

# ANZ AUSTRALIAN JOB ADS MEDIA RELEASE

Monday 5 October 2015

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**JOB ADVERTISEMENTS JUMP IN SEPTEMBER**

	Seasonally adjusted			Trend	
	Number	% m/m	% y/y	% m/m	% y/y
<b>Total Job Ads</b>	153,778	3.9	12.8	1.0	10.5
<b>-Internet</b>	150,822	4.0	13.7	1.0	11.3
<b>-Newspapers</b>	2,956	-2.7	-19.6	-0.2	-18.4

- Job advertisements jumped 3.9% m/m in September in seasonally adjusted terms after rising by a solid 1.3% m/m in August. In trend terms, job ads were up 1.0% m/m and growth since mid year now appears a little stronger than previously.
- The number of internet job ads grew 4.0% m/m in September following an increase of 1.3% m/m in August. Internet job ads were 13.7% higher than a year earlier.
- The number of newspaper job ads (2% of total job ads) declined 2.7% m/m in September, after rising for two consecutive months.

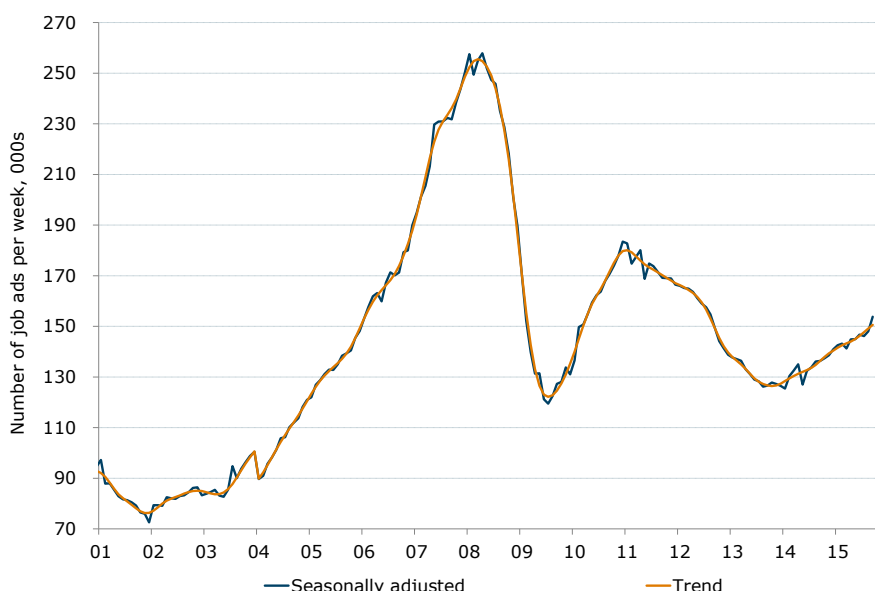
**ANZ CHIEF ECONOMIST WARREN HOGAN SAID:**

“The positive trend in job advertising is a sign that the economy is so far adjusting relatively well to significant headwinds from falling commodity prices and mining investment.

While non-mining firms remain fairly reticent to increase capital spending, the demand for labour in a range of services industries has strengthened. Activity in these industries has been supported by the sharp depreciation of the Australian dollar, which has redirected spending back towards the domestic economy, and by low interest rates, particularly through robust housing market activity and its flow on effects. Hiring in the services sector also looks to have displayed some ‘catch up’ over the past year or so following unusually weak outcomes.

While we expect momentum in non-mining activity to remain quite good in the near-term, our view is that the significant support to growth from the factors above will wane heading into 2016. For this reason, we expect employment growth to remain reasonably healthy over the remainder of 2015 but to then soften next year. This is likely to prompt the Reserve Bank to provide a little more monetary policy support to prevent the unemployment rate from rising further.”

