

# ANZ Australian Job Advertisement Series

## Media Release

6 September 2021



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**Next release:**  
 September 2021 data

**Expected release date:**  
 Tuesday 5 October 2021

### ANZ Job Ads: a gradual slide

ANZ Australian Job Ads<sup>1</sup> declined 2.5% m/m in August, following a downwardly-revised 1.3% m/m fall in July. Job Ads was still more than a quarter above its pre-pandemic level and holding up much better than during the national lockdown last year.

	Seasonally adjusted		
	Number	% m/m	% on Jan 2020 (pre-COVID)
<b>Total job ads</b>	195,995	-2.5	+26.3

See page 4 for [technical details](#)

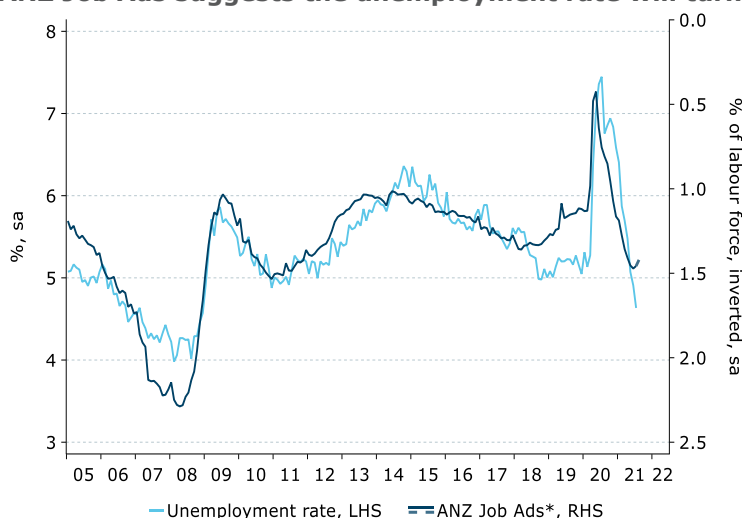
### ANZ Senior Economist, Catherine Birch, commented:

ANZ Job Ads slipped a further 2.5% in August as NSW remained in lockdown for a second month and Victoria entered its sixth lockdown. But Job Ads has been more resilient this time around: the cumulative 3.7% fall over the past two months was miniscule compared with the 64% plunge last year during the national lockdown. This is in line with other key indicators, such as [consumer confidence](#), which has fallen but is still well above the lows of 2020.

Newly lodged job ads<sup>2</sup> are also holding up better. In NSW, they fell 10.3% in July, but were still 24% higher than pre-pandemic. In a positive sign, Victoria's new job ads rebounded in July following the state's fourth lockdown, providing evidence that job ads (and employment) should recover quickly again once restrictions ease.

Admittedly, it is likely that ANZ Job Ads will decline further over coming months, and we expect sizeable employment losses in locked down areas, with the national unemployment rate to lift back above 5%. But given the momentum going into lockdowns, policy support and signs that activity should rebound once restrictions ease, we think [the setback will be temporary](#).

### ANZ Job Ads suggests the unemployment rate will turn up



\*Last observation uses previous month's labour force as proxy.  
 Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

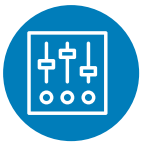
- Note that large swings in the data during the pandemic are resulting in larger-than-usual revisions to recent historical seasonally adjusted data.
- According to the National Skills Commission's Internet Vacancy Index (IVI). The IVI measures new job ads (flow), while ANZ Job Ads measures total job ads (stock).



