

**MEDIA RELEASE**

For release: Monday 5 May 2014

**JOB ADVERTISING CONTINUES TO STRENGTHEN****Highlights**

- Job advertisements rose a further 2.2% m/m in April. Job advertising has recovered this year, having risen for four consecutive months at an annualised rate of nearly 30% over this period. This is broadly consistent with other measures of job ads/vacancies which have also improved or at least stabilised since the middle of last year.
- In trend terms, job ads are trending higher by 1.5% m/m and have risen for five consecutive months. Continuing increases in job ads historically have been a reliable indicator that the next move in interest rates is up. Job ads are now 1.5% higher than a year ago, which is quite an improvement compared to annual declines of nearly 20% recorded in the middle of last year.
- While internet job ads rose 2.7% m/m in April, newspaper job ads fell a sharp 11.8% m/m. The sharp fall in newspaper job advertising is likely due to the timing of the Easter and ANZAC day public holidays. It is also likely that due to the close proximity of these public holidays, businesses decided to delay some job advertisements. Nonetheless, newspaper job ads have been deteriorating at a much slower rate over the past year, and fell by a modest 0.3% m/m in trend terms in April.
- The sharp declines in newspaper job advertising this month due to the Easter and ANZAC Day holidays severely distort state-based newspaper trends and make commentary about state movements ill-advised in the month. The encouraging emerging trends remain the recovery in job advertising in NSW, Victoria and Queensland, Australia's three largest states, which together account for just over three quarters of Australian GDP.

**ANZ Chief Economist (Australia) Ivan Colhoun said:**

- "Labour demand has strengthened this year, with each of the main job ads/vacancies measures improving gradually, or at least stabilising over this period. While the pace of improvement in job ads suggests that labour market conditions have only improved moderately at this stage – and therefore do not suggest a rapid turnaround in the unemployment rate – the pick-up in hiring intentions suggests employment growth will continue to improve modestly in the near term and the unemployment rate should be close to a peak around 6% or slightly lower.
- Economic activity has continued to strengthen this year, with momentum in the housing sector continuing to drive prices higher, building approvals remaining on a solid uptrend and consumer spending generally strengthening. This suggests that low interest rates are assisting the economy's transition to non-mining sources of growth.
- The prospect of a larger-than-expected fiscal contraction, however, poses some risks to this outlook. More specifically, the mooted introduction of a temporary deficit reduction levy will impact consumption both directly and indirectly. The direct hit to incomes from the tax as is currently suggested will likely trim growth and consumer spending a little this year (around 0.25% of GDP). The coverage of the leaked policies in the media to date appears to have already weighed on consumer confidence, with ANZ–Roy Morgan consumer confidence declining by 4.4% in the week ending 27 April. While the budget will provide necessary clarity on these issues, ANZ's view is that the combined impact of these factors is likely to keep the recovery in the economy moderate and interest rates unchanged this year.
- On Thursday, the ABS releases the April labour market report. ANZ expects that employment rose by 17,000 in April and that the unemployment rate will have risen modestly to 5.9%, after falling sharply in March."

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**Next release:** May 2014

**Expected release date:** Tuesday 10 June 2014

**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 ANZ 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 series regarding advertising volumes or revenues from employment advertising in the newspapers surveyed. The ANZ series is not intended to, and should not, be used to assess the financial performance of any of the newspapers included in it.

**2014 JOB ADS RELEASE DATES**

<b>FOR DATA COVERING:</b>	<b>RELEASE DATES:</b>
May 2014	Tuesday 10 June 2014 (Public holiday on Monday)
June 2014	Monday 7 July 2014
July 2014	Monday 4 August 2014
August 2014	Monday 8 September 2014
September 2014	Monday 6 October 2014
October 2014	Monday 3 November 2014
November 2014	Monday 8 December 2014

**Table 1: Average total number of newspaper and internet job advertisements per week – Australia**

	Original		Seasonally adjusted (a)		Trend estimate (b)		
			Per cent change		Per cent change		
	Number	Number	Month	Year (c)	Number	Month	Year
<b>2007-08</b>	245,069	245,533		26.1	245,974		26.5
<b>2008-09</b>	186,721	185,721		-26.5	185,411		-26.7
<b>2009-10</b>	137,328	137,553		-22.6	139,176		-21.7
<b>2010-11</b>	174,266	174,647		25.1	174,902		23.9
<b>2011-12</b>	166,698	166,569		-4.6	166,564		-4.7
<b>2012-13</b>	141,111	140,864		-15.4	140,789		-15.5
<b>May 2012</b>	164,608	161,277	-1.9	-4.5	162,170	-0.9	-7.3
<b>Jun 2012</b>	161,102	159,357	-1.2	-9.0	160,009	-1.3	-7.9
<b>Jul 2012</b>	161,438	157,746	-1.0	-9.4	156,991	-1.9	-9.1
<b>Aug 2012</b>	163,456	155,102	-1.7	-9.8	153,219	-2.4	-10.7
<b>Sep 2012</b>	161,361	149,710	-3.5	-11.7	149,037	-2.7	-12.4
<b>Oct 2012</b>	151,765	143,670	-4.0	-14.9	144,949	-2.7	-14.1
<b>Nov 2012</b>	144,240	140,132	-2.5	-16.6	141,504	-2.4	-15.5
<b>Dec 2012</b>	123,027	137,356	-2.0	-17.2	139,019	-1.8	-16.5
<b>Jan 2013</b>	108,705	137,296	0.0	-16.5	137,446	-1.1	-17.1
<b>Feb 2013</b>	141,577	137,710	0.3	-16.9	136,383	-0.8	-17.5
<b>Mar 2013</b>	142,349	136,764	-0.7	-17.3	135,268	-0.8	-17.8
<b>Apr 2013</b>	130,510	134,136	-1.9	-18.4	133,746	-1.1	-18.3
<b>May 2013</b>	133,956	131,299	-2.1	-18.6	131,886	-1.4	-18.7
<b>Jun 2013</b>	130,943	129,445	-1.4	-18.8	130,023	-1.4	-18.7
<b>Jul 2013</b>	131,656	128,469	-0.8	-18.6	128,461	-1.2	-18.2
<b>Aug 2013</b>	133,211	126,431	-1.6	-18.5	127,244	-0.9	-17.0
<b>Sep 2013</b>	136,622	127,071	0.5	-15.1	126,332	-0.7	-15.2
<b>Oct 2013</b>	133,923	127,006	-0.1	-11.6	125,733	-0.5	-13.3
<b>Nov 2013</b>	129,359	125,766	-1.0	-10.3	125,765	0.0	-11.1
<b>Dec 2013</b>	111,930	124,894	-0.7	-9.1	126,572	0.6	-9.0
<b>Jan 2014</b>	98,847	125,198	0.2	-8.8	128,060	1.2	-6.8
<b>Feb 2014</b>	135,099	131,263	4.8	-4.7	129,975	1.5	-4.7
<b>Mar 2014</b>	139,062	133,111	1.4	-2.7	132,013	1.6	-2.4
<b>Apr 2014</b>	132,507	136,091	2.2	1.5	133,982	1.5	0.2

