



Australian Government  
Department of Education, Employment  
and Workplace Relations



# Employment Outlook for Rental, Hiring and Real Estate Services



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## Introduction

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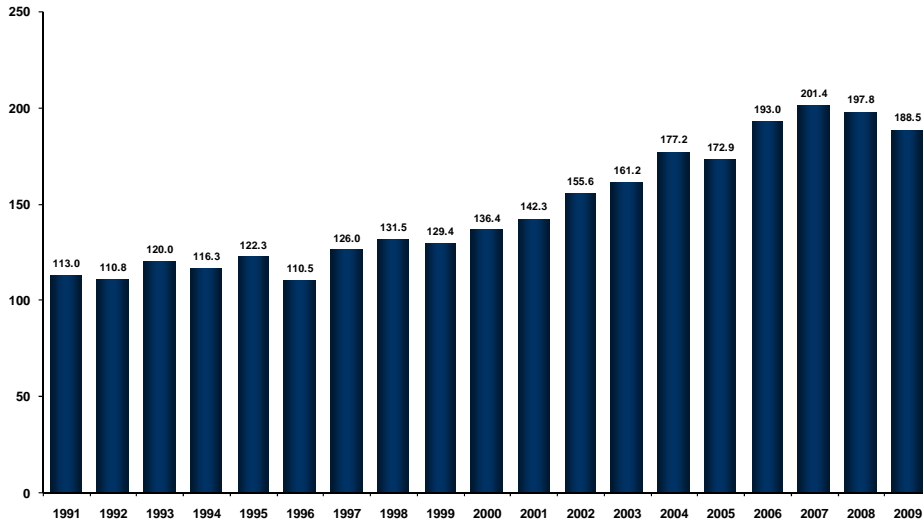
Rental, Hiring and Real Estate Services is one of the smallest industries in Australia, employing 188 500 workers (or 1.7 per cent of the total workforce) as at February 2009. The industry is roughly divided into six sectors: Real Estate Services, Property Operators, Other Goods and Equipment Rental and Hiring, Motor Vehicle and Transport Equipment Rental and Hiring, Non-Financial Intangible Assets Leasing, and Farm Animal and Bloodstock Leasing.

The discussion below focuses on employment characteristics, trends and prospects in the Rental, Hiring and Real Estate Services industry, and highlights specific sectors where job growth is strongest. The analysis of characteristics includes workforce ageing, employment share by gender, educational profile, weekly earnings, average hours worked, regional and occupational employment.

## Employment Growth

Over the past decade, employment in the Rental, Hiring and Real Estate Services industry has shown very strong growth (see Figure 1). In the 10 years to February 2009, employment in the industry rose by 59 100 (or 45.7 per cent) to 188 500. This represents an average annual growth rate of 3.8 per cent.

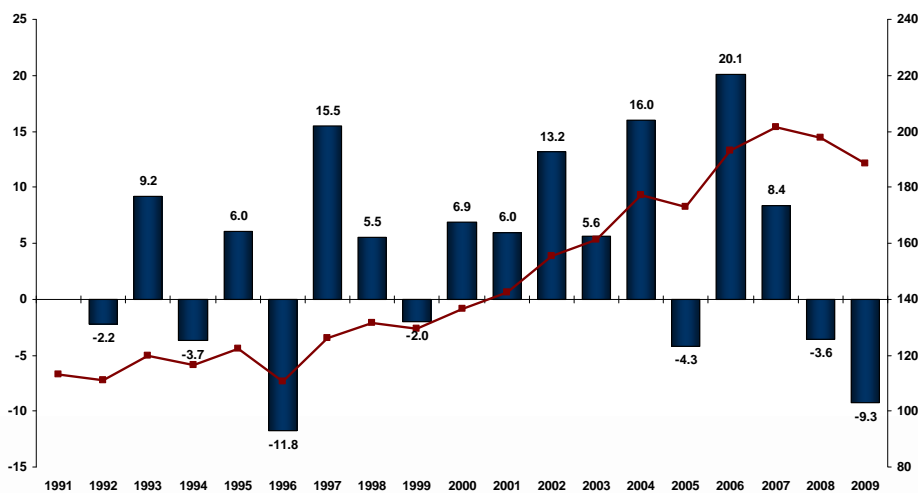
**Figure 1: Employment Level ('000s) - February 1991 to February 2009**



Source: ABS Labour Force Survey (DEEWR trend data)

Annual employment changes highlight the consistent employment growth in Rental, Hiring and Real Estate Services (see Figure 2). Between 1996 and 2004, the industry experienced seven years of employment gains, interrupted only by a slight fall (down by 2000) in 1999. In contrast, employment in the industry has decreased by 3600 in the year to February 2008 and by 9300 in the year to February 2009. Employment in Rental, Hiring and Real Estate Services is influenced not only by international economic and geopolitical factors, but is also sensitive to business profitability and investment in Australia.