## Average total number of job ads per month – Australia

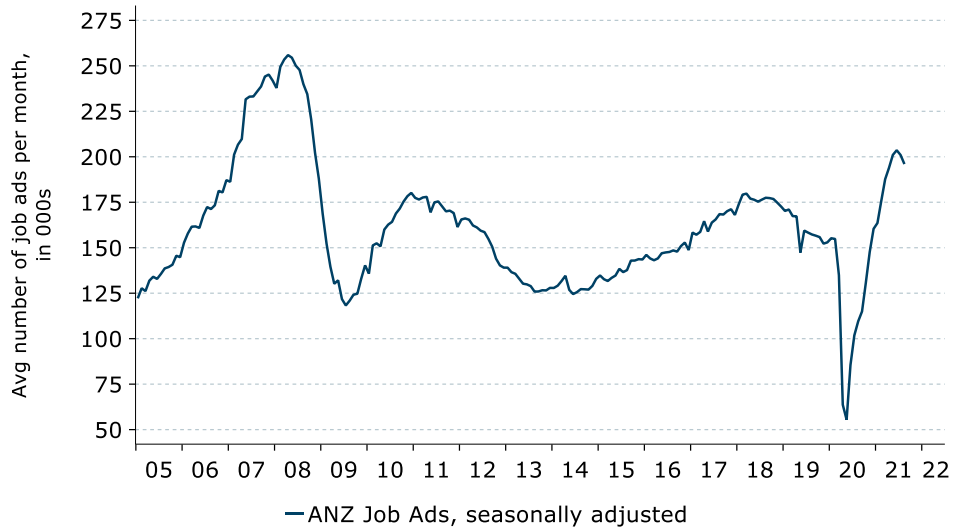
Date	Original	Seasonally adjusted		
	Number	Number	Per cent change	
			Month	Year
<b>2009-10</b>	139,554	139,523		
<b>2010-11</b>	174,478	174,364		25.0
<b>2011-12</b>	166,698	166,575		-4.5
<b>2012-13</b>	141,107	140,974		-15.4
<b>2013-14</b>	128,162	128,034		-9.2
<b>2014-15</b>	131,138	131,211		2.5
<b>2015-16</b>	143,244	143,265		9.2
<b>2016-17</b>	154,844	154,830		8.1
<b>2017-18</b>	172,763	172,766		11.6
<b>2018-19</b>	169,905	169,839		-1.7
<b>2019-20</b>	131,970	131,895		-22.3
<b>2020-21</b>	157,599	157,592		19.5
<b>Jan 2019</b>	136,971	170,226	-1.4	-2.1
<b>Feb 2019</b>	174,999	171,022	0.5	-4.6
<b>Mar 2019</b>	173,697	167,374	-2.1	-6.9
<b>Apr 2019</b>	164,923	167,276	-0.1	-5.5
<b>May 2019</b>	154,097	147,346	-11.9	-16.5
<b>Jun 2019</b>	161,805	159,420	8.2	-9.1
<b>Jul 2019</b>	162,673	158,306	-0.7	-10.3
<b>Aug 2019</b>	164,305	157,278	-0.6	-11.4
<b>Sep 2019</b>	167,310	156,621	-0.4	-11.7
<b>Oct 2019</b>	162,688	155,831	-0.5	-11.9
<b>Nov 2019</b>	157,876	152,254	-2.3	-12.9
<b>Dec 2019</b>	135,055	152,945	0.5	-11.4
<b>Jan 2020</b>	121,223	155,218	1.5	-8.8
<b>Feb 2020</b>	157,283	154,822	-0.3	-9.5
<b>Mar 2020</b>	141,911	134,827	-12.9	-19.4
<b>Apr 2020</b>	62,218	63,658	-52.8	-61.9
<b>May 2020</b>	61,546	55,440	-12.9	-62.4
<b>Jun 2020</b>	89,555	85,536	54.3	-46.3
<b>Jul 2020</b>	107,765	101,818	19.0	-35.7
<b>Aug 2020</b>	115,238	109,531	7.6	-30.4
<b>Sep 2020</b>	126,148	114,983	5.0	-26.6
<b>Oct 2020</b>	136,763	131,001	13.9	-15.9
<b>Nov 2020</b>	152,918	147,758	12.8	-3.0
<b>Dec 2020</b>	143,285	160,407	8.6	4.9
<b>Jan 2021</b>	127,452	163,586	2.0	5.4
<b>Feb 2021</b>	176,684	175,809	7.5	13.6
<b>Mar 2021</b>	195,106	187,658	6.7	39.2
<b>Apr 2021</b>	192,908	193,931	3.3	204.6
<b>May 2021</b>	208,158	201,016	3.7	262.6
<b>Jun 2021</b>	208,768	203,602	1.3	138.0
<b>Jul 2021</b>	206,760	200,984	-1.3	97.4
<b>Aug 2021</b>	201,354	195,995	-2.5	78.9

Note: changes in methodology in November 2020 release and resulting revisions to the historical series. The inclusion of newspaper job ads was discontinued from January 2019 and the seasonal adjustment process modified from November 2020. See Appendix.



