

ANZ Australian Job Advertisement Series Media Release

8 January 2019



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Next release:
January 2019 data

Expected release date:
Monday 4 February 2019

Flat end to the year

For December, job ads' growth was flat, on a seasonally adjusted basis. On an annual basis, growth accelerated to 4.1% (vs 2.1% in November).

In trend terms, job ads fell by 0.1% m/m for the seventh consecutive month. Job ads grew 1.5% y/y to December in trend terms (down from 2.6% y/y in November).

	Seasonally adjusted			Trend	
	Number	% m/m	% y/y	% m/m	% y/y
Total job ads	175,428	0.0	4.1	-0.1	1.5

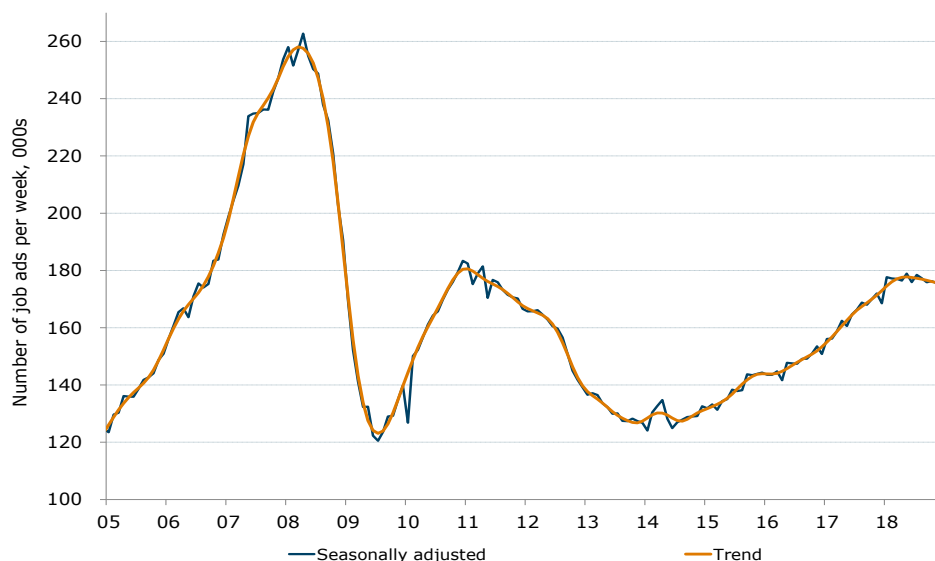
See page 5 for [technical details](#)

ANZ's Head of Australian Economics, David Plank, commented:

"ANZ Australian Job Ads showed very little in the way of direction for most of 2018. The flat result for December underlines this pattern. This means that from double digit growth in 2017, the annual growth of job ads progressively slipped through the year. Unless job ads jump by 1.3% or more in January, the annual rate of change in job ads will slip into negative territory for the first time since March-April 2014. This need not point to a drop in employment, however. The level of job ads is sufficiently high for ongoing employment growth even if they remain flat (Figure 4 below).

But job ads have been underestimating employment growth and overestimating unemployment for some time (Figures 4 and 1). If we combine it with other indicators things look more positive, with ANZ's Labour Market Indicator still pointing to a lower unemployment rate (Figure 3). We would be more confident in this outlook if job ads ended its downtrend."