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

(b) The trend estimates have been derived by 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.

Table 2: Average number of internet job advertisements per week – Australia

	Original	Seasonally adjusted	Per cent change		Trend estimate	Per cent change	
	Number	Number	Month	Year (a)	Number	Month	Year
<b>2007-08</b>	225,785	226,196		29.5	226,620		30.0
<b>2008-09</b>	170,191	169,276		-25.2	169,162		-25.4
<b>2009-10</b>	130,437	130,386		-23.0	131,794		-22.1
<b>2010-11</b>	165,275	165,488		26.9	165,623		25.7
<b>2011-12</b>	158,974	158,852		-4.0	158,851		-4.1
<b>2012-13</b>	135,729	135,497		-14.7	135,424		-14.7
<b>May 2012</b>	157,368	154,055	-2.0	-3.7	155,098	-0.8	-6.6
<b>Jun 2012</b>	154,592	152,456	-1.0	-8.6	153,123	-1.3	-7.4
<b>Jul 2012</b>	154,720	151,029	-0.9	-8.9	150,327	-1.8	-8.6
<b>Aug 2012</b>	156,646	148,771	-1.5	-9.2	146,813	-2.3	-10.1
<b>Sep 2012</b>	154,412	143,622	-3.5	-11.0	142,907	-2.7	-11.8
<b>Oct 2012</b>	145,165	137,811	-4.0	-14.3	139,082	-2.7	-13.5
<b>Nov 2012</b>	138,171	134,536	-2.4	-15.9	135,877	-2.3	-14.8
<b>Dec 2012</b>	119,643	131,813	-2.0	-16.4	133,622	-1.7	-15.7
<b>Jan 2013</b>	103,947	132,199	0.3	-15.5	132,269	-1.0	-16.3
<b>Feb 2013</b>	136,072	132,807	0.5	-16.2	131,414	-0.6	-16.7
<b>Mar 2013</b>	137,485	131,902	-0.7	-16.6	130,492	-0.7	-17.0
<b>Apr 2013</b>	126,164	129,550	-1.8	-17.6	129,144	-1.0	-17.4
<b>May 2013</b>	129,568	126,935	-2.0	-17.6	127,436	-1.3	-17.8
<b>Jun 2013</b>	126,749	124,991	-1.5	-18.0	125,700	-1.4	-17.9
<b>Jul 2013</b>	127,481	124,292	-0.6	-17.7	124,241	-1.2	-17.4
<b>Aug 2013</b>	128,779	122,367	-1.5	-17.7	123,103	-0.9	-16.1
<b>Sep 2013</b>	131,946	122,967	0.5	-14.4	122,245	-0.7	-14.5
<b>Oct 2013</b>	129,314	122,908	0.0	-10.8	121,678	-0.5	-12.5
<b>Nov 2013</b>	124,990	121,745	-0.9	-9.5	121,721	0.0	-10.4
<b>Dec 2013</b>	109,475	120,875	-0.7	-8.3	122,525	0.7	-8.3
<b>Jan 2014</b>	95,097	121,223	0.3	-8.3	124,012	1.2	-6.2
<b>Feb 2014</b>	130,673	127,223	4.9	-4.2	125,927	1.5	-4.2
<b>Mar 2014</b>	134,713	128,968	1.4	-2.2	127,973	1.6	-1.9
<b>Apr 2014</b>	129,214	132,436	2.7	2.2	129,954	1.5	0.6

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

The internet series counts the average number of advertisements 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 above data are based on information provided by the operators of the following sites: seek.com.au; and the Department of Education's Australian JobSearch site, jobsearch.gov.au.