**FIGURE 1. JOB ADVERTISEMENTS CONTINUE TO TREND HIGHER**



**Next release:** October 2015

**Expected release date:** 9 November 2015

**TABLE 1. AVERAGE TOTAL NUMBER OF NEWSPAPER AND INTERNET JOB ADVERTISEMENTS PER WEEK – AUSTRALIA**

	Original		Seasonally adjusted (a)		Trend estimate (b)		
	Number	Number	Per cent change		Number	Per cent change	
			Month	Year (c)		Month	Year
<b>2008-09</b>	181,377	180,371		-26.5	180,247		-26.7
<b>2009-10</b>	139,554	139,640		-22.6	139,523		-22.6
<b>2010-11</b>	174,478	174,703		25.1	174,862		25.3
<b>2011-12</b>	166,698	166,563		-4.7	166,558		-4.7
<b>2012-13</b>	141,107	140,857		-15.4	140,785		-15.5
<b>2013-14</b>	128,888	128,781		-8.6	128,885		-8.5
<b>2014-15</b>	140,489	140,554		9.1	140,410		8.9
<b>Sep 2013</b>	136,622	126,586	0.3	-15.2	126,668	-0.4	-15.1
<b>Oct 2013</b>	133,923	127,796	1.0	-11.4	126,401	-0.2	-13.1
<b>Nov 2013</b>	129,359	127,251	-0.4	-10.0	126,639	0.2	-10.9
<b>Dec 2013</b>	111,930	126,474	-0.6	-8.9	127,366	0.6	-8.8
<b>Jan 2014</b>	98,847	125,438	-0.8	-8.9	128,380	0.8	-6.9
<b>Feb 2014</b>	135,130	130,390	3.9	-4.9	129,442	0.8	-5.1
<b>Mar 2014</b>	139,062	132,533	1.6	-2.9	130,410	0.7	-3.3
<b>Apr 2014</b>	132,507	134,973	1.8	1.4	131,265	0.7	-1.4
<b>May 2014</b>	129,794	127,024	-5.9	-3.1	132,011	0.6	0.6
<b>Jun 2014</b>	134,665	132,433	4.3	2.7	132,719	0.5	2.5
<b>Jul 2014</b>	137,344	133,805	1.0	4.3	133,578	0.6	4.3
<b>Aug 2014</b>	143,320	136,093	1.7	7.8	134,772	0.9	5.9
<b>Sep 2014</b>	147,218	136,339	0.2	7.7	136,343	1.2	7.6
<b>Oct 2014</b>	143,708	137,419	0.8	7.5	137,939	1.2	9.1
<b>Nov 2014</b>	140,580	138,551	0.8	8.9	139,320	1.0	10.0
<b>Dec 2014</b>	124,710	140,956	1.7	11.5	140,442	0.8	10.3
<b>Jan 2015</b>	111,936	142,519	1.1	13.6	141,537	0.8	10.2
<b>Feb 2015</b>	148,565	143,180	0.5	9.8	142,511	0.7	10.1
<b>Mar 2015</b>	149,911	141,278	-1.3	6.6	143,281	0.5	9.9
<b>Apr 2015</b>	141,063	144,853	2.5	7.3	144,015	0.5	9.7
<b>May 2015</b>	148,150	144,923	0.0	14.1	144,962	0.7	9.8
<b>Jun 2015</b>	149,359	146,732	1.2	10.8	146,217	0.9	10.2
<b>Jul 2015</b>	150,006	146,175	-0.4	9.2	147,669	1.0	10.5
<b>Aug 2015</b>	155,696	148,051	1.3	8.8	149,157	1.0	10.7
<b>Sep 2015</b>	166,041	153,778	3.9	12.8	150,617	1.0	10.5

(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. 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		Trend estimate		
	Number	Number	Per cent change		Number	Per cent change	
			Month	Year (a)		Month	Year
<b>2008-09</b>	170,191	169,303		-25.2	169,183		-25.4
<b>2009-10</b>	130,437	130,398		-23.0	130,294		-23.0
<b>2010-11</b>	165,275	165,510		26.9	165,680		27.2
<b>2011-12</b>	158,974	158,849		-4.0	158,847		-4.1
<b>2012-13</b>	135,729	135,491		-14.7	135,420		-14.7
<b>2013-14</b>	124,884	124,785		-7.9	124,883		-7.8
<b>2014-15</b>	137,139	137,215		10.0	137,066		9.8
<b>Sep 2013</b>	131,946	122,491	0.2	-14.5	122,586	-0.4	-14.4
<b>Oct 2013</b>	129,314	123,675	1.0	-10.6	122,343	-0.2	-12.4
<b>Nov 2013</b>	124,990	123,200	-0.4	-9.2	122,593	0.2	-10.2
<b>Dec 2013</b>	109,475	122,482	-0.6	-8.1	123,331	0.6	-8.1
<b>Jan 2014</b>	95,097	121,405	-0.9	-8.4	124,365	0.8	-6.3
<b>Feb 2014</b>	130,673	126,400	4.1	-4.4	125,463	0.9	-4.5
<b>Mar 2014</b>	134,713	128,482	1.6	-2.4	126,477	0.8	-2.8
<b>Apr 2014</b>	129,214	131,271	2.2	2.2	127,379	0.7	-0.9
<b>May 2014</b>	125,865	123,096	-6.2	-2.9	128,168	0.6	1.1
<b>Jun 2014</b>	131,058	128,644	4.5	3.3	128,915	0.6	3.0
<b>Jul 2014</b>	133,652	130,113	1.1	4.9	129,810	0.7	4.8
<b>Aug 2014</b>	139,181	132,311	1.7	8.3	131,054	1.0	6.5
<b>Sep 2014</b>	143,017	132,663	0.3	8.3	132,701	1.3	8.3
<b>Oct 2014</b>	139,663	133,793	0.9	8.2	134,398	1.3	9.9
<b>Nov 2014</b>	136,976	135,186	1.0	9.7	135,890	1.1	10.8
<b>Dec 2014</b>	122,664	137,632	1.8	12.4	137,114	0.9	11.2
<b>Jan 2015</b>	109,114	139,443	1.3	14.9	138,296	0.9	11.2
<b>Feb 2015</b>	144,912	139,883	0.3	10.7	139,338	0.8	11.1
<b>Mar 2015</b>	146,567	138,127	-1.3	7.5	140,157	0.6	10.8
<b>Apr 2015</b>	138,286	141,754	2.6	8.0	140,929	0.6	10.6
<b>May 2015</b>	145,128	141,898	0.1	15.3	141,909	0.7	10.7
<b>Jun 2015</b>	146,507	143,775	1.3	11.8	143,195	0.9	11.1
<b>Jul 2015</b>	146,984	143,161	-0.4	10.0	144,671	1.0	11.4
<b>Aug 2015</b>	152,377	145,014	1.3	9.6	146,179	1.0	11.5
<b>Sep 2015</b>	162,651	150,822	4.0	13.7	147,644	1.0	11.3

