

Number of Job Interviews in Australia Declining



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The Global Financial Crisis caused an enormous decline in the numbers of interviews for Australians seeking new jobs. With the economy starting to pick up and employers slowly looking to hire again there is now fierce competition as people try to get back into the workforce or to get the promotion they have been denied over the past 18 months.

Despite this, 9 out of 10 people still don't do any preparation for their interview and leave what could be the most important conversation of their life to chance.

An exciting development for the thousands of people struggling to find work is the launch of a new software product called InterviewGOLD.com.au. InterviewGOLD provides customised interview training for over 2500 different jobs and allows people to practice for their interviews with a virtual industry expert.

InterviewGOLD takes a unique approach to interview preparation that combines a fast track interview skills course with video practice interviews and interactive mock interviews specific to individual jobs and industries.

Operating in the UK and US since 2006, InterviewGOLD has already helped thousands of people be better prepared for their job interviews. In a recent survey, 97% of InterviewGOLD users said it helped them deliver their best in their interview and they would definitely recommend it to fellow job seekers.

When a bar job gets over 100 applications in the first few hours, it's fair to say that for most Australians it has never been harder to find a job. With job advertisements at their lowest levels for 15 years, and many good candidates on the job market, job seekers in most industries are facing up to five times the level of competition compared with a year ago.

Graduates face a particularly gruelling challenge, with recent figures from the Olivier Group showing a 56% fall in the number of graduate positions and stiff competition coming from candidates with years of experience.

Industry experts say candidates need to be patient, persistent, but most of all, to be prepared. Robert Olivier advises job seekers "it's not the quantity of your applications, but the quality, that counts."

"Many good applicants are not even getting past the short listing stage" says Marcus Webb General Manager of InterviewGOLD.com.au. "Those who are called to interview are finding themselves competing against other highly experienced candidates," he said.

With such fierce competition, candidates have to focus on making the most of their opportunities.

"Many candidates understand the need to work on their resume, but don't realise that the biggest challenge is still to come", says Webb. "A good resume might get you the interview, but whether you get the job really comes down to your performance in the interview. And it's not just formal interviews, but job seekers need to realise that every time they pick up the phone is an opportunity to sell themselves."

InterviewGOLD.com.au has partnered with some of Australia's leading recruitment and migration firms, such as Rubicor, Morgan Consulting, and LiveInAustralia.com.au, who are looking for ways to assist more candidates find their dream jobs.

"InterviewGOLD.com.au will help candidates of all levels perform at their best in an interview and is an excellent investment in their career," says Geraldine Ellis-Maguire of Rubicor. "We hope our support provides a measure of assistance in what we know can be a challenging process."

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Online tools in recent years have focused on helping employers find candidates in a candidate short market. With the job market changing so dramatically in such a short space of time, InterviewGOLD.com.au is a timely and affordable addition to the resources available to help job seekers of all ages, industries and experience perform at their best and land their dream job.

For more information or to arrange an interview, please contact Marcus Webb on 0415 332 866.

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