**Table 3: Average number of newspaper job advertisements per week – Australia**

	Original		Seasonally adjusted (a)		Trend estimate (b)		
	Number	Number	Month	Year (c)	Number	Month	Year
<b>2007-08</b>	19,283	19,336		-3.5	19,355		-3.4
<b>2008-09</b>	11,187	11,078		-42.7	11,081		-42.7
<b>2009-10</b>	9,117	9,245		-16.5	9,252		-16.5
<b>2010-11</b>	9,203	9,197		-0.5	9,187		-0.7
<b>2011-12</b>	7,724	7,717		-16.1	7,713		-16.0
<b>2012-13</b>	5,382	5,367		-30.5	5,366		-30.4
<b>May 2012</b>	7,240	7,222	-1.5	-17.3	7,072	-2.3	-19.1
<b>Jun 2012</b>	6,510	6,901	-4.5	-17.8	6,886	-2.6	-19.1
<b>Jul 2012</b>	6,718	6,717	-2.7	-19.2	6,664	-3.2	-19.8
<b>Aug 2012</b>	6,810	6,331	-5.7	-22.0	6,406	-3.9	-21.7
<b>Sep 2012</b>	6,949	6,088	-3.8	-25.2	6,130	-4.3	-24.6
<b>Oct 2012</b>	6,600	5,859	-3.8	-26.8	5,867	-4.3	-27.4
<b>Nov 2012</b>	6,069	5,596	-4.5	-30.0	5,627	-4.1	-29.8
<b>Dec 2012</b>	3,384	5,543	-0.9	-32.3	5,397	-4.1	-31.7
<b>Jan 2013</b>	4,758	5,097	-8.0	-35.4	5,177	-4.1	-33.2
<b>Feb 2013</b>	5,505	4,903	-3.8	-32.9	4,969	-4.0	-34.4
<b>Mar 2013</b>	4,864	4,862	-0.8	-32.4	4,776	-3.9	-35.5
<b>Apr 2013</b>	4,346	4,586	-5.7	-37.5	4,602	-3.7	-36.4
<b>May 2013</b>	4,388	4,364	-4.8	-39.6	4,450	-3.3	-37.1
<b>Jun 2013</b>	4,193	4,454	2.1	-35.4	4,323	-2.9	-37.2
<b>Jul 2013</b>	4,176	4,177	-6.2	-37.8	4,220	-2.4	-36.7
<b>Aug 2013</b>	4,432	4,064	-2.7	-35.8	4,141	-1.9	-35.3
<b>Sep 2013</b>	4,676	4,104	1.0	-32.6	4,087	-1.3	-33.3
<b>Oct 2013</b>	4,609	4,098	-0.2	-30.1	4,055	-0.8	-30.9
<b>Nov 2013</b>	4,369	4,021	-1.9	-28.1	4,044	-0.3	-28.1
<b>Dec 2013</b>	2,455	4,019	-0.1	-27.5	4,047	0.1	-25.0
<b>Jan 2014</b>	3,750	3,975	-1.1	-22.0	4,048	0.0	-21.8
<b>Feb 2014</b>	4,427	4,040	1.7	-17.6	4,048	0.0	-18.5
<b>Mar 2014</b>	4,350	4,143	2.5	-14.8	4,040	-0.2	-15.4
<b>Apr 2014</b>	3,293	3,655	-11.8	-20.3	4,028	-0.3	-12.5

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

(b) The trend estimates have been derived by applying a 13-term Henderson moving average to the seasonally adjusted series. While this smoothing technique enables estimates to be produced for the latest month, it does result in revisions to the most recent six months as additional observations become available.

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

**Table 4a: Average number of newspaper job advertisements per week - States and Territories**

	Original		Seasonally adjusted		Trend estimate		
	Number	Number	Per cent change		Number	Per cent change	
			Month	Year		Month	Year
<b>New South Wales</b>							
<b>Nov 2013</b>	1,329	1,249	-2.9	-20.9	1,270	0.6	-20.8
<b>Dec 2013</b>	764	1,293	3.5	-15.5	1,277	0.6	-16.4
<b>Jan 2014</b>	1,022	1,184	-8.4	-18.1	1,280	0.2	-13.0
<b>Feb 2014</b>	1,335	1,286	8.6	-8.6	1,288	0.6	-10.0
<b>Mar 2014</b>	1,307	1,286	0.0	-10.5	1,292	0.3	-7.5
<b>Apr 2014</b>	951	1,024	-20.4	-26.6	1,292	0.0	-4.9
<b>Victoria</b>							
<b>Nov 2013</b>	504	474	-5.0	-47.2	484	-1.2	-46.1
<b>Dec 2013</b>	289	474	0.1	-47.4	482	-0.6	-42.7
<b>Jan 2014</b>	432	492	3.8	-34.8	478	-0.7	-38.9
<b>Feb 2014</b>	543	477	-3.1	-32.5	473	-1.1	-35.2
<b>Mar 2014</b>	529	486	1.9	-28.1	466	-1.4	-31.6
<b>Apr 2014</b>	386	427	-12.0	-33.8	459	-1.6	-28.4
<b>Queensland</b>							
<b>Nov 2013</b>	437	388	-6.8	-32.9	388	-2.6	-33.8
<b>Dec 2013</b>	222	355	-8.6	-43.4	382	-1.5	-32.1
<b>Jan 2014</b>	357	378	6.6	-24.7	378	-0.9	-29.6
<b>Feb 2014</b>	411	382	1.0	-25.5	376	-0.6	-26.6
<b>Mar 2014</b>	398	389	1.7	-19.2	375	-0.4	-23.5
<b>Apr 2014</b>	306	368	-5.4	-18.8	374	-0.1	-20.6
<b>South Australia</b>							
<b>Nov 2013</b>	471	401	-5.4	-23.9	399	-3.4	-23.1
<b>Dec 2013</b>	220	370	-7.9	-26.8	388	-2.7	-22.5
<b>Jan 2014</b>	382	374	1.0	-22.4	383	-1.2	-20.5
<b>Feb 2014</b>	432	386	3.3	-16.7	383	-0.2	-17.5
<b>Mar 2014</b>	398	383	-0.9	-15.6	384	0.4	-14.4
<b>Apr 2014</b>	346	405	5.9	-6.1	387	0.7	-11.8