(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	Per cent change		Number	Per cent change	
	Number	Number	Month	Year (c)	Number	Month	Year
<b>2008-09</b>	11,187	11,068		-42.7	11,064		-42.8
<b>2009-10</b>	9,117	9,243		-16.5	9,228		-16.6
<b>2010-11</b>	9,203	9,193		-0.5	9,183		-0.5
<b>2011-12</b>	7,724	7,715		-16.1	7,711		-16.0
<b>2012-13</b>	5,378	5,366		-30.4	5,365		-30.4
<b>2013-14</b>	4,004	3,996		-25.5	4,002		-25.4
<b>2014-15</b>	3,350	3,339		-16.4	3,344		-16.5
<b>Sep 2013</b>	4,676	4,095	1.8	-32.8	4,082	-1.2	-33.3
<b>Oct 2013</b>	4,609	4,121	0.7	-29.5	4,058	-0.6	-30.8
<b>Nov 2013</b>	4,369	4,051	-1.7	-28.0	4,046	-0.3	-28.1
<b>Dec 2013</b>	2,455	3,992	-1.5	-27.6	4,035	-0.3	-25.3
<b>Jan 2014</b>	3,750	4,033	1.0	-21.2	4,015	-0.5	-22.5
<b>Feb 2014</b>	4,457	3,990	-1.1	-18.7	3,979	-0.9	-20.0
<b>Mar 2014</b>	4,350	4,051	1.5	-16.5	3,933	-1.1	-17.7
<b>Apr 2014</b>	3,293	3,702	-8.6	-19.5	3,886	-1.2	-15.6
<b>May 2014</b>	3,930	3,928	6.1	-10.5	3,843	-1.1	-13.6
<b>Jun 2014</b>	3,607	3,789	-3.5	-14.5	3,804	-1.0	-11.9
<b>Jul 2014</b>	3,692	3,692	-2.6	-11.8	3,768	-0.9	-10.5
<b>Aug 2014</b>	4,138	3,782	2.4	-5.9	3,718	-1.3	-10.0
<b>Sep 2014</b>	4,201	3,676	-2.8	-10.2	3,642	-2.0	-10.8
<b>Oct 2014</b>	4,045	3,626	-1.3	-12.0	3,541	-2.8	-12.7
<b>Nov 2014</b>	3,605	3,365	-7.2	-16.9	3,430	-3.1	-15.2
<b>Dec 2014</b>	2,046	3,324	-1.2	-16.7	3,328	-3.0	-17.5
<b>Jan 2015</b>	2,822	3,076	-7.5	-23.7	3,241	-2.6	-19.3
<b>Feb 2015</b>	3,653	3,297	7.2	-17.4	3,173	-2.1	-20.3
<b>Mar 2015</b>	3,344	3,151	-4.4	-22.2	3,124	-1.5	-20.6
<b>Apr 2015</b>	2,777	3,099	-1.7	-16.3	3,086	-1.2	-20.6
<b>May 2015</b>	3,022	3,025	-2.4	-23.0	3,053	-1.1	-20.5
<b>Jun 2015</b>	2,852	2,957	-2.2	-21.9	3,022	-1.0	-20.5
<b>Jul 2015</b>	3,021	3,014	1.9	-18.4	2,998	-0.8	-20.4
<b>Aug 2015</b>	3,319	3,037	0.8	-19.7	2,978	-0.7	-19.9
<b>Sep 2015</b>	3,390	2,956	-2.7	-19.6	2,973	-0.2	-18.4

