

ANZ Australian Job Advertisement Series Media Release

2 November 2020



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objectives or circumstances.
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Important Notice.

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Next release:

November 2020 data

Expected release date:

Monday 7 December 2020

Job Ads continue to gain in October

ANZ Australian Job Ads rose 9.4% m/m in October, following an upwardly-revised 8.3% in September, but remain 13.5% lower than the February level.

	Seasonally adjusted		
	Number	% m/m	% y/y
Total job ads	129,544	9.4	-16.2

See page 4 for [technical details](#)

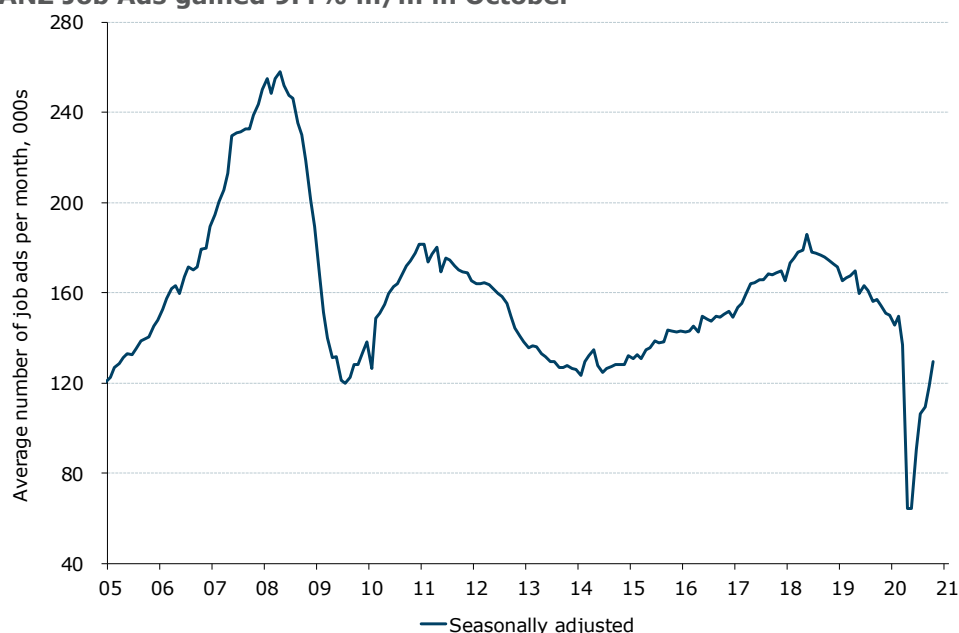
ANZ Senior Economist, Catherine Birch, commented:

The ANZ Job Ads recovery maintained a steady pace into October, rising 9.4% m/m. Job Ads have now regained more than three-quarters of the plunge they took in March and April.

As we noted [last month](#), though, we think Job Ads will need to exceed pre-pandemic levels for some time to ensure the ongoing recovery in employment and reduce labour market underutilisation. [SEEK](#) data show its job ads are already above pre-pandemic levels in most states and the Northern Territory, but there is some way to go in the ACT, New South Wales and Victoria. Nationally, ANZ Job Ads are still 13.5% below their February level, but the reopening of Melbourne will provide a boost from November.

As direct fiscal support drops off, leading some businesses to close or downsize, we expect some employment losses. But we may not see the same effect on Job Ads, as it seems unlikely that many businesses in a tenuous position would be recruiting. Business and [consumer confidence](#) will be critical to a sustained improvement in hiring activity and employment growth though.

ANZ Job Ads gained 9.4% m/m in October



Source: SEEK; Department of Education, Skills and Employment; ANZ Research



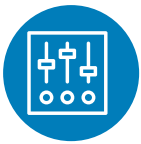
Average total number of job ads per month – Australia