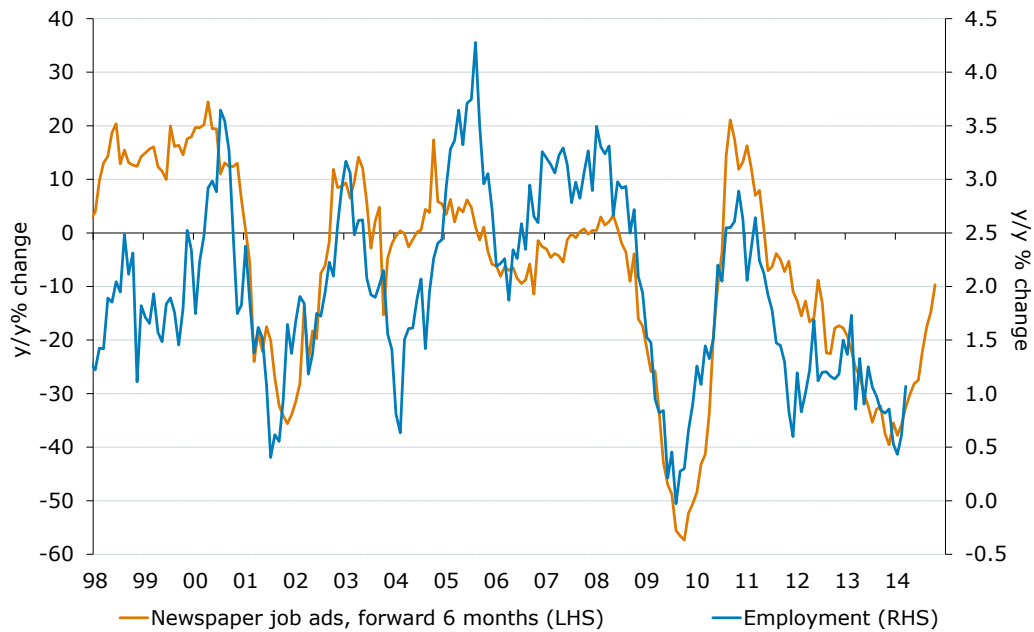
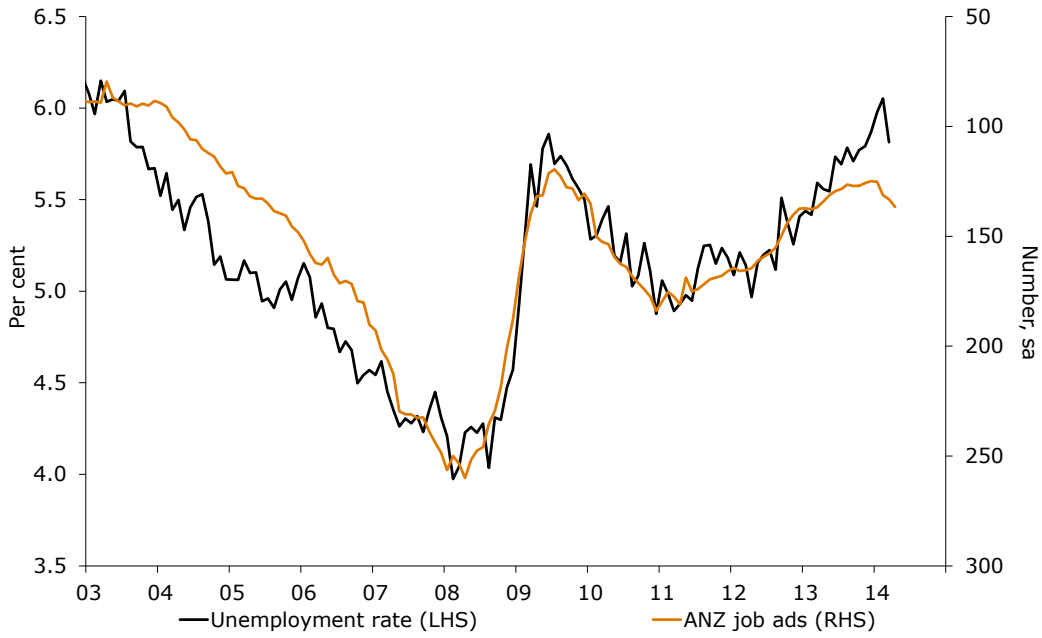
The above data are based on information provided by the following newspapers: *The Sydney Morning Herald* and *The Daily Telegraph* (NSW); *The Age* and *The Herald-Sun* (Victoria); *The Courier-Mail* (Queensland); and *The Advertiser* (South Australia).

Table 4b: Average number of newspaper job advertisements per week - States and Territories