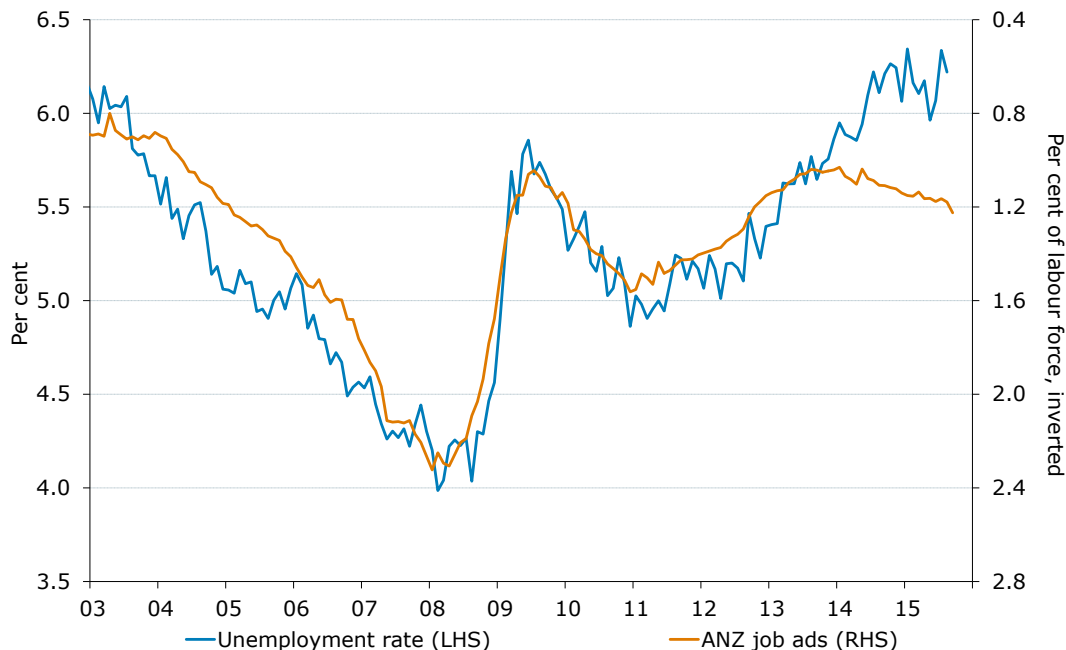
(a) Concurrent seasonal adjustment method (see Technical Appendix for further details).

(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.