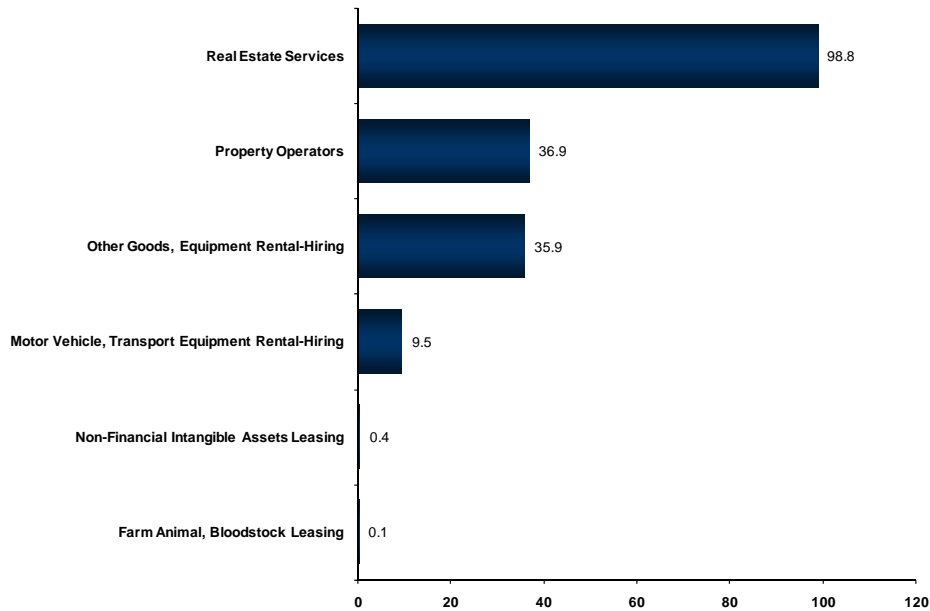
**Figure 2: Employment Level (line RHS) and Annual Change ('000s) - year to February (cols LHS)**



Source: ABS Labour Force Survey (DEEWR trend data)

When employment in the Rental, Hiring and Real Estate Services industry is broken down into specific sectors, the main contributors to employment can be identified. Real Estate Services is the largest sector in the industry, accounting for more than half (54.4 per cent) of industry employment or 98 800 workers as at February 2009 (see Figure 3). Property Operators was the second largest source of employment (36 900 or 20.3 per cent), closely followed by Other Goods and Equipment Rental and Hiring (35 900 or 19.8 per cent). Less than one per cent of workers were employed in Farm Animal and Bloodstock Leasing and in Non-Financial Intangible Assets Leasing (100 workers and 400 workers or 0.1 per cent and 0.2 per cent respectively).

**Figure 3: Rental, Hiring and Real Estate Services Sectors - Employment Level ('000s) February 2009**



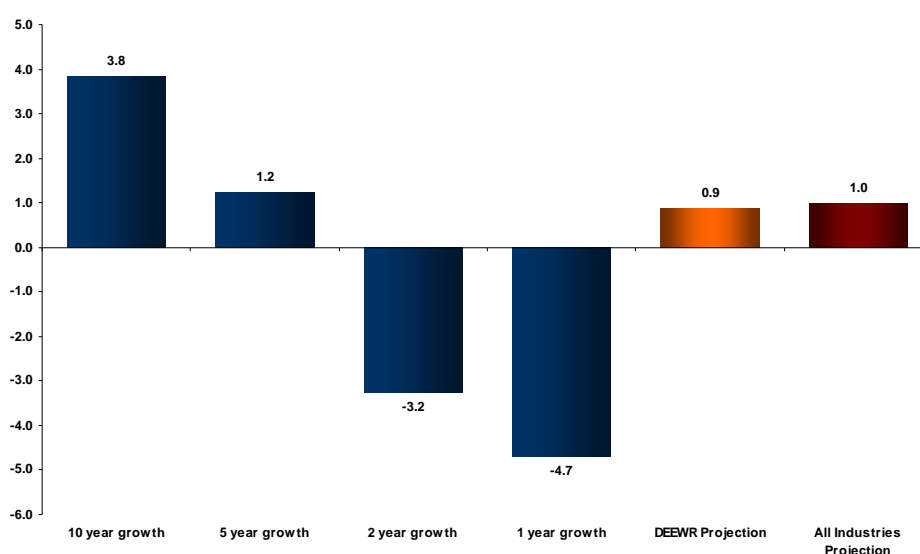
Source: ABS Labour Force Survey (DEEWR trend data)

## Employment Prospects

The Department of Education, Employment and Workplace Relations (DEEWR) prepares annual updates of employment projections for industries for the next five years. These are based in part on the Monash model developed by the Centre of Policy Studies at Monash University, but also take into account recent employment trends and prospective industry developments. It should be noted that a certain degree of uncertainty is attached to these employment projections.

In the five years to 2013-14, DEEWR has projected employment in the Rental, Hiring and Real Estate Services industry to grow at an average rate of 0.9 per cent per annum, which equates to around 8300 new jobs (see Figure 4). This compares with an average annual growth rate of 1.0 per cent for all industries over the same period.

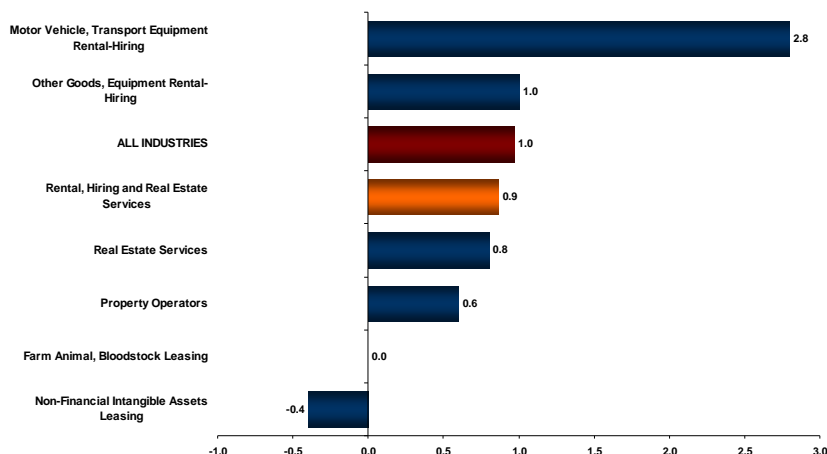
**Figure 4: Recent and Projected Employment Growth (% pa) - to February 2009 (past) and 5 years to 2013-2014 (projected)**



Source: ABS Labour Force Survey (DEEWR trend data); DEEWR projections

Employment growth is expected to vary across the six specific Rental, Hiring and Real Estate Services sectors (see Figure 5). Motor Vehicle and Transport Equipment Rental and Hiring is projected to have the strongest employment growth (up by 2.8 per cent per annum), followed by Other Goods and Equipment Rental and Hiring (1.0 per cent). The other four industry sectors are forecast to grow at a lower rate than the average of 0.9 per cent for the industry as a whole.

