Victorian Employer Satisfaction and Skills Survey 2017

Retail Trade

Over 12,100 employers responded to the skills and training component of the *Victorian Employer Satisfaction and Skills Survey* in 2017. Of these, 663 were from the Retail Trade industry. Employers report that skills are important to productivity, but many are facing challenges filling jobs and finding the right applicants with the right skills. These challenges are faced both now, and are expected to continue into the future. However, a high proportion of employers that access training to improve the skills of their workforce report a positive impact on productivity and return on investment.

The statistics below reflect the experience of employers in the Retail Trade industry compared to the overall Victorian average.

**Productivity**

**Skills are important to productivity**

Businesses found that a lack of skills had a medium to high impact on workplace productivity.

**High impact**

Retail Trade: 25%

Victoria: 28%

**Medium impact**

Retail Trade: 55%

Victoria: 53%

**Low impact**

Retail Trade: 19%

Victoria: 16%

**Impact of insufficient workforce skills**

A lack of skills can increase the workload for other staff, create an inability to meet customer needs and affect operating costs.

**Increased workload for other staff**

Retail Trade: 56%

Victoria: 61%

**Inability to meet customer needs**

Retail Trade: 54%

Victoria: 39%

**Increased operating costs**

Retail Trade: 39%

Victoria: 44%

**Challenges**

**Managing the skills of the workforce**

Employers reported that recruitment was challenging due to candidates not having the required skills and or being job ready.

More than a quarter of employers saw the need to improve the skills of existing staff.

Finding people with the right skills

Retail Trade: 49%

Victoria: 53%

Finding job ready candidates

Retail Trade: 38%

Victoria: 33%

Training staff to keep skills up to date

Retail Trade: 26%

Victoria: 27%

**Recruitment challenges**

Employers faced recruitment challenges because potential candidates did not have the required job specific experience needed.

Agreed roles were difficult to fill

Retail Trade: 52%

Victoria: 54%

**Lacked relevant experience**

Retail Trade: 61%

Victoria: 55%

**Lacked technical / job specific skills**

Retail Trade: 48%

Victoria: 50%

**Few applicants**

Retail Trade: 40%

Victoria: 46%

**Skills**

**Skills needed now and for the future**

Businesses are concerned they may not have the skills they need for the future

Retail Trade: 23%

Victoria: 24%

Businesses lack the skills they need today

Retail Trade: 8%

Victoria: 9%

Businesses believe they have the skills needed for today and for the next 12 months

Retail Trade: 64%

Victoria: 61%

**Main skills lacking today and in the next 12 months**

Nearly two thirds of employers identified technical and job specific skills are lacking today or will be lacking in the next 12 months.

**Technical / job specific skills**

Retail Trade: 62%

Victoria: 69%

**Customer service skills**

Retail Trade: 53%

Victoria: 33%

**IT / computer skills**

Retail Trade: 44%

Victoria: 33%

**Training**

**Employers’ access to training**

Employers supported staff training in 2016

Retail Trade: 53%

Victoria: 63%

Employers mainly used industry associations, private training providers and TAFEs to deliver their training in 2016.

**Industry associations**

Retail Trade: 50%

Victoria: 48%

**Private training providers**

Retail Trade: 41%

Victoria: 50%

**TAFE**

Retail Trade: 22%

Victoria: 24%

**Training contribution and quality**

Employers find that training has a positive contribution to productivity and business success.

Positive Return on Investment

Retail Trade: 81%

Victoria: 75%

Positive impact on productivity

Retail Trade: 77%

Victoria: 72%

Training is a priority for the workplace

Retail Trade: 90%

Victoria: 86%

Quality of provider training was high

Retail Trade: 82%

Victoria: 79%