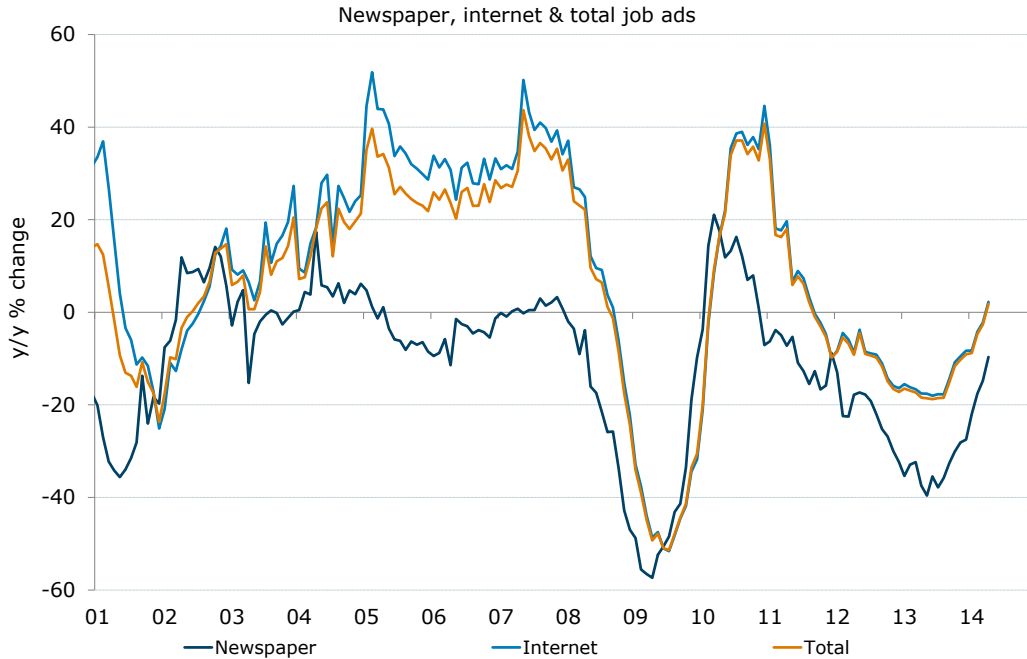
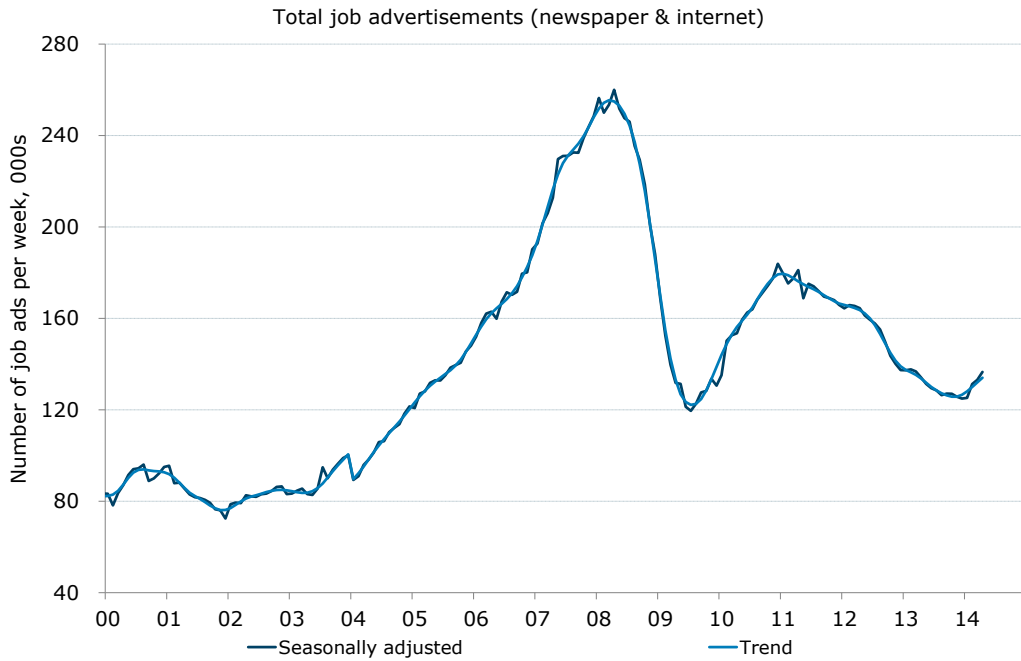
	Original		Seasonally adjusted		Trend estimate		
	Number	Number	Per cent change		Number	Per cent change	
			Month	Year		Month	Year
<b>Western Australia</b>							
<b>Nov 2013</b>	853	777	6.4	-23.0	753	1.0	-30.2
<b>Dec 2013</b>	492	775	-0.3	-28.8	756	0.4	-26.6
<b>Jan 2014</b>	755	743	-4.1	-26.2	754	-0.4	-24.0
<b>Feb 2014</b>	882	751	1.1	-19.5	745	-1.1	-21.9
<b>Mar 2014</b>	823	753	0.3	-17.5	735	-1.4	-19.9
<b>Apr 2014</b>	626	681	-9.6	-24.6	722	-1.7	-17.6
<b>Tasmania</b>							
<b>Nov 2013</b>	248	220	-1.6	-19.9	227	-0.2	-14.1
<b>Dec 2013</b>	158	218	-1.0	-21.7	226	0.0	-14.0
<b>Jan 2014</b>	250	226	3.8	-12.7	227	0.4	-12.4
<b>Feb 2014</b>	253	232	2.4	-6.9	228	0.5	-9.1
<b>Mar 2014</b>	244	258	11.4	8.1	229	0.1	-4.7
<b>Apr 2014</b>	173	202	-21.9	-17.8	229	0.1	-0.4
<b>ACT</b>							
<b>Nov 2013</b>	171	167	-3.3	-43.7	170	-1.3	-44.7
<b>Dec 2013</b>	97	180	8.1	-36.6	175	3.4	-39.3
<b>Jan 2014</b>	163	177	-1.9	-37.4	180	2.7	-33.9
<b>Feb 2014</b>	223	182	2.9	-32.1	181	0.6	-30.6
<b>Mar 2014</b>	243	217	19.3	-19.0	180	-0.6	-29.2
<b>Apr 2014</b>	128	139	-36.0	-31.7	177	-1.5	-28.8
<b>Northern Territory</b>							
<b>Nov 2013</b>	357	346	-0.1	-20.5	353	1.9	-4.6
<b>Dec 2013</b>	214	354	2.5	8.0	360	1.9	-5.7
<b>Jan 2014</b>	389	400	12.9	9.8	367	1.9	-3.1
<b>Feb 2014</b>	349	345	-13.9	-5.2	374	1.8	2.5
<b>Mar 2014</b>	408	371	7.7	-5.9	380	1.7	9.0
<b>Apr 2014</b>	378	409	10.3	32.5	388	2.1	15.1

The above data are based on information provided by the following newspapers: The West Australian (Western Australia); The Mercury, The Examiner and The Advocate (Tasmania); The Canberra Times (Australian Capital Territory); and The NT News (Northern Territory).

