

What will 2010 bring for the Australian job market?



Do you want to make a change in your career in 2010?

Are you unsure what 2010 will mean for job seekers?

Is this holding you back in your search for a more fulfilling job?

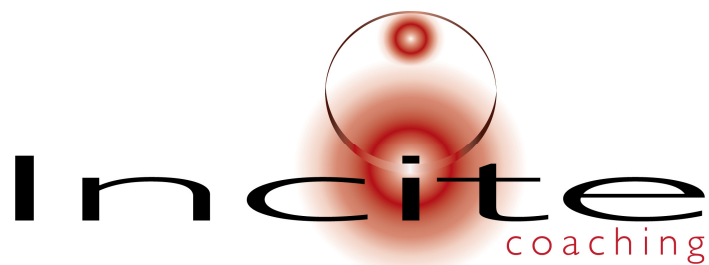
A new year, a new set of new year's resolutions; a common one being to change jobs or careers. After a slow 2009, many people are concerned about what 2010 will bring and are hesitant about leaving the comfort of their own job for the minefield that is the job market. Is this concern valid and what will 2010 bring for jobseekers?

The beginning of 2010 has seen a decrease in the number of job adverts placed in newspapers and on job boards such as Seek, My Career and Career One. It was reported that January's adverts were down 8.1% on December 2009, however if we look at the figures in trend terms, advertisements are continuing to improve month on month. The figures also appear positive for employment growth for the beginning half of 2010, with unemployment expected to decrease as more and more jobs are created. 137,200 jobs were created in the last four months of 2009, 78,300 of which were full-time. Part time employees now account for 30% of the workforce.

The number of recruitment and HR vacancies is high, suggesting that more businesses are recruiting. Business confidence within Australia is on the increase and as job advertisements continue to increase, we should see a strong market for job seekers as more and more people change jobs and thus create new vacancies.

Over the coming months there will still be a high level of competition for vacancies as the unemployed and workers wanting to move out of their current roles, fight over vacancies. This means that a **quality** application is vital if you are going to secure an **interview**.

I have recently recruited a part time administration position for a client, to which we received over 250 applications. In order to get through these applications in a timely fashion, I had to quickly make the decision as to whether each applicant was relevant or suitable (many were neither!). This meant that I only scanned each resume for a number of seconds. This is a common practice among hiring managers, so make sure your resume

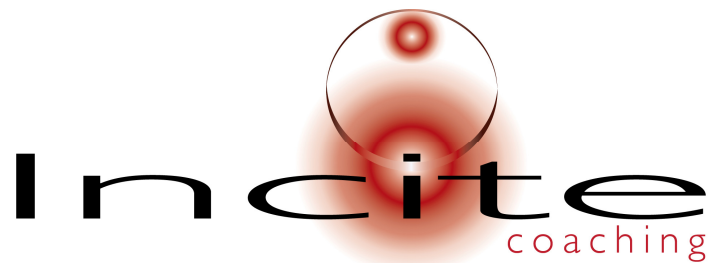


stands out (check out Incite Coaching E-book: Overcoming Resume Roadblocks and other associated articles for information on how to do this).

It is also my personal believe that over the coming 12-18 months, we shall see a shift in how companies are recruiting. With the increase in popularity of websites such as linkedin, and with more and more companies focussing on talent pooling candidates for future vacancies, as well as maximising their databases, I believe we will see more people securing jobs via their own network and by approaching companies directly.

If you want to stay ahead of the game and make a career change in 2010, here are some tips on how to be successful:

1. Make sure that you **invest** the time to tailor your application, resume and cover letter for **every** application you make. Remember to sell the **benefits** of hiring you for this role.
2. Check out linkedin's job page, **Jobsin** to see what companies are advertising there. Many organisations are using jobsin to advertise roles, which are not being advertised on other mainstream job boards. This has helped them reduce the number of irrelevant applications they receive for each role.
3. Start to develop your **network**. Use linkedin and other websites to get back in touch with people to increase your network. Don't forget the old fashioned way of connecting with people...pick up the phone! The more people you are connected to, the higher your chances of meeting somebody who can help you find your ideal role.
4. Think of **specific companies** that you would love to work for. Mention these companies when talking to your network. You'll be amazed at how quickly you will speak to somebody who either works there, or knows somebody who does. This can help you get your foot in the door for job opportunities, not to mention result in a referral bonus for your friend.
5. Check out the **careers pages** of the companies you would like to work for. Apply directly and remember to follow up. This is all a recruitment agency would do and you are better able to sell the benefits of your experience than anyone else.
6. Research which recruitment agents are the **most relevant** for your industry and area of expertise. Before registering with every agency under the sun, take the time to search on the **types of jobs** you are interested in and find out which consultants have the most, relevant jobs. Then make a connection with that consultant. Finding the most relevant person to help you, will save you time in the coming days, weeks and months.
7. As with anything we want to do, set a clear and concise **goal**. Then think about what steps you need to take to get there. Think about the amount of **time** it will take to you to reach your goal, who can help you and what other **resources** you have.



For further information on how Incite Coaching can help you achieve your career goals, visit our website www.incitecoaching.com.au, call us on 02 9560 4407 or email us at info@incitecoaching.com.au

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