**Figure 5: Rental, Hiring and Real Estate Services Sectors - Projected Employment Growth (% pa) to 2013-2014**

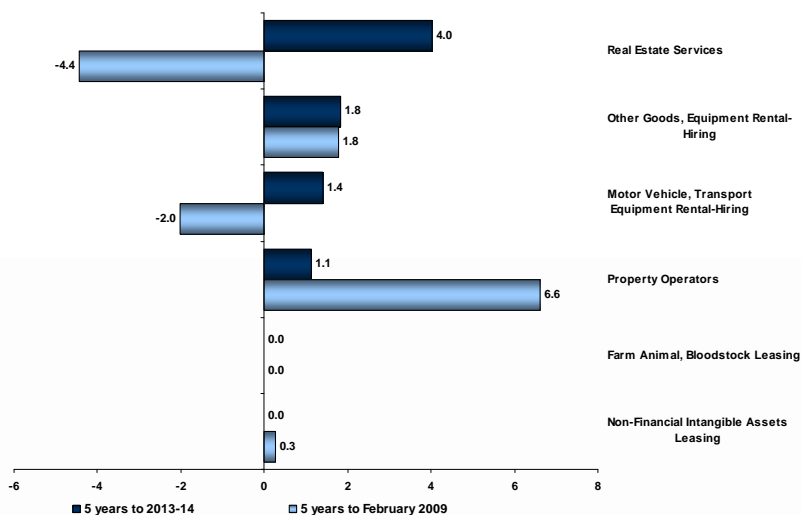


Source: DEEWR projections

In the five years to February 2009, Property Operators experienced the largest employment gain (6600 new jobs, see Figure 6), followed by Other Goods and Equipment Rental and Hiring (1800). Employment fell for Real Estate Services (down by 4400) and Motor Vehicle and Transport Equipment Rental and Hiring (2000) over the same time period.

In the five years to 2013-14, the largest number of new jobs is projected for Real Estate Services (up by 4000), followed by Other Goods and Equipment Rental and Hiring (1800). Slower growth is projected for Motor Vehicle and Transport Equipment Rental and Hiring (1400) and Property Operators (1100) while both Farm Animal and Bloodstock Leasing and Non-Financial Intangible Assets Leasing are forecast to remain steady over the same period.

**Figure 6: Rental, Hiring and Real Estate Services Sectors - Recent and Future Employment Growth ('000) - 5 years to February 2009 (past) and to 2013-14 (projected)**

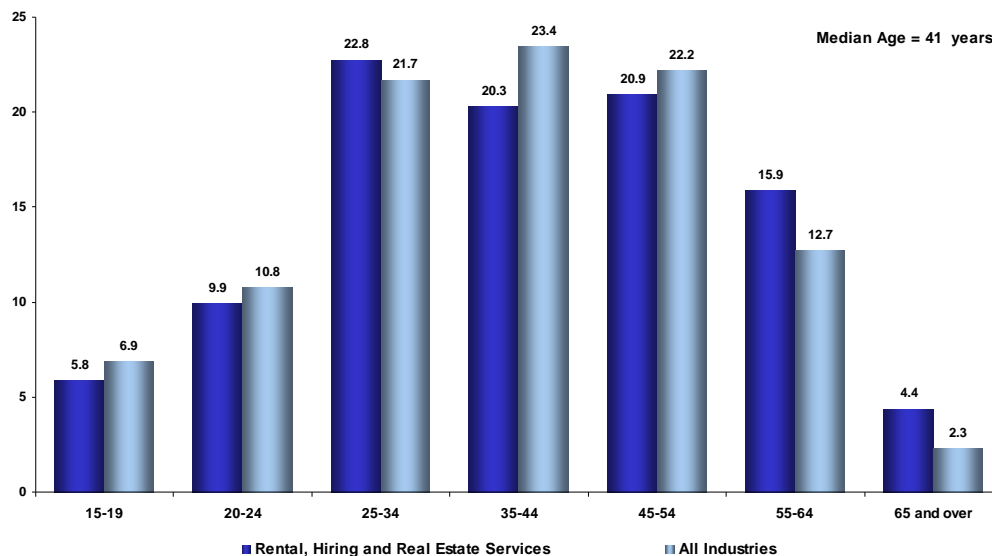


Source: ABS Labour Force Survey (DEEWR trend data); DEEWR projections

## Workforce Ageing

The age profile of the Rental, Hiring and Real Estate Services industry is skewed towards an older workforce. The proportions of workers aged 55 to 64 years (15.9 per cent compared with 12.7 per cent for all industries) and 65 years and over (4.4 per cent compared with 2.3 per cent) were above the corresponding averages for all industries in 2008 (see Figure 7). However, the share of workers aged 25 to 44 years ('prime age' workers) was close to that of all industries (43.1 per cent compared with 45.1 per cent for all industries).

