	NS	NS	NS	NS	NS	Soft
121218	Turf Grower	NS	NS	NS	NS	NS	NS	NS	S	NS	Soft
121221	Vegetable Grower	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121311	Apiarist	NS	S	NS	NS	NS	NS	NS	S	NS	Soft
121312	Beef Cattle Farmer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121313	Dairy Cattle Farmer	NS	NS	NS	NS	S	NS	S	S	NS	Soft
121314	Deer Farmer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121315	Goat Farmer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121316	Horse Breeder	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121317	Mixed Livestock Farmer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121318	Pig Farmer	S	S	S	S	S	S	S	S	S	Soft
121321	Poultry Farmer	S	S	S	S	S	S	S	S	S	Soft
121322	Sheep Farmer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
121411	Mixed Crop and Livestock Farmer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Soft
131112	Sales and Marketing Manager	NS	NS	NS	NS	NS	NS	NS	S	NS	Strong
131113	Advertising Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
131114	Public Relations Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
132111	Corporate Services Manager	S	S	S	S	S	S	S	S	S	Strong
132211	Finance Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
132311	Human Resource Manager	NS	S	NS	NS	NS	NS	NS	NS	NS	Strong
132411	Policy and Planning Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
132511	Research and Development Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
133111	Construction Project Manager	S	S	S	S	S	S	S	S	S	Moderate

Occupation		Current Labour Market Ratings and Future Demand Rating									
ANZSCO	Occupation	National Labour Market Rating	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	National Future Demand
133112	Project Builder	S	S	S	S	S	S	S	S	S	Moderate
133211	Engineering Manager	S	S	S	S	S	S	S	S	S	Moderate
133311	Importer or Exporter	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
133312	Wholesaler	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
133411	Manufacturer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
133511	Production Manager (Forestry)	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
133512	Production Manager (Manufacturing)	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
133513	Production Manager (Mining)	NS	S	NS	NS	NS	NS	NS	NS	NS	Moderate
133611	Supply and Distribution Manager	NS	S	NS	NS	NS	NS	NS	NS	NS	Strong
133612	Procurement Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
134111	Child Care Centre Manager	NS	NS	NS	NS	NS	NS	NS	S	NS	Moderate
134211	Medical Administrator	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
134212	Nursing Clinical Director	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
134213	Primary Health Organisation Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
134214	Welfare Centre Manager	NS	S	NS	NS	NS	NS	NS	NS	NS	Moderate
134311	School Principal	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
134411	Faculty Head	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
134412	Regional Education Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
135111	Chief Information Officer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
135112	ICT Project Manager	S	S	S	S	S	S	S	S	S	Strong
139911	Arts Administrator or Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
139912	Environmental Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
139913	Laboratory Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
139914	Quality Assurance Manager	S	S	S	S	S	S	S	S	S	Strong
139915	Sports Administrator	NS	S	NS	NS	NS	NS	NS	NS	NS	Strong
141111	Cafe or Restaurant Manager	NS	NS	NS	NS	NS	NS	NS	S	NS	Strong
141211	Caravan Park and Camping Ground Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
141311	Hotel or Motel Manager	NS	NS	NS	NS	NS	NS	NS	S	NS	Moderate
141411	Licensed Club Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
141911	Bed and Breakfast Operator	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate

Occupation		Current Labour Market Ratings and Future Demand Rating									
ANZSCO	Occupation	National Labour Market Rating	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	National Future Demand
141912	Retirement Village Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
142111	Retail Manager (General)	NS	S	NS	NS	NS	NS	NS	S	NS	Moderate
142112	Antique Dealer	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
142113	Betting Agency Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
142114	Hair or Beauty Salon Manager	NS	S	NS	NS	NS	NS	NS	NS	NS	Moderate
142115	Post Office Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
142116	Travel Agency Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
149111	Amusement Centre Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
149112	Fitness Centre Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
149113	Sports Centre Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Strong
149211	Call or Contact Centre Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
149212	Customer Service Manager	NS	S	NS	NS	NS	NS	NS	NS	NS	Moderate
149311	Conference and Event Organiser	NS	S	NS	NS	NS	NS	NS	S	NS	Moderate
149411	Fleet Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
149412	Railway Station Manager	NS	NS	S	NS	NS	NS	NS	NS	NS	Moderate
149413	Transport Company Manager	NS	NS	S	NS	NS	NS	NS	NS	NS	Moderate
149911	Boarding Kennel or Cattery Operator	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
149912	Cinema or Theatre Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
149913	Facilities Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate
149914	Financial Institution Branch Manager	NS	S	NS	NS	NS	NS	NS	NS	NS	Moderate
149915	Equipment Hire Manager	NS	NS	NS	NS	NS	NS	NS	NS	NS	Moderate

Ratings: S – Shortage; R – Regional Shortage; NS – No Shortage