Victorian Employer Skills Survey 2018

Retail Trade

Of the 13,600 employers responded to the *Victorian Employer Skills Survey* in 2018, nearly 630 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 with a lack of skills found it had a medium impact on workplace productivity.

**High impact**

Retail Trade: 23%

Victoria: 28%

**Medium impact**

Retail Trade: 59%

Victoria: 56%

**Low impact**

Retail Trade: 17%

Victoria: 15%

**Impact of insufficient workforce skills**

Businesses lacking skills mainly reported the following workplace issues:

**Increased workload for other staff**

Retail Trade: 50%

Victoria: 66%

**Loss of business to competitors**

Retail Trade: 44%

Victoria: 37%

**Inability to meet customer needs**

Retail Trade: 43%

Victoria: 41%

**Challenges**

**Managing the skills of the workforce**

Employers reported that recruitment was challenging due to candidates not having the required skills 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: 57%

Victoria: 59%

**Finding job ready candidates**

Retail Trade: 31%

Victoria: 35%

**Faced challenges training staff to keep skills up to date**

Retail Trade: 29%

Victoria: 27%

**Recruitment challenges**

Employers facing recruitment challenges mainly reported applicant related reasons for their difficulties.

**Agreed roles were difficult to fill**

Retail Trade: 58%

Victoria: 59%

**Lacked technical / job specific skills**

Retail Trade: 56%

Victoria: 52%

**Lacked relevant experience**

Retail Trade: 53%

Victoria: 56%

**Few applicants**

Retail Trade: 51%

Victoria: 52%

**Skills**

**Skills needed now and for the future**

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

Retail Trade: 27%

Victoria: 26%

**Businesses lack the skills they need today**

Retail Trade: 11%

Victoria: 12%

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

Retail Trade: 62%

Victoria: 62%

**Type of skills lacking today and in the next 12 months**

Employers who lack the skills today, or expect to over the next year, identified various skills needs.

**Technical / job specific skills**

Retail Trade: 51%

Victoria: 68%

**Customer service skills**

Retail Trade: 48%

Victoria: 32%

**Problem solving skills**

Retail Trade: 35%

Victoria: 36%

**Training**

**Employers’ access to training**

**Employers supported staff training last year**

Retail Trade: 51%

Victoria: 64%

Employers who supported training either utilised external trainers or made provisions for training within the organisation by other staff.

**Internal training**

Retail Trade: 55%

Victoria: 57%

**External training**

Retail Trade: 69%

Victoria: 82%

**Training contribution and quality**

Employers who supported training agreed it had a positive contribution to productivity and business success.

**Positive return on investment**

Retail Trade: 85%

Victoria: 90%

**Positive impact on productivity**

Retail Trade: 91%

Victoria: 90%

**Training is a priority for the workplace**

Retail Trade: 97%

Victoria: 94%

**Quality of provider training was high**

Retail Trade: 90%

Victoria: 88%