Date	Original	Seasonally adjusted (a)	
	Number	Number	Per cent change
			Month Year
2009-10	139,554	139,529	-22.6
2010-11	174,478	174,626	25.2
2011-12	166,698	166,507	-4.6
2012-13	141,107	140,816	-15.4
2013-14	128,162	128,026	-9.1
2014-15	131,138	131,175	2.5
2015-16	143,244	143,274	9.2
2016-17	154,844	155,001	8.2
2017-18	172,763	172,959	11.6
2018-19	170,214	170,202	-1.6
2019-20	132,389	131,810	-22.6
Aug 2017	176,692	168,631	1.7 12.8
Sep 2017	179,686	167,873	-0.4 12.6
Oct 2017	177,326	168,721	0.5 12.2
Nov 2017	176,668	169,566	0.5 11.5
Dec 2017	149,674	165,412	-2.4 10.9
Jan 2018	141,728	173,290	4.8 12.7
Feb 2018	183,912	175,253	1.1 12.9
Mar 2018	186,728	178,002	1.6 11.8
Apr 2018	174,149	179,148	0.6 9.1
May 2018	181,765	185,884	3.8 13.1
Jun 2018	177,685	177,887	-4.3 7.3
Jul 2018	179,349	177,448	-0.2 7.0
Aug 2018	185,833	176,805	-0.4 4.8
Sep 2018	187,857	175,830	-0.6 4.7
Oct 2018	184,003	174,668	-0.7 3.5
Nov 2018	180,956	173,023	-0.9 2.0
Dec 2018	154,372	171,579	-0.8 3.7
Jan 2019	137,831	165,503	-3.5 -4.5
Feb 2019	175,789	166,906	0.8 -4.8
Mar 2019	174,371	167,465	0.3 -5.9
Apr 2019	165,436	169,973	1.5 -5.1
May 2019	154,535	159,864	-5.9 -14.0
Jun 2019	162,234	163,361	2.2 -8.2
Jul 2019	163,166	160,963	-1.5 -9.3
Aug 2019	164,798	156,165	-3.0 -11.7
Sep 2019	167,827	157,235	0.7 -10.6
Oct 2019	163,167	154,663	-1.6 -11.5
Nov 2019	158,284	151,012	-2.4 -12.7
Dec 2019	135,430	150,249	-0.5 -12.4
Jan 2020	121,818	145,778	-3.0 -11.9
Feb 2020	157,928	149,691	2.7 -10.3
Mar 2020	142,232	136,835	-8.6 -18.3
Apr 2020	62,391	64,210	-53.1 -62.2
May 2020	61,795	64,250	0.1 -59.8
Jun 2020	89,831	90,674	41.1 -44.5
Jul 2020	108,093	106,434	17.4 -33.9
Aug 2020	115,577	109,383	2.8 -30.0
Sep 2020	126,511	118,466	8.3 -24.7
Oct 2020	136,787	129,544	9.4 -16.2

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 Education, Skills and Employment's Australian JobSearch site (Jobsearch.gov.au).

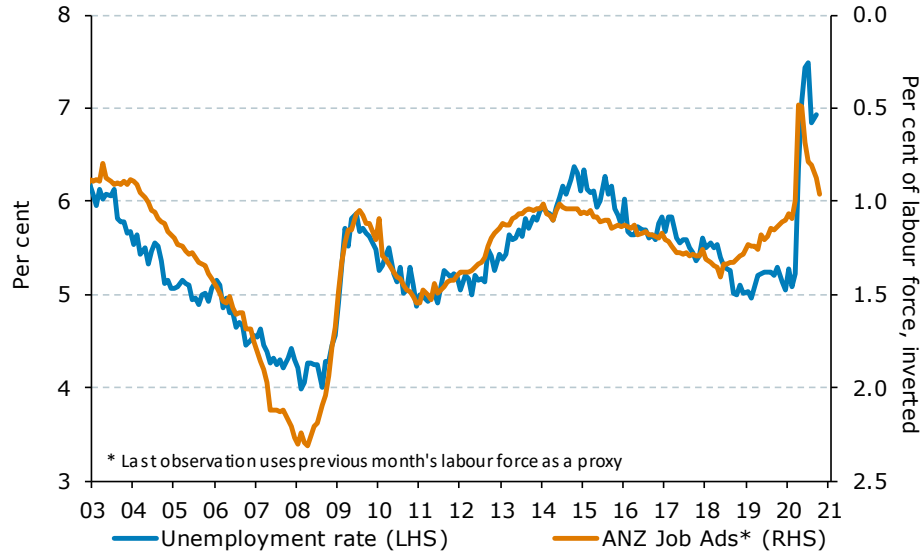
(a) Concurrent seasonal adjustment method (see [Technical Appendix](#) for further details).