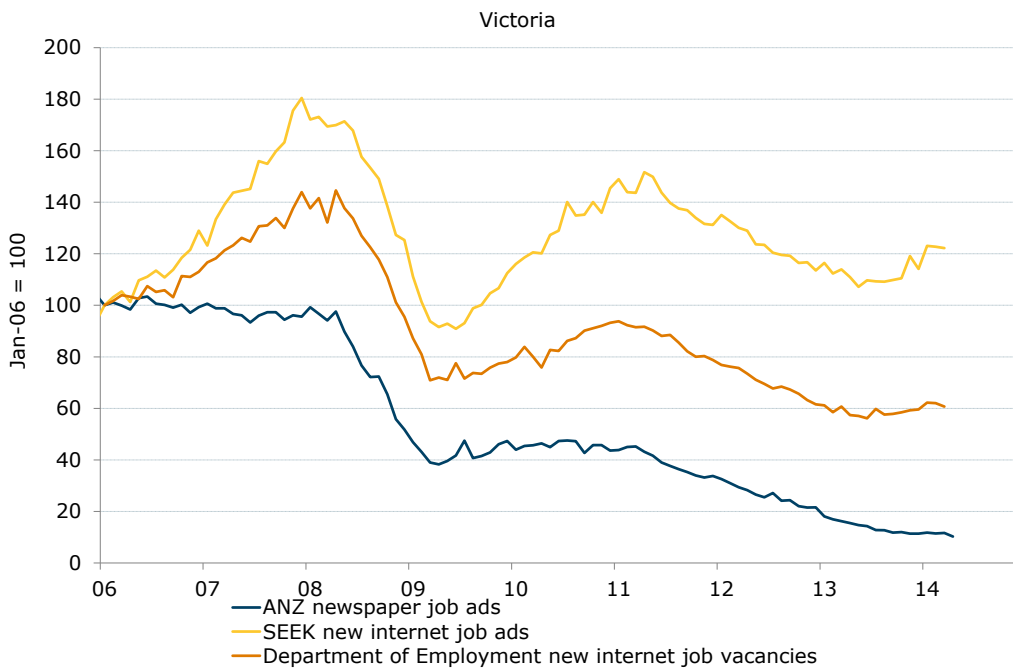
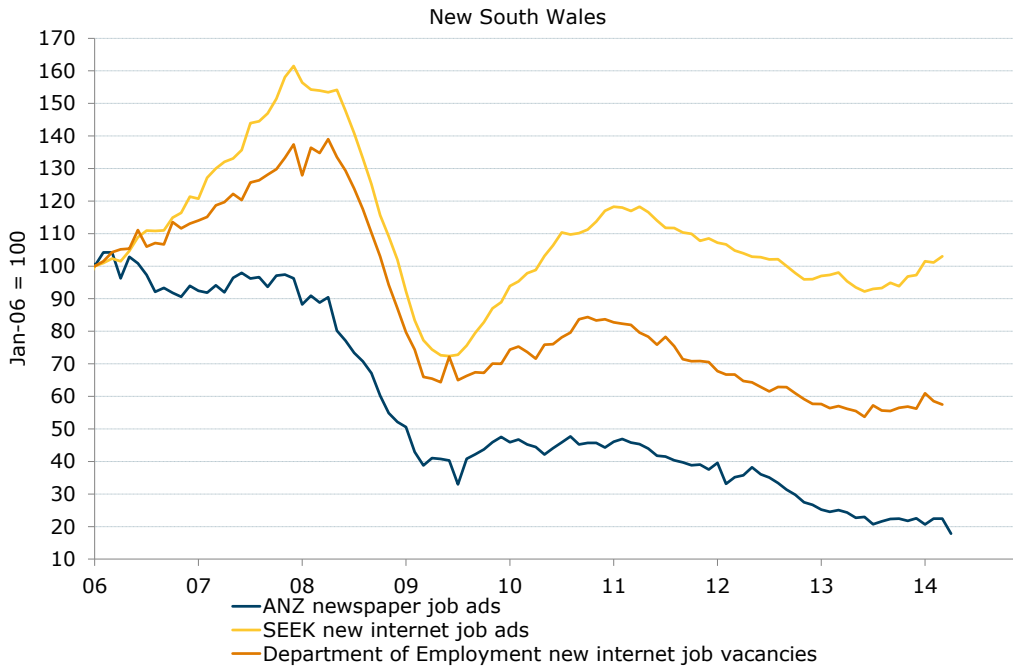
## ANZ JOB ADVERTISEMENTS SERIES