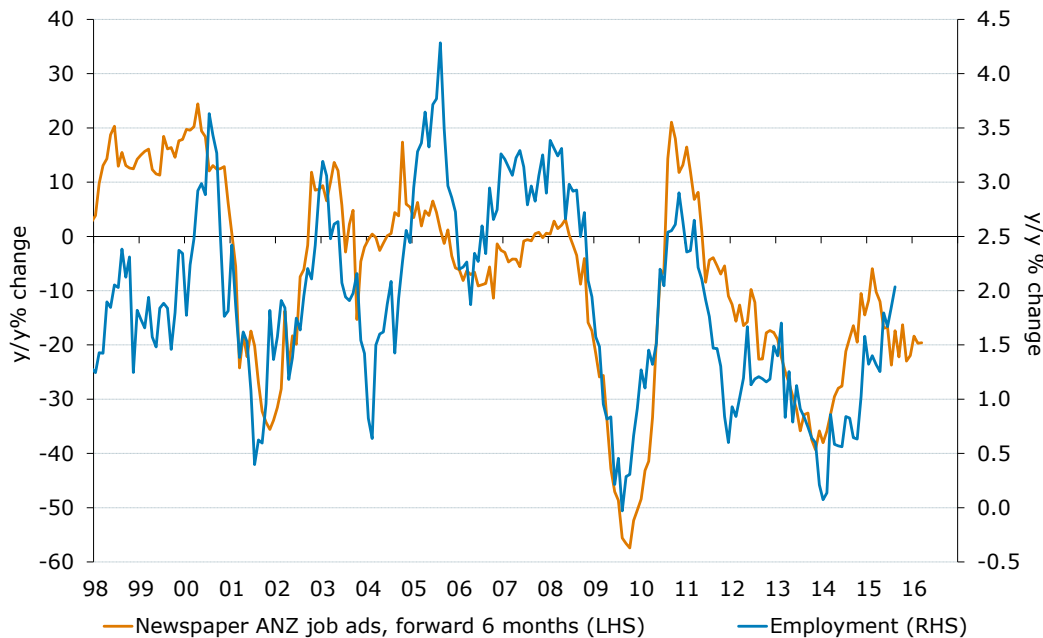
**ANZ JOB ADVERTISEMENTS SERIES**

**FIGURE 2. UNEMPLOYMENT RATE AND ANZ JOB ADS**



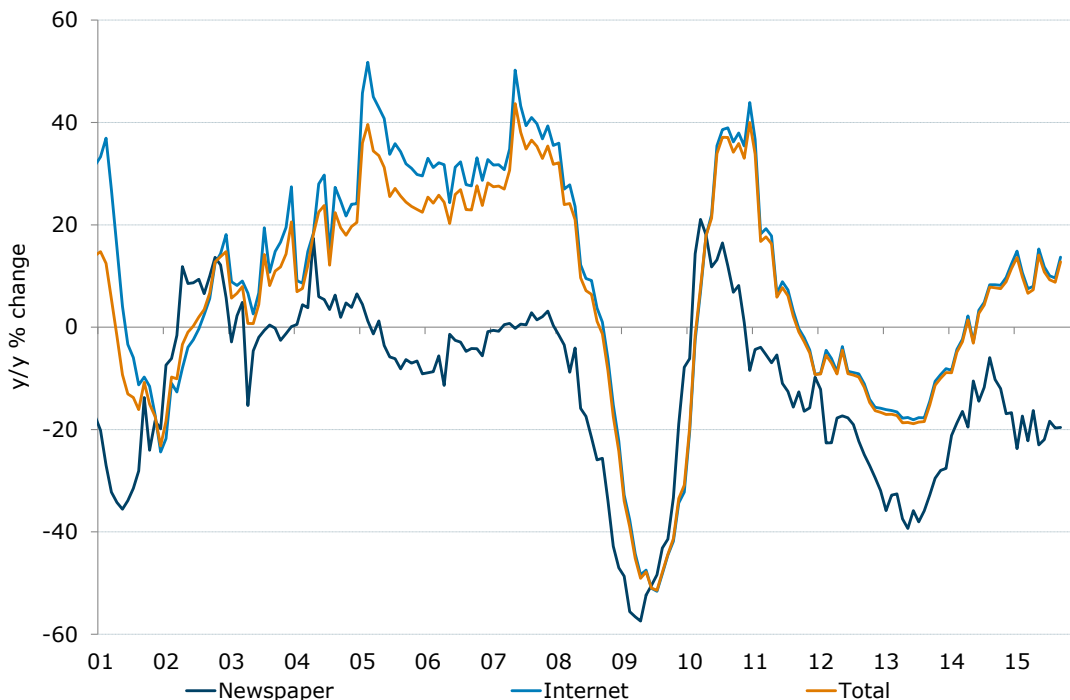
Source: ABS, ANZ Research

**FIGURE 3. GROWTH IN EMPLOYMENT AND ANZ NEWSPAPER JOB ADS**



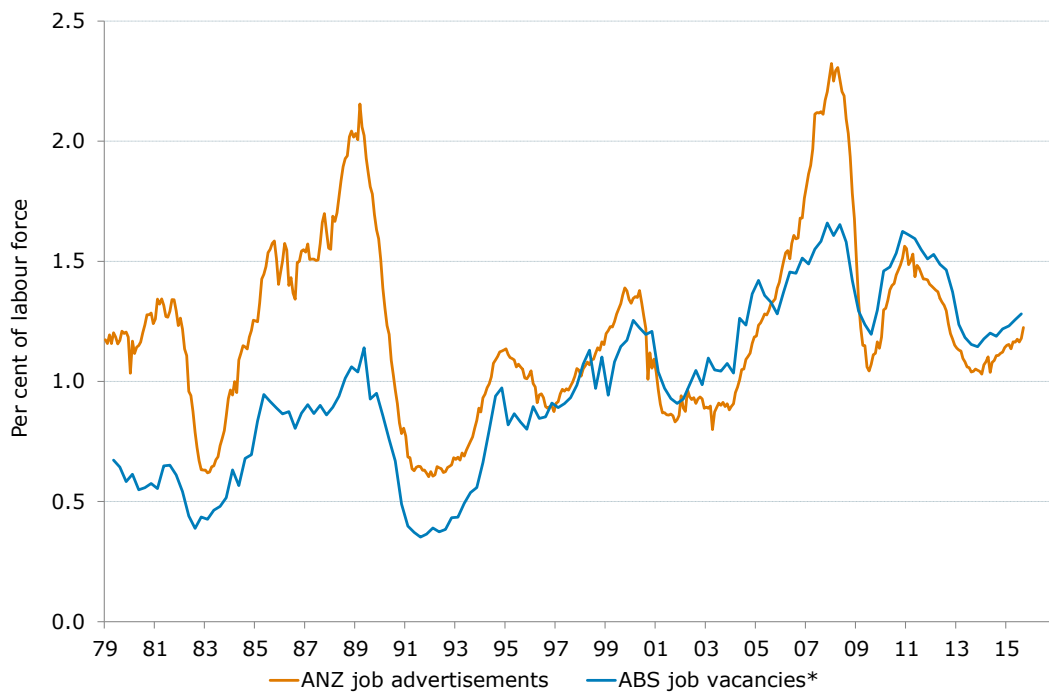
Source: ABS, ANZ Research