(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.



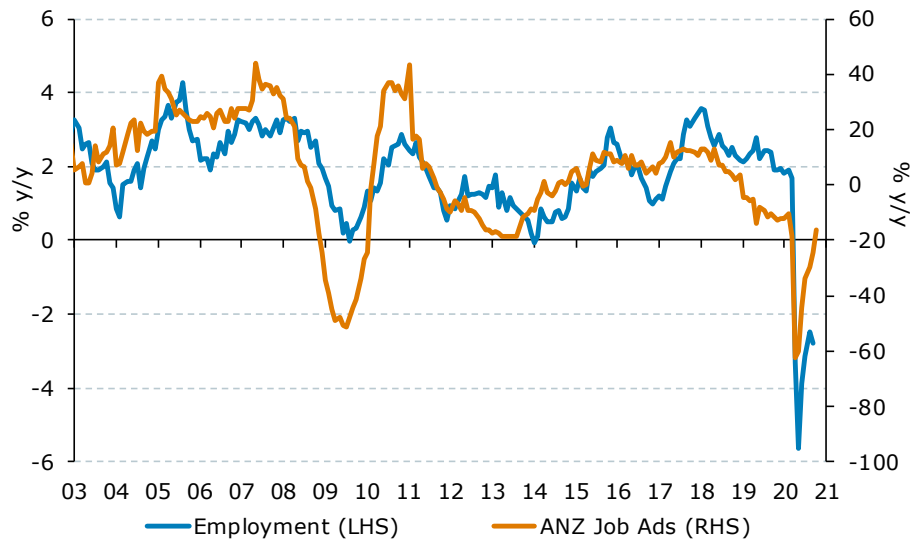
ANZ Job Ads in relation to other indicators

Figure 1. ANZ Job Ads and the unemployment rate



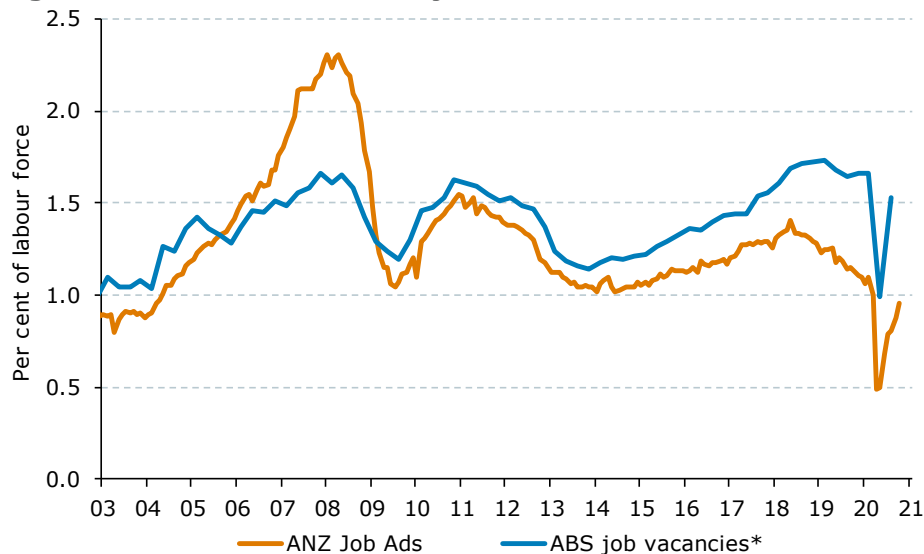
Source: ABS; SEEK; Department of Education, Skills and Employment; ANZ Research

Figure 2. ANZ Job Ads and employment growth



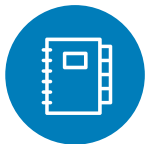
Source: ABS; SEEK; Department of Education, Skills and Employment; ANZ Research

Figure 3. ANZ Job Ads and ABS job vacancies



*Last observation August 2020

Source: ABS; SEEK; Department of Education, Skills and Employment; 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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[4 April 2019]

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