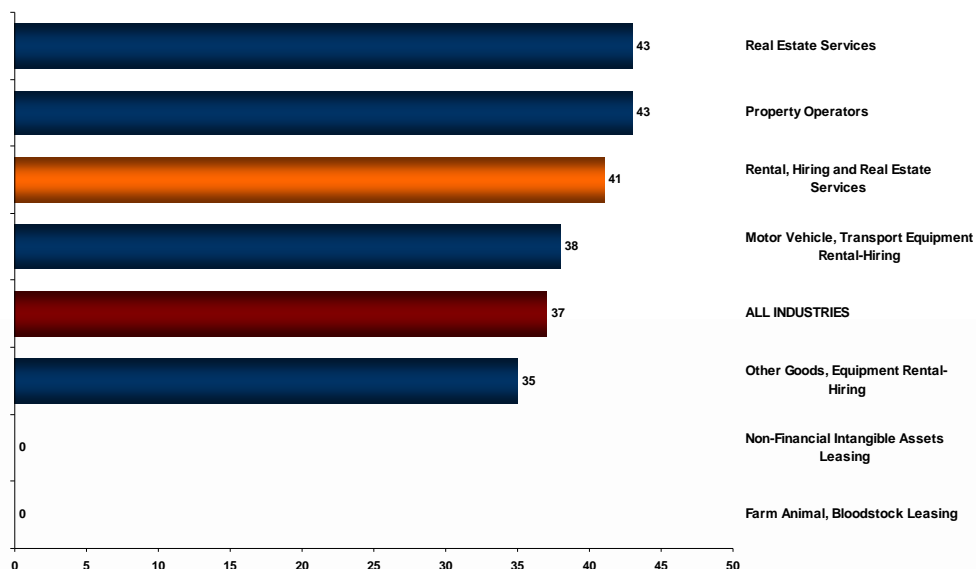
**Figure 7: Employed by Age compared with All Industries (% share of employment) - 2008**



Source: ABS Labour Force Survey

In 2008, the median age of workers in Rental, Hiring and Real Estate Services was 41 years, which was higher than the median age for all industries (37 years, see Figure 8). Within the industry, the median age varied somewhat, ranging from 43 years for Real Estate Services, down to 35 years for Other Goods and Equipment Rental and Hiring.

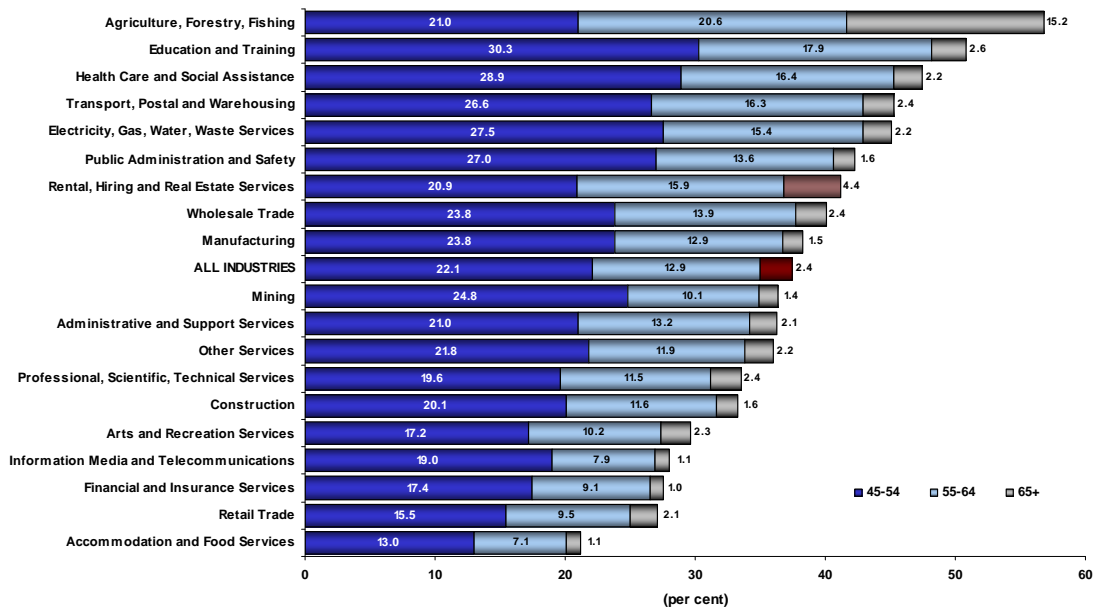
**Figure 8: Rental, Hiring and Real Estate Services Sectors - Median Age (years) - 2008**



Source: ABS Labour Force Survey

In 2008, about two in five (41.2 per cent) workers in Rental, Hiring and Real Estate Services were aged 45 years and over which was more than the all industries average of 37.4 per cent (see Figure 9). Further, of all 19 broad ANZSIC industries, Rental, Hiring and Real Estate Services had the second largest share of workers aged 65 years and over, with 4.4 per cent of its workers falling within this age group compared with 2.4 per cent for all industries.