**FIGURE 4. GROWTH IN NEWSPAPER, INTERNET AND TOTAL JOB ADS**



Source: ANZ Research

**FIGURE 5. ANZ JOB ADS AND ABS JOB VACANCIES**

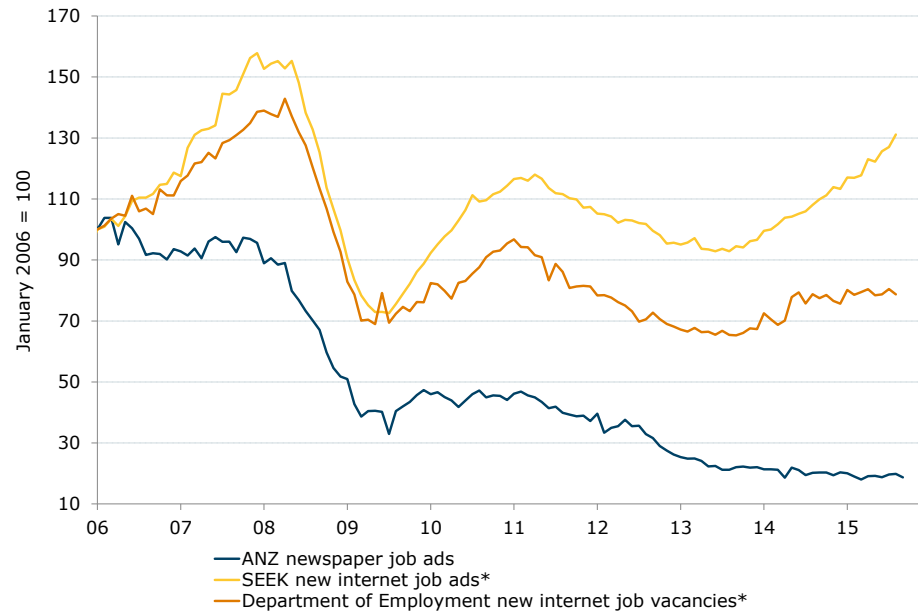


\* Latest data are for August 2015

Source: ABS, ANZ Research

**STATE & TERRITORY JOB ADVERTISING DATA**

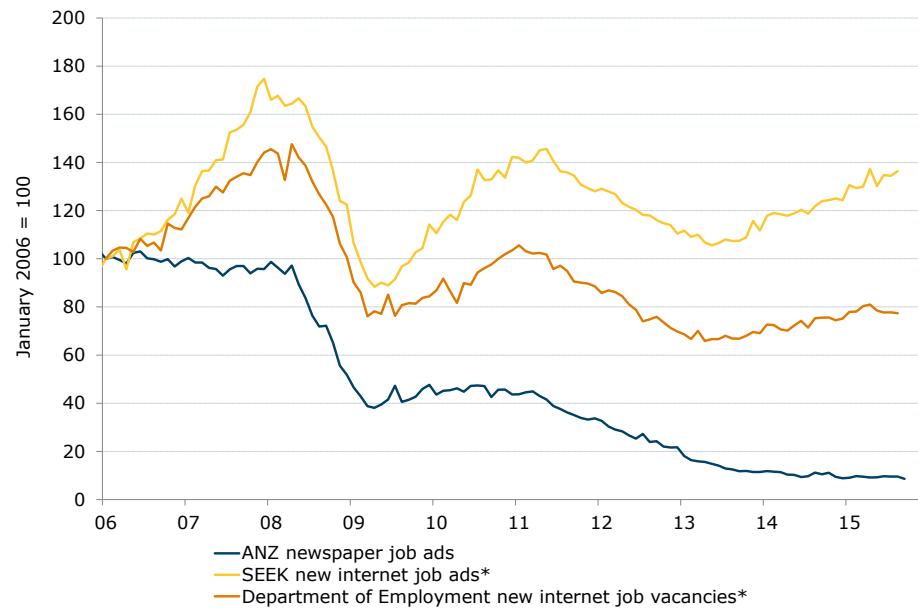
**FIGURE 6. NEW SOUTH WALES**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015