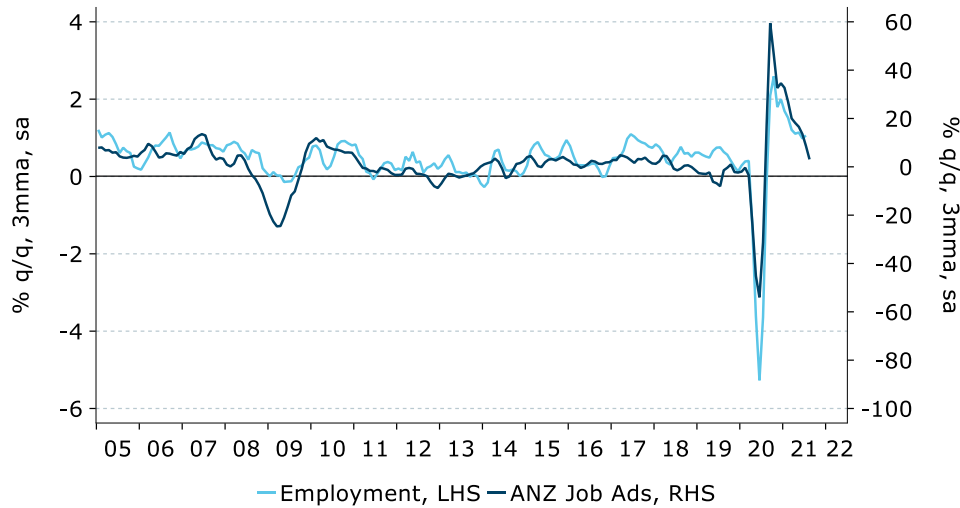
# ANZ Job Ads in relation to other indicators

**Figure 1. ANZ Job Ads declined 2.5% m/m in August**



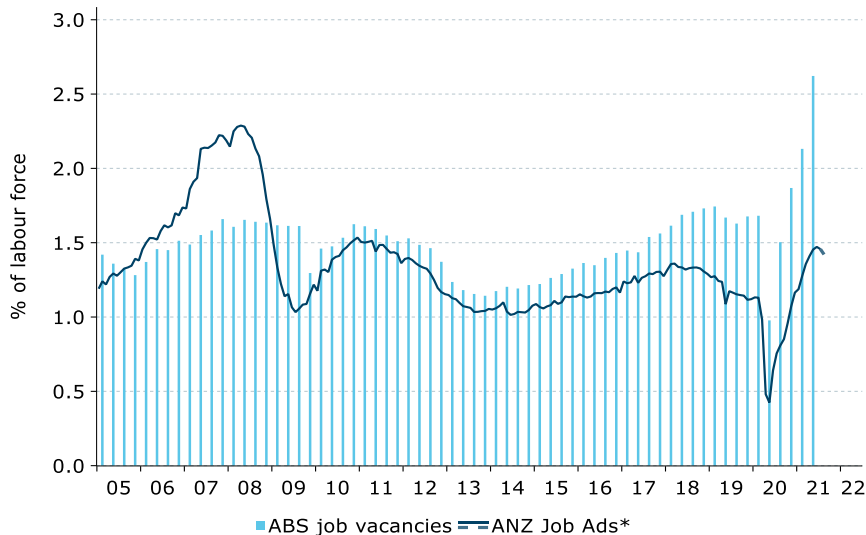
Source: SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

**Figure 2. ANZ Job Ads and employment growth**

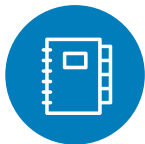


Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

**Figure 3. ANZ Job Ads and ABS job vacancies**



\*Last observation uses previous month's labour force as proxy.  
Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research



### Data sources

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

As of the November 2020 release, newspaper job ads have been excluded from the series from January 2019 onwards, and the historical data were revised. Prior to this, for some of the newspapers surveyed, the ANZ Job Ads 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 Ads 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.

### Seasonal adjustment and trend

The X-11 ARIMA seasonal adjustment method is used from the November 2020 release onwards. Note that new and revised original data can result in revisions to the seasonal factors applied to historical estimates.

Note that the trend data series has been temporarily suspended during the COVID-19 period. This is in line with the ABS's suspension of trend data series as "the interpretation of trend estimates during the period affected by COVID-19 could be misleading".



## Important notice

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[4 April 2019]

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