**Figure 9: Mature Age workers (45+ years) % share of employment – 2008**

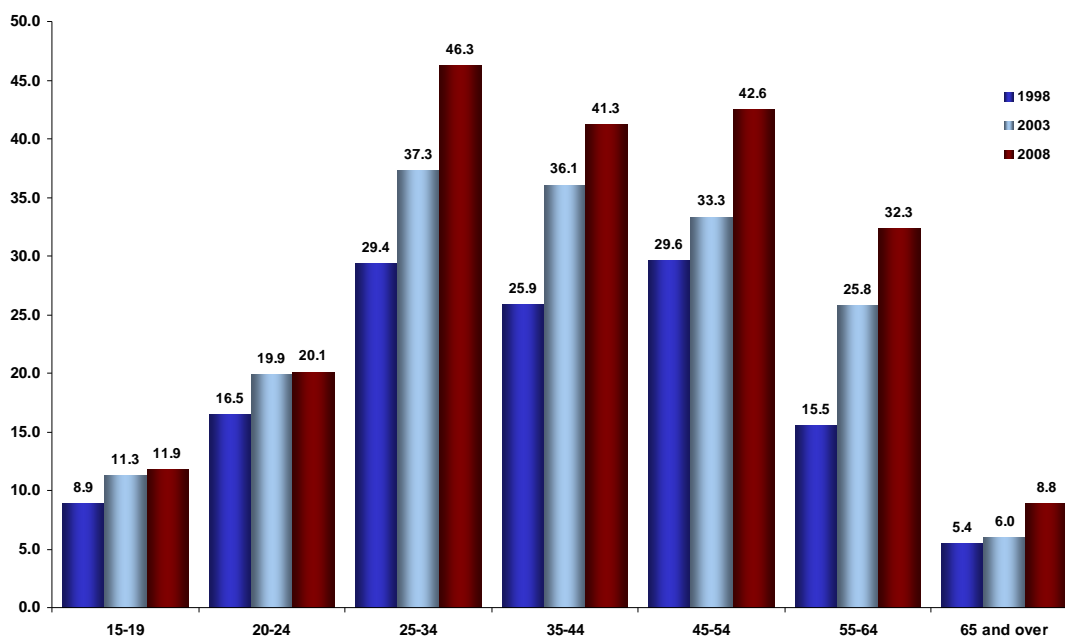


Source: ABS Labour Force Survey

Figure 10 shows employment by age group for three calendar years: 1998, 2003 and 2008. This provides a guide to changes in the employment mix by age group in the industry. As the Australian workforce experiences an increase in the median age of the population, it is important that there is a supply of prime age and mature age workers entering the workforce.

In response to the strong growth in employment, there has been an increase of workers in the Rental, Hiring and Real Estate Services industry in all age groups over the past decade (see Figure 10). Workers aged between 25 and 34 years experienced the largest employment growth in the 10 years to 2008 (up by 16 900), followed by workers aged 55 to 64 years (16 800). This reflects existing workers taking their jobs with them as they move into mature age cohorts as well as new workers entering the industry. Over the same period, workers aged 35 to 44 years also experienced strong growth (up by 15 400).

**Figure 10: Employment by Age ('000) - 1998, 2003 and 2008**

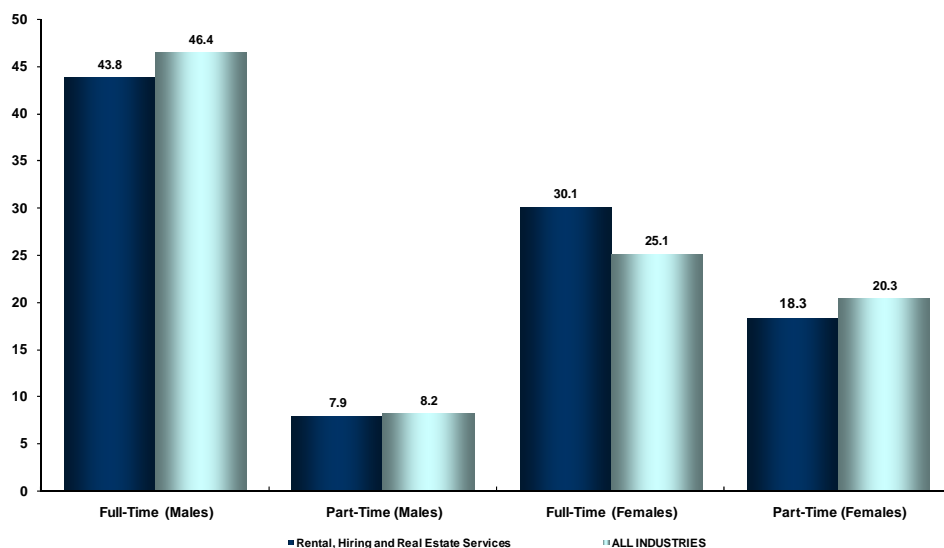


Source: ABS Labour Force Survey

## Employment by Gender and Full-time/Part-time

Employment in the Rental, Hiring and Real Estate Services industry is evenly split by gender, with males accounting for 51.7 per cent of industry employment, compared with 54.6 per cent for male workers in all industries (see Figure 11). Workers in Rental, Hiring and Real Estate Services are generally employed on a full-time basis, with 73.9 per cent of the industry workforce working full-time compared with the all industries average of 71.5 per cent. Full-time employment is also higher for females in this industry (30.1 per cent) than for females in all industries (25.1 per cent).

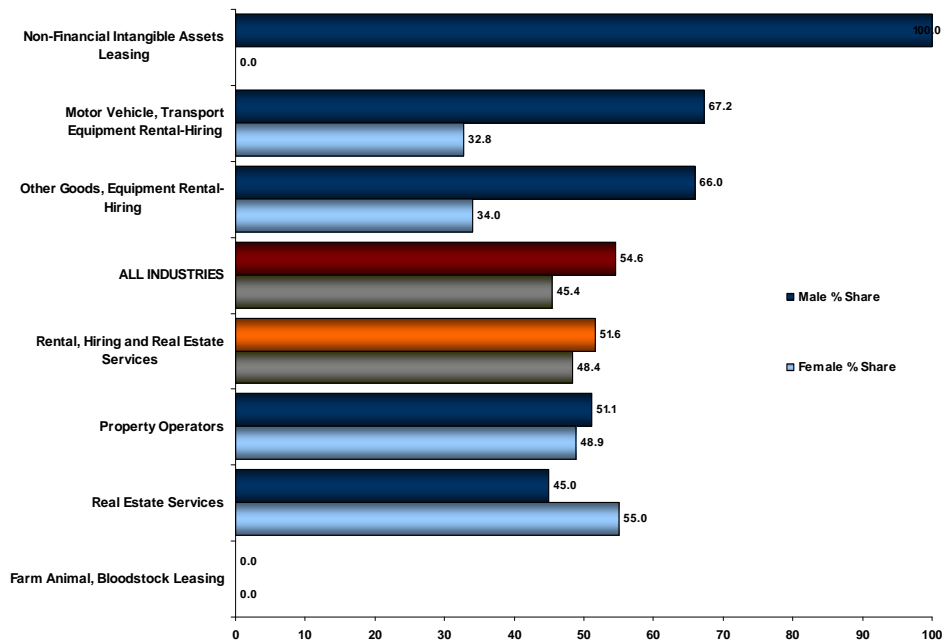
**Figure 11: Employment by Gender and Full-time / Part-time (% share) - year to February 2009**



Source: ABS Labour Force Survey

Within the Rental, Hiring and Real Estate Services industry, Non-Financial Intangible Assets Leasing employed the largest proportion of male workers (100.0 per cent), followed by Motor Vehicle and Transport Equipment Rental and Hiring (67.2 per cent). The largest proportion of female employment was recorded in Real Estate Services (55.0 per cent), followed by Property Operators (48.9 per cent).