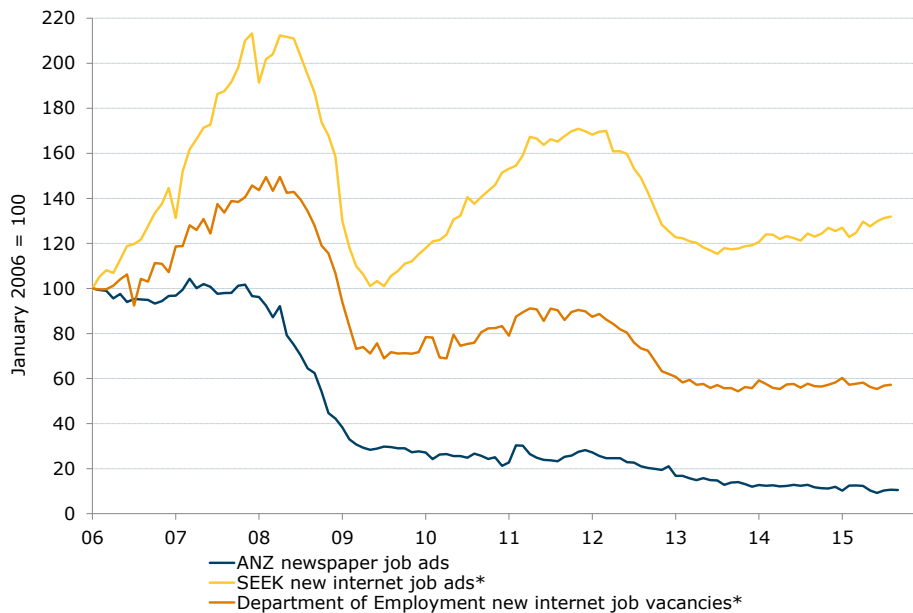
**FIGURE 7. VICTORIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015

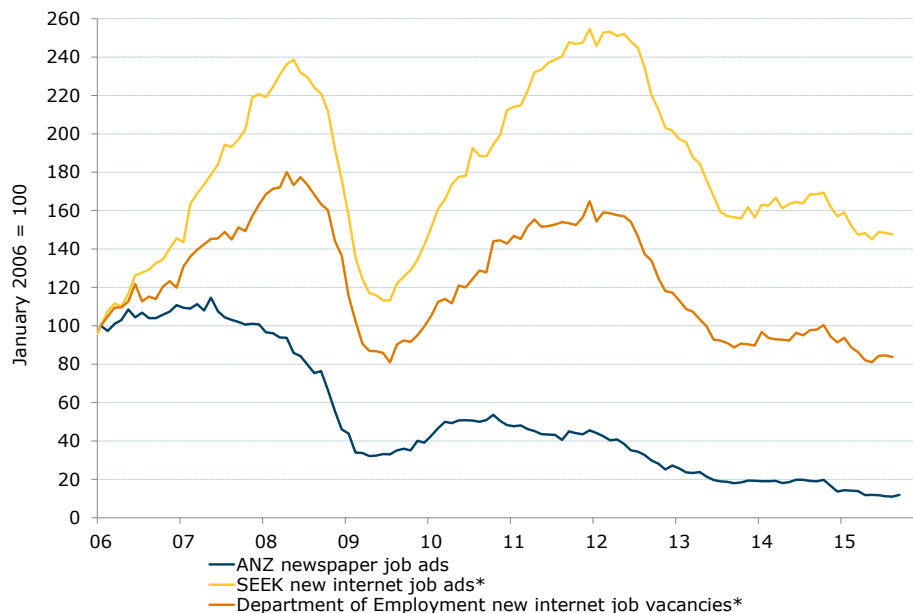
**FIGURE 8. QUEENSLAND**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015

**FIGURE 9. WESTERN AUSTRALIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015



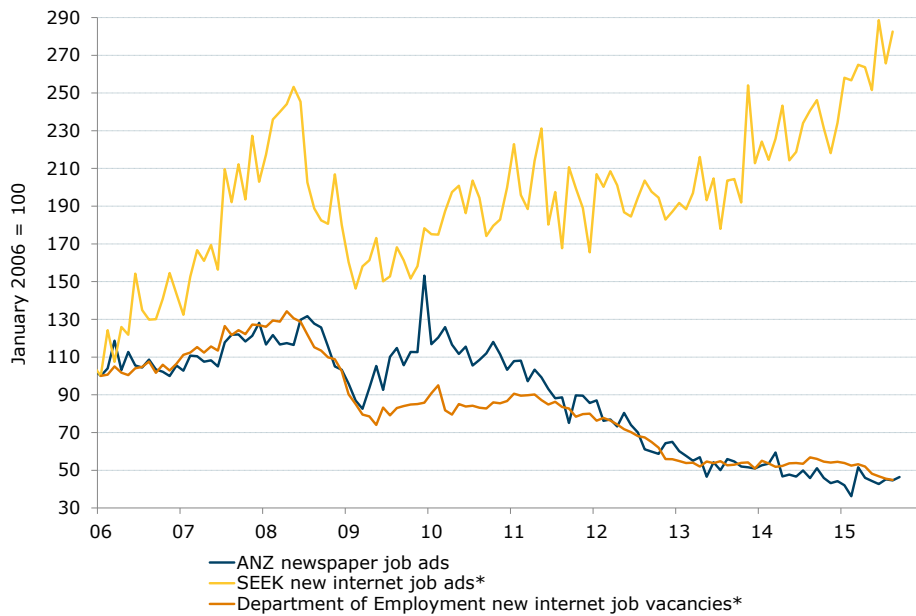
**FIGURE 10. SOUTH AUSTRALIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015