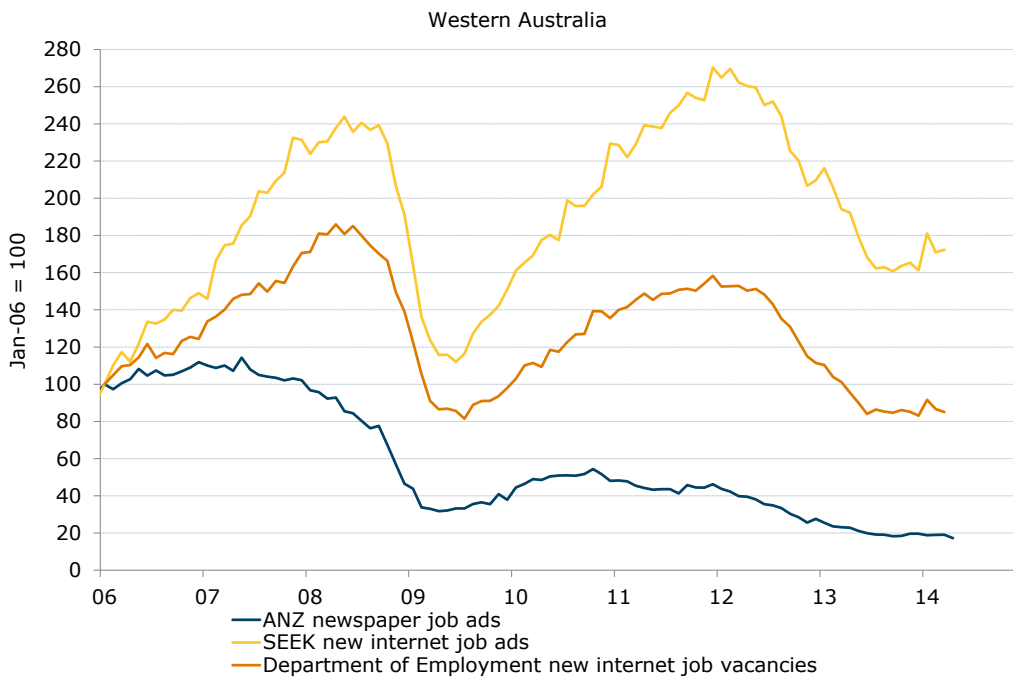
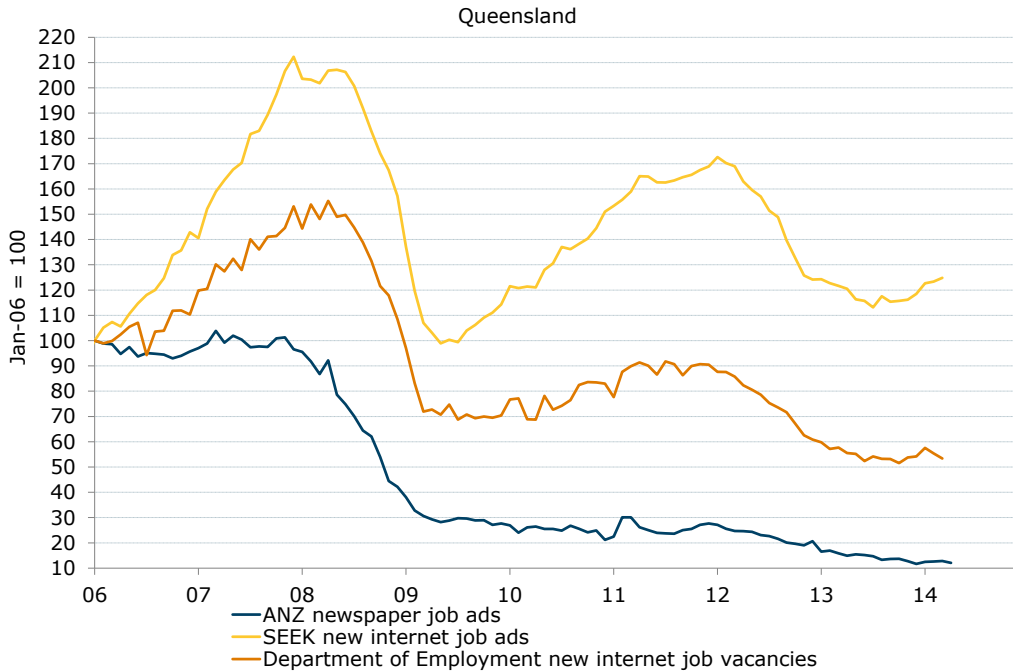


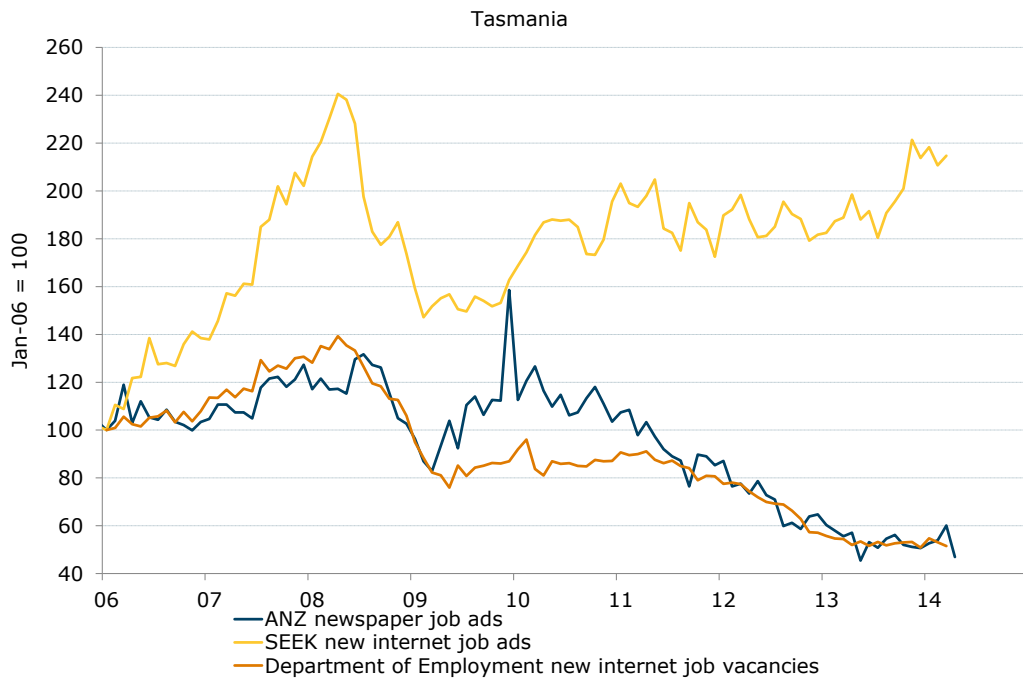
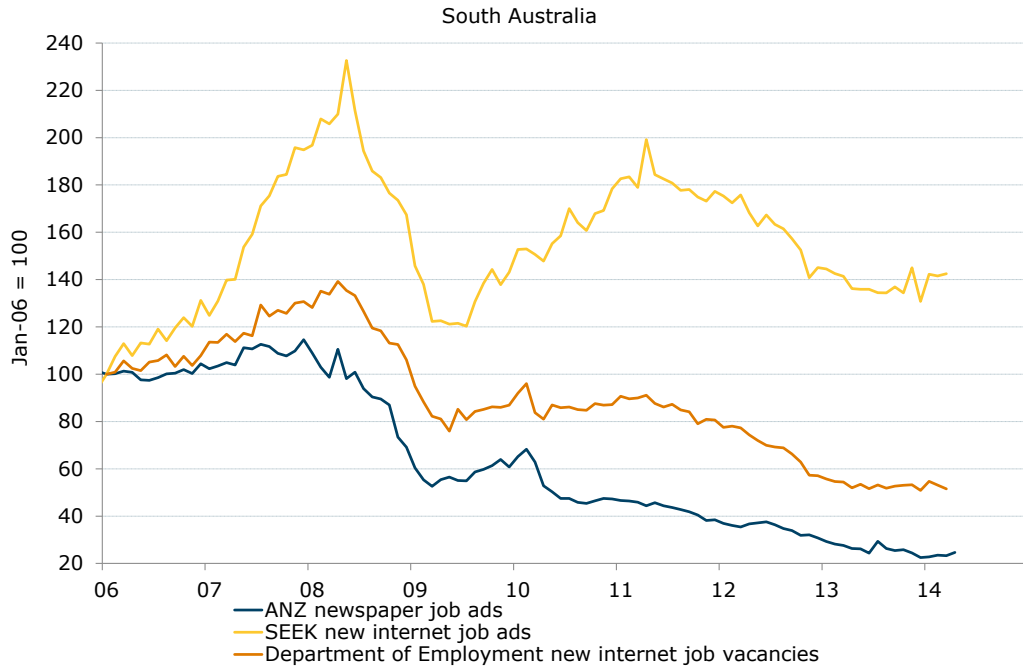