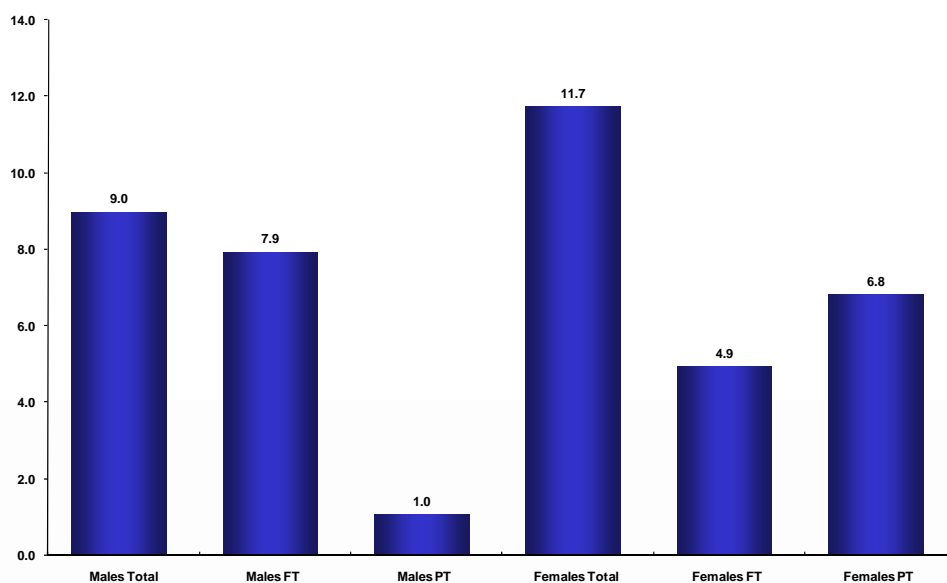
**Figure 12: Rental, Hiring and Real Estate Services Sectors - Employment by Gender (% share) year to February 2009**



Source: ABS Labour Force Survey

In the five years to February 2009, employment growth for both male and female workers in Rental, Hiring and Real Estate Services has been strong (up by 9000 and 11 700 respectively). For male workers, most of this growth was attributable to full-time employment (7900) whilst for female workers, part-time employment growth was stronger (6800, see Figure 13).

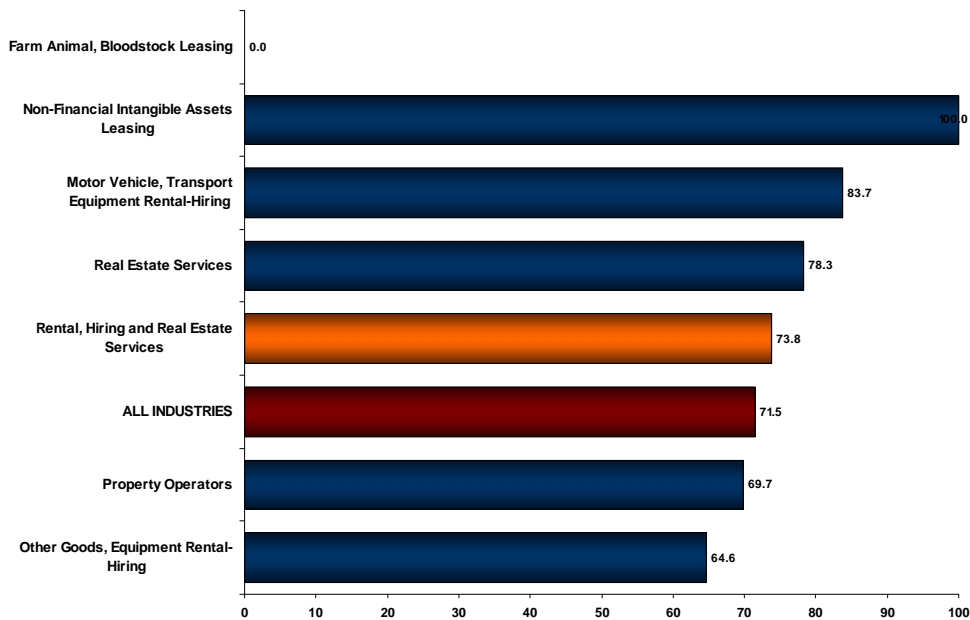
**Figure 13: Employment Growth by Gender (5 years) Full-time / Part-time ('000s) year to February 2009**



Source: ABS Labour Force Survey

Three of the Rental, Hiring and Real Estate Services industry sectors have a higher full-time employment share than all industries (71.5 per cent, see Figure 14). The highest full-time employment share can be found in Non-Financial Intangible Assets Leasing (100.0 per cent), followed by Motor Vehicle and Transport Equipment Rental and Hiring (83.7 per cent) and Real Estate Services (78.3 per cent). The lowest share of full-time employment was recorded in Other Goods and Equipment Rental and Hiring (64.6 per cent).