ANZ Australian Job Advertisements flat in December



Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research



Average total number of job ads per month – Australia

	Original		Seasonally adjusted (a)		Trend estimate (b)		
			Per cent change		Per cent change		
	Number	Number	Month	Year (c)	Number	Month	Year
2009-10	139,554	140,687		-22.6	142,109		-21.9
2010-11	174,478	176,066		25.1	176,220		24.0
2011-12	166,698	167,796		-4.7	167,807		-4.8
2012-13	141,107	141,593		-15.6	141,524		-15.7
2013-14	128,162	128,538		-9.2	128,578		-9.1
2014-15	131,138	131,557		2.3	131,432		2.2
2015-16	143,244	143,355		9.0	143,376		9.1
2016-17	154,844	154,971		8.1	155,068		8.2
Dec 2016	131,609	150,826	-1.7	4.5	153,370	1.0	6.5
Jan 2017	127,149	156,100	3.5	8.7	154,996	1.1	7.7
Feb 2017	162,453	156,168	0.0	8.8	156,754	1.1	9.0
Mar 2017	166,671	158,725	1.6	9.7	158,665	1.2	10.1
Apr 2017	161,217	162,410	2.3	14.6	160,648	1.3	10.9
May 2017	163,031	160,579	-1.1	8.7	162,594	1.2	11.6
Jun 2017	166,379	164,666	2.5	11.6	164,480	1.2	12.0
Jul 2017	167,146	166,320	1.0	12.9	166,086	1.0	12.3
Aug 2017	176,692	168,785	1.5	13.2	167,453	0.8	12.5
Sep 2017	179,686	168,050	-0.4	12.6	168,661	0.7	12.6
Oct 2017	177,326	169,966	1.1	12.6	169,950	0.8	12.7
Nov 2017	176,668	171,966	1.2	12.0	171,362	0.8	12.8
Dec 2017	149,674	168,545	-2.0	11.7	172,943	0.9	12.8
Jan 2018	141,728	177,639	5.4	13.8	174,592	1.0	12.6
Feb 2018	183,912	177,199	-0.2	13.5	176,026	0.8	12.3
Mar 2018	186,728	177,047	-0.1	11.5	177,066	0.6	11.6
Apr 2018	174,149	176,465	-0.3	8.7	177,609	0.3	10.6
May 2018	181,765	178,879	1.4	11.4	177,736	0.1	9.3
Jun 2018	177,685	175,902	-1.7	6.8	177,564	-0.1	8.0
Jul 2018	179,349	178,441	1.4	7.3	177,260	-0.2	6.7
Aug 2018	185,833	177,321	-0.6	5.1	176,961	-0.2	5.7
Sep 2018	187,857	175,884	-0.8	4.7	176,554	-0.2	4.7
Oct 2018	184,003	176,274	0.2	3.7	176,135	-0.2	3.6
Nov 2018	180,956	175,510	-0.4	2.1	175,737	-0.2	2.6
Dec 2018	154,372	175,428	0.0	4.1	175,521	-0.1	1.5

The internet series counts the average number of job ads carried by each of the sites contributing to the series on the same day of each week in the month indicated. The day (which is not necessarily the same for each site) is selected by the site operator as broadly representative of its activity levels.

The data are based on information provided by the operators of the following sites: Seek.com.au, and the Department of Employment's Australian JobSearch site (Jobsearch.gov.au).

(a) Concurrent seasonal adjustment method (see [Technical Appendix](#) for further details).

(b) The trend estimates came from applying a 13-term Henderson moving average to the seasonally adjusted series. This smoothing technique enables estimates to be produced for the latest month, but it also results in revisions to the most recent six months as additional observations become available.

(c) Annual changes are on a year-average basis.