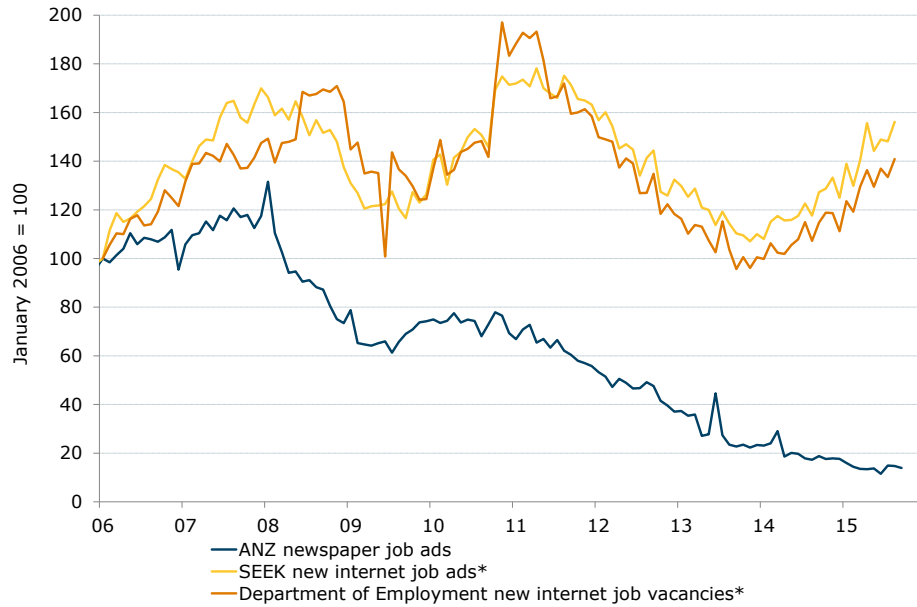
**FIGURE 11. TASMANIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015

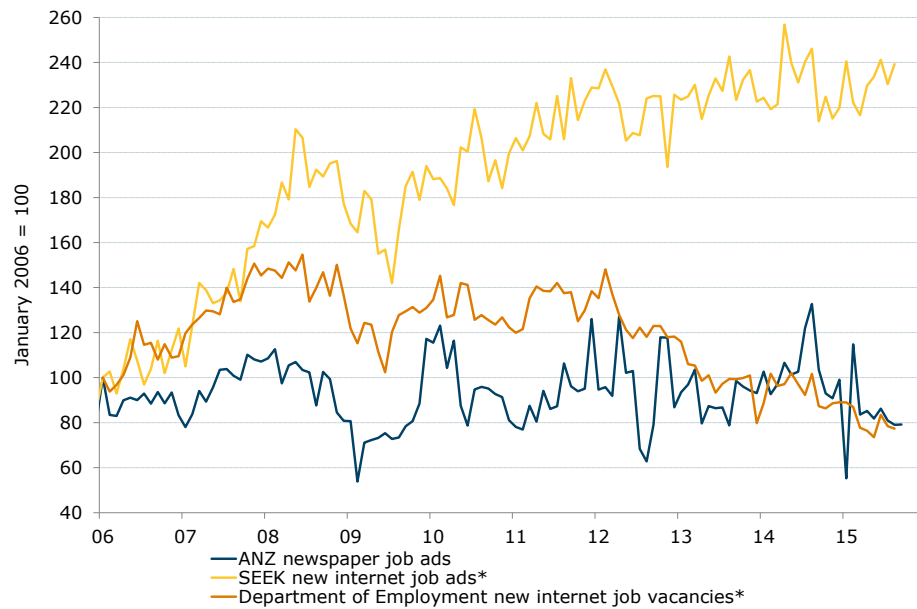
**FIGURE 12. AUSTRALIAN CAPITAL TERRITORY**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015

**FIGURE 13. NORTHERN TERRITORY**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for August 2015

## **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.

### **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.

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