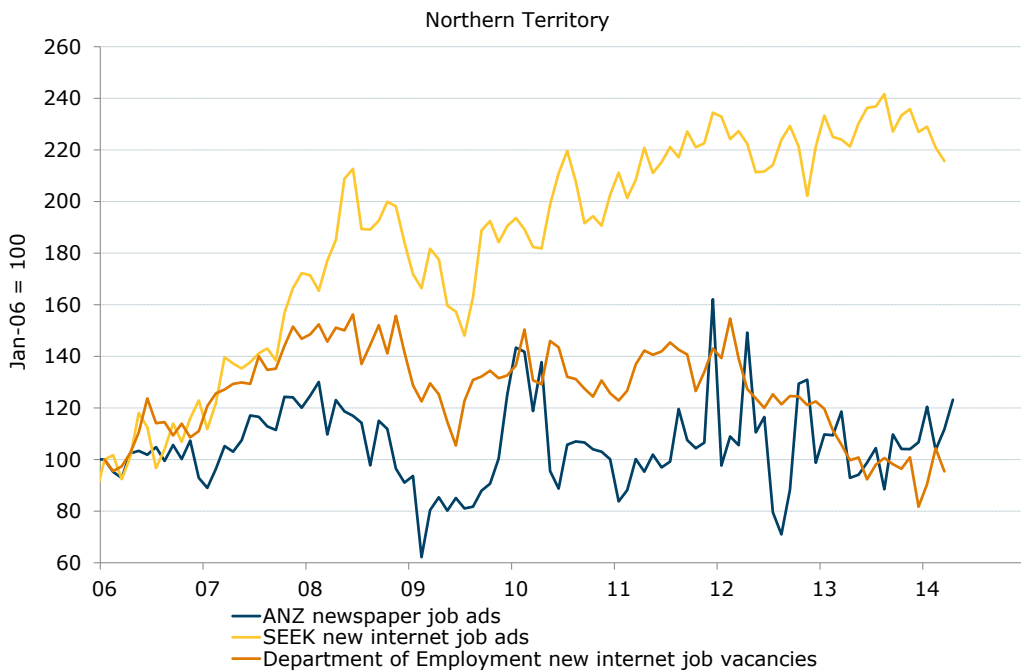
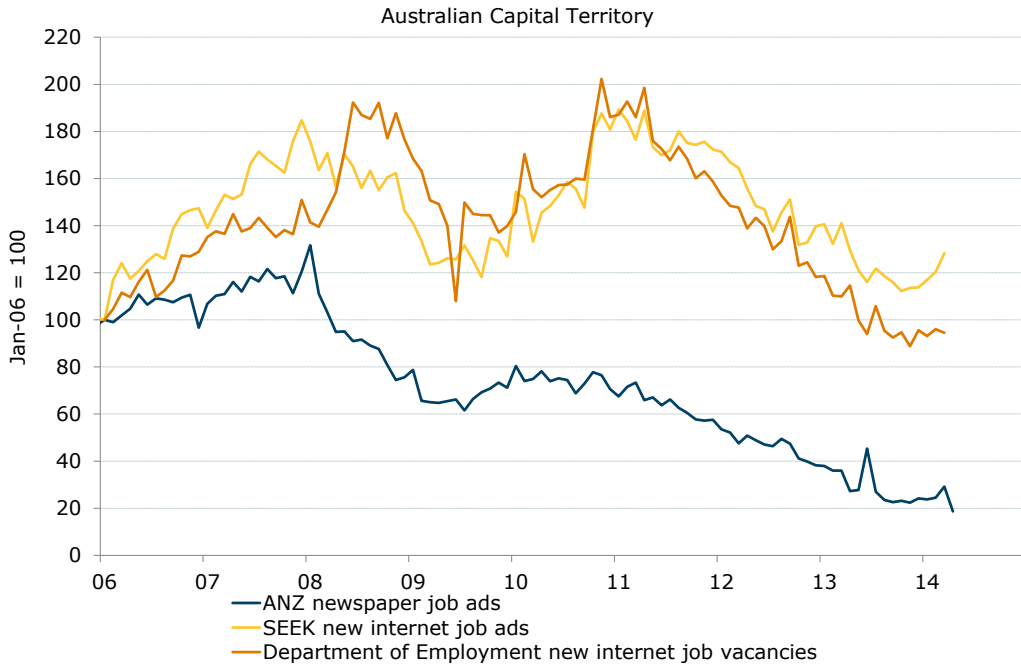


### State & territory job advertising data









## TECHNICAL APPENDIX

The ANZ Job Advertisements Series now 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 only used it 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.

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