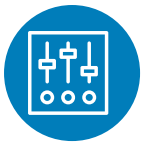
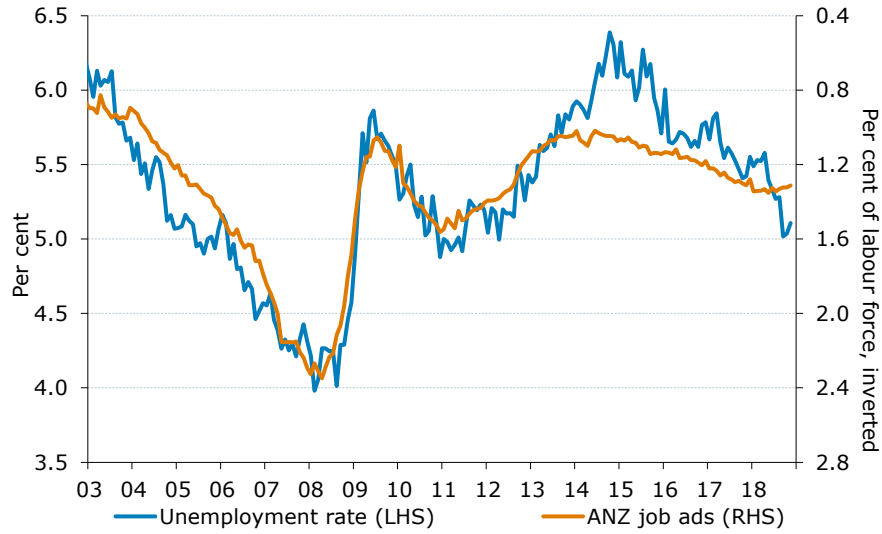
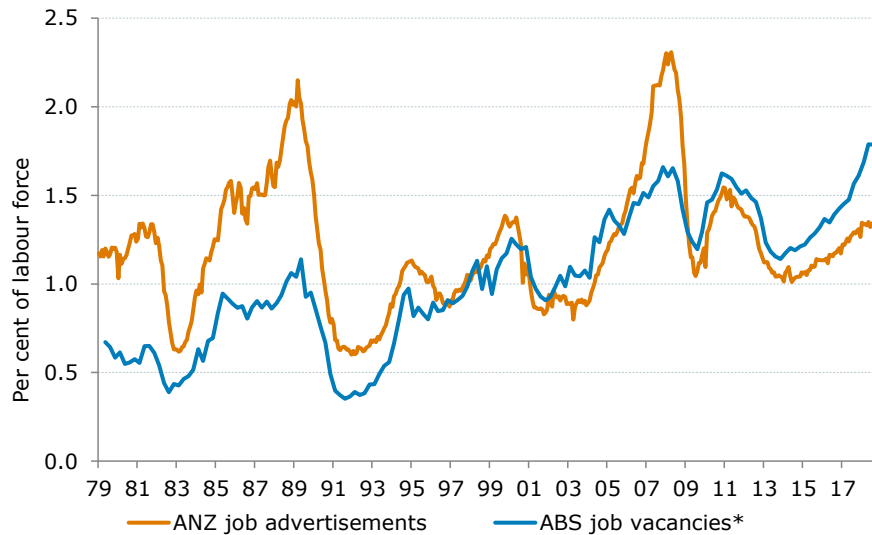


Figure 1. Unemployment rate and ANZ Job Ads since 2003



Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research

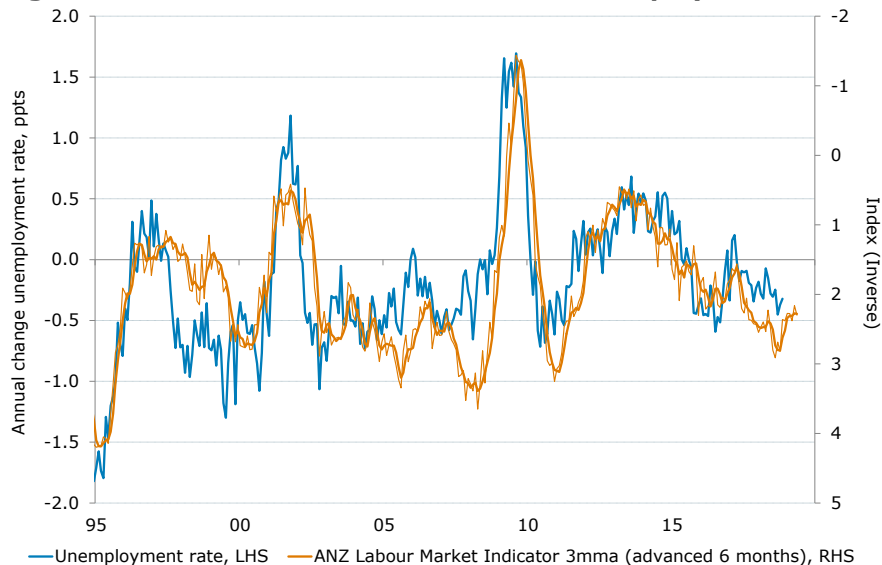
Figure 2. ANZ Job Ads and ABS Job Vacancies