**Figure 14: Rental, Hiring and Real Estate Services Sectors - % working full-time year to February 2009**

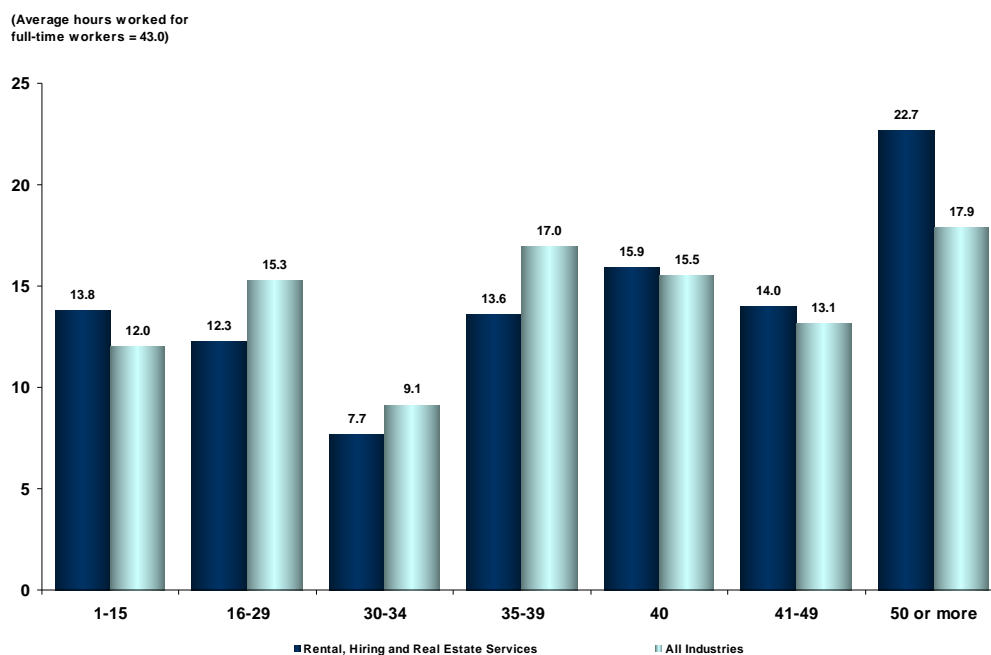


Source: ABS Labour Force Survey

## Hours Worked

In the year to February 2009, the Rental, Hiring and Real Estate Services industry recorded the fourth highest average of full-time weekly hours of all 19 ANZSIC 2006 industry groups (43.0 hours compared with 41.3 hours for all industries). The highest share of workers in Rental, Hiring and Real Estate Services was recorded to work 50 or more hours per week (22.7 per cent), followed by those working 40 hours per week (15.9 per cent). A very low share of workers reported to work 30 to 34 hours per week (7.7 per cent) while a higher proportion of workers worked 1 to 15 hours (13.8 per cent).

**Figure 15: Hours of Work - year to February 2009 (% share)**



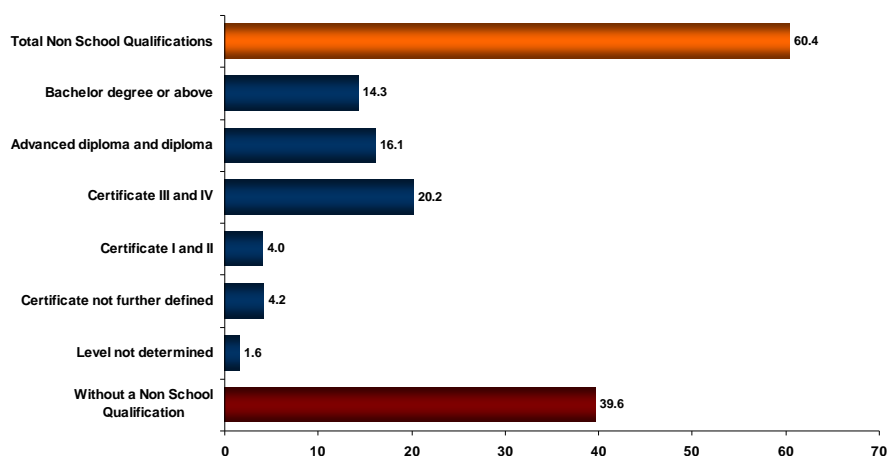
Source: ABS Labour Force Survey

# Employment Characteristics

## Educational Profile

In general, Rental, Hiring and Real Estate Services workers are highly qualified, with 60.4 per cent of workers having completed a non-school qualification as at May 2008 (see Figure 16), compared with 60.2 per cent for all industries. More than one in five (20.2 per cent) workers in the industry had obtained a Certificate III or IV. However, over one third (39.6 per cent) of workers in the industry were without a non-school qualification, reflecting the diverse range of occupations on offer in the Rental, Hiring and Real Estate Services industry, including for less-skilled workers.

**Figure 16: Educational Attainment - Share of Employment (%) - May 2008**

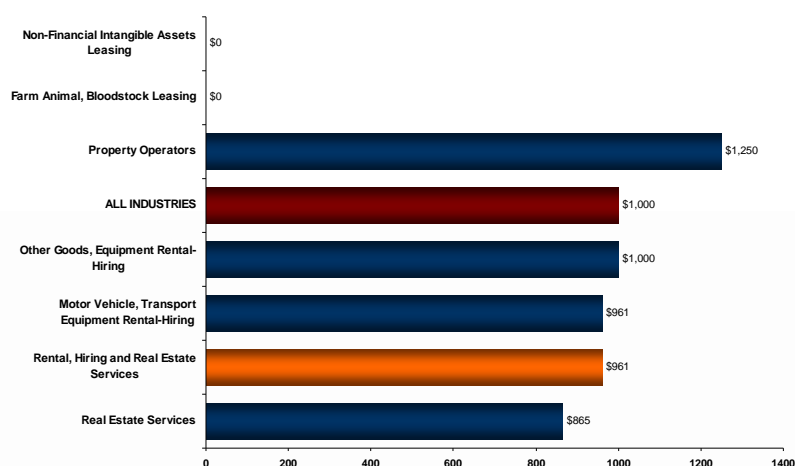


Source: ABS Education and Work Cat. no. 6227.0

## Median Weekly Earnings

Earnings in Rental, Hiring and Real Estate Services vary across industry sectors (see Figure 17). As at August 2008, median weekly full-time earnings in the industry were \$961, which compares with an all industries average of \$1000. Real Estate Services recorded the lowest median full-time weekly earnings (\$865) within the industry, while Property Operators recorded the highest median weekly full-time wage of \$1250.