* ABS Job Vacancies: latest data are for Oct 2018.

Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research

Figure 3. ANZ Labour Market Indicator vs unemployment



Source: ABS, SEEK, Dept of Jobs and Small Business, NAB, Westpac, ANZ Research

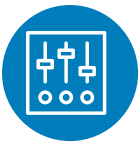
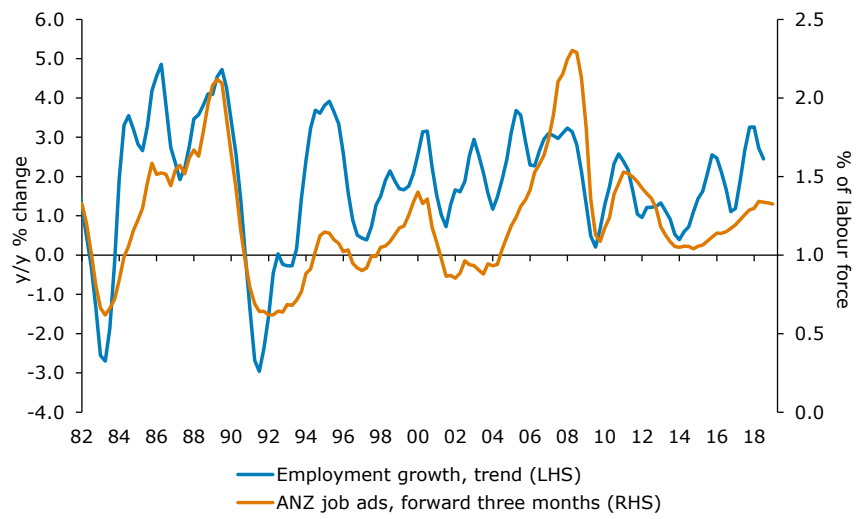
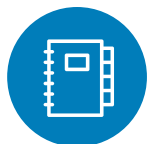


Figure 4. Growth in employment and ANZ Job Ads



Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research



The ANZ Job Advertisements series uses a concurrent seasonal adjustment methodology to derive the seasonal adjustment factors. This means that data from the current month are used in estimating seasonal factors for the current and previous months. Concurrent seasonal adjustment replaced the forward factor methodology from the June 2010 reference month.

The concurrent adjustment methodology uses the most recent data every month, whereas the forward factor approach used it only once a year. Under concurrent adjustment, the seasonal factors will also be more responsive to underlying dynamic changes than forward factors.

Concurrent adjustment can result in revisions to the seasonal factors each month to estimates for earlier periods. However, in most instances, the only noticeable revisions will be to the seasonal adjustment factors for the current month, the previous month and the same month a year ago.

The concurrent seasonal adjustment brings the ANZ Job Advertisements series in line with the methodology used by the ABS for its monthly employment data.

State and territory charts have been discontinued.

Note for editors

For some of the newspapers surveyed, the ANZ Job Advertisements series counts the number of advertisement 'bookings'. Each booking may contain multiple advertisements. In addition, the series counts classified advertisements only, and does not include display advertisements. For these reasons, it would be incorrect to draw any inference or correlation from the ANZ Job Advertisements series regarding advertising volumes or revenues from employment advertising in the newspapers surveyed. The series is not intended as and should not be used as a tool to assess the financial performance of any of the newspapers it draws information from.



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[25.07.2018]

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