**Figure 17: Rental, Hiring and Real Estate Services Sectors - Median weekly earnings full-time and before tax - August 2008**

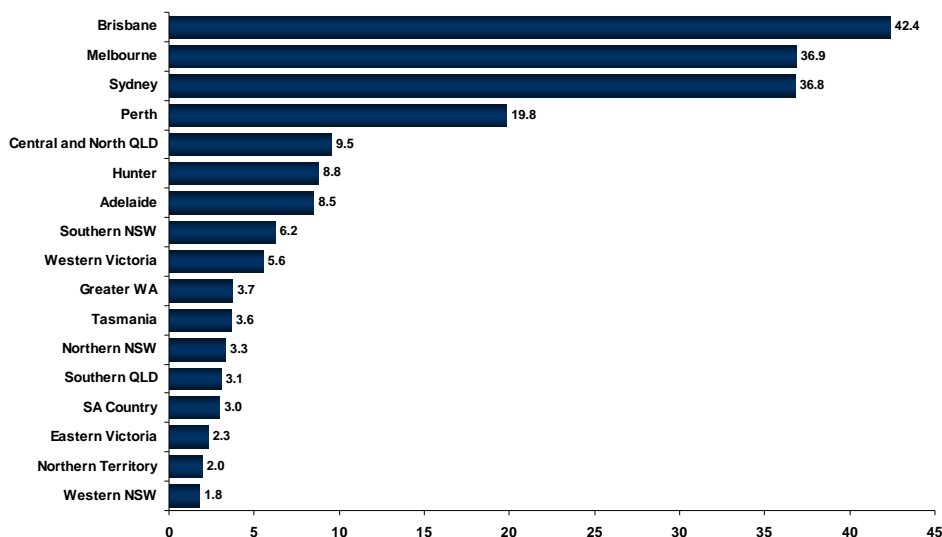


Source: ABS Employee Earnings, Benefits and Trade Union Membership, Cat. no. 6310.0

## Employment by Region

Employment in the Rental, Hiring and Real Estate Services industry is highly concentrated in the major capital cities in Australia, reflecting the large population base in these cities (see Figure 18). In the year to February 2009, the majority of workers in Rental, Hiring and Real Estate Services were employed in Brisbane (42 400), followed by Melbourne (36 900), Sydney (36 800) and Perth (19 800).

*Figure 18: Main Employing Regions ('000s) – year to February 2009*

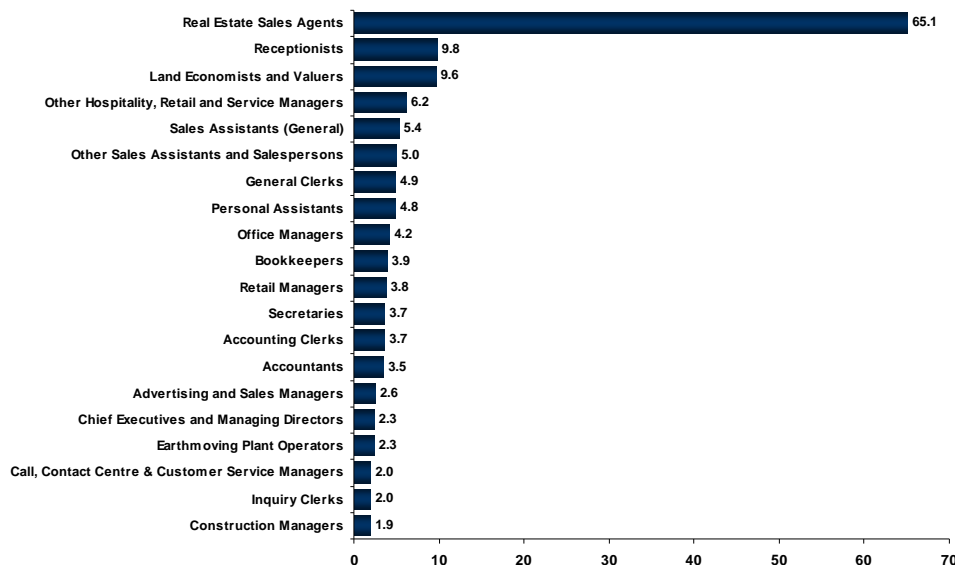


Source: ABS Labour Force Survey

## Main Employing Occupations

The Rental, Hiring and Real Estate Services industry offers a diverse range of career options (see Figure 19). In the year to November 2008, the largest employing occupation in the industry was, by far, Real Estate Sales Agents (65 100), followed by Receptionists (9800) and Land Economists and Valuers (9600).

*Figure 19: Top 20 Employing Occupations ('000) - year to November 2008*



Source: ABS Labour Force Survey

Further information on occupations is available on the Job Outlook website ([www.joboutlook.gov.au](http://www.joboutlook.gov.au))

For further information on the Rental, Hiring and Real Estate Services industry (or other industries), visit the SkillsInfo website at [skillsinfo.gov.au](http://skillsinfo.gov.au). SkillsInfo provides a range of skills related information for industries (and regions). The website offers a broad range of information on employment, careers, education and training and skills issues – including workforce ageing, skills in demand, labour force data, ICT and employability skills as well as quick links to skills information. Data are sourced mainly from the ABS Labour Force Survey.

SkillsInfo also brings together a large collection of links to external industry and skills related websites.

