

# ANZ AUSTRALIAN JOB ADS MEDIA RELEASE

9 JANUARY 2017

## JOB ADVERTISEMENTS: SLOWING NOT STALLING

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	Seasonally adjusted			Trend	
	Number	% m/m	% y/y	% m/m	% y/y
<b>Total Job Ads</b>	161,008	-1.9	3.7	0.3	4.7

**KEY POINTS**

- Job advertisements fell 1.9% m/m in December following a 1.6% rise in the previous month. Annual growth in job ads dropped to 3.7% y/y, down from 6.0% y/y in November.
- In trend terms, job ads rose 0.3% m/m in November, a touch lower than the 0.4% rise in the previous month. Annual growth remained stable at 4.7% y/y in the month of December, but has fallen sharply from an average of 9.4% y/y over Q1 2016.

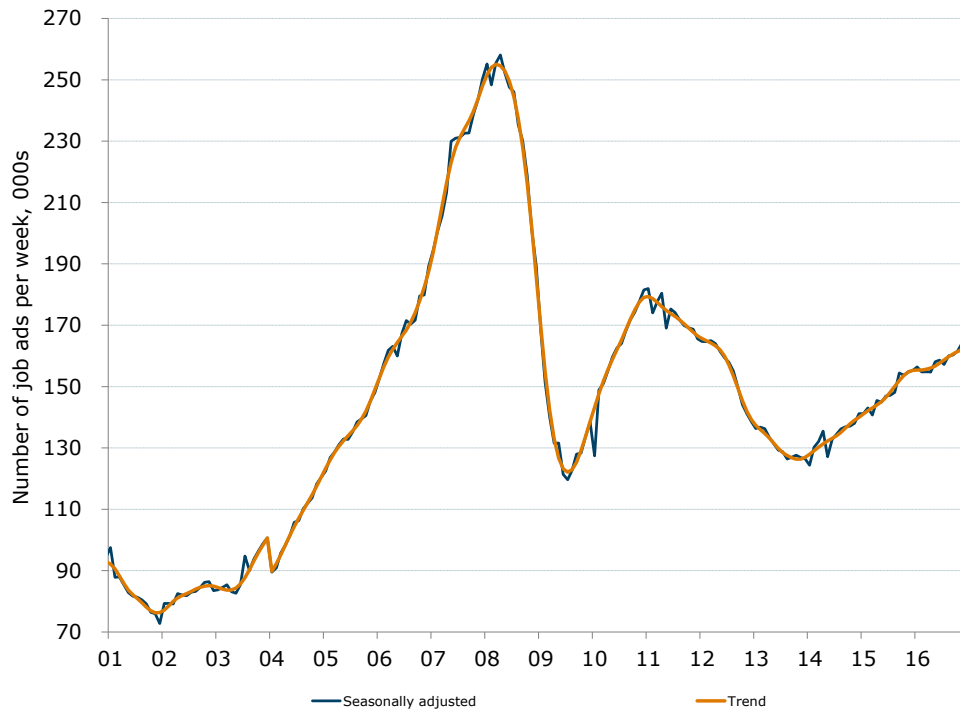
**ANZ SENIOR ECONOMIST JO MASTERS COMMENTED:**

"After four consecutive monthly rises, ANZ job ads fell sharply in December, the first fall since July 2016. This weakness is consistent with softer business conditions and corporate profitability.

While a disappointing outcome, we see the labour market as losing some of its previously strong momentum not stalling. Indeed, ANZ job ads rose by 0.5% over Q4 and in trend terms continue to rise.

While the labour market has clearly lost some momentum, business and consumer confidence remain elevated, capacity utilisation appears to be on the rise, and retail sales have strengthened recently. As such, we continue to expect conditions in the labour market to support an ongoing, albeit gradual, decline in the unemployment rate this year."

**FIGURE 1. JOB ADVERTISEMENTS FALL IN DECEMBER**



**Next release:** January

**Expected release date:**  
Monday 6 February 2017

Source: ANZ Research

**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	180,363		-26.5	180,226		-26.7
<b>2009-10</b>	139,554	139,625		-22.6	140,919		-21.8
<b>2010-11</b>	174,478	174,650		25.1	174,795		24.0
<b>2011-12</b>	166,698	166,531		-4.6	166,524		-4.7
<b>2012-13</b>	141,107	140,831		-15.4	140,765		-15.5
<b>2013-14</b>	128,888	128,756		-8.6	128,867		-8.5
<b>2014-15</b>	140,489	140,511		9.1	140,350		8.9
<b>Dec 2014</b>	124,710	141,164	2.3	11.7	140,002	0.7	10.3
<b>Jan 2015</b>	111,936	141,184	0.0	13.5	141,050	0.7	10.3
<b>Feb 2015</b>	148,565	143,015	1.3	9.8	142,110	0.8	10.1
<b>Mar 2015</b>	149,911	140,741	-1.6	6.6	143,056	0.7	9.9
<b>Apr 2015</b>	141,063	145,475	3.4	7.4	143,972	0.6	9.6
<b>May 2015</b>	148,150	144,893	-0.4	14.0	145,057	0.8	9.7
<b>Jun 2015</b>	149,359	146,912	1.4	10.7	146,472	1.0	10.1
<b>Jul 2015</b>	150,006	147,131	0.1	9.4	148,190	1.2	10.6
<b>Aug 2015</b>	155,696	148,123	0.7	8.7	150,080	1.3	11.1
<b>Sep 2015</b>	166,068	154,460	4.3	12.8	151,964	1.3	11.3
<b>Oct 2015</b>	160,923	153,671	-0.5	12.1	153,604	1.1	11.4
<b>Nov 2015</b>	157,584	154,819	0.7	12.2	154,761	0.8	11.3
<b>Dec 2015</b>	136,596	155,275	0.3	10.0	155,276	0.3	10.9
<b>Jan 2016</b>	123,787	156,398	0.7	10.8	155,402	0.1	10.2
<b>Feb 2016</b>	160,869	154,798	-1.0	8.2	155,407	0.0	9.4
<b>Mar 2016</b>	162,118	154,845	0.0	10.0	155,592	0.1	8.8
<b>Apr 2016</b>	152,894	154,778	0.0	6.4	156,068	0.3	8.4
<b>May 2016</b>	161,764	158,097	2.1	9.1	156,716	0.4	8.0
<b>Jun 2016</b>	161,433	158,587	0.3	7.9	157,622	0.6	7.6
<b>Jul 2016</b>	160,149	157,196	-0.9	6.8	158,679	0.7	7.1
<b>Aug 2016</b>	168,059	160,019	1.8	8.0	159,708	0.6	6.4
<b>Sep 2016</b>	172,267	160,297	0.2	3.8	160,618	0.6	5.7
<b>Oct 2016</b>	169,058	161,569	0.8	5.1	161,433	0.5	5.1
<b>Nov 2016</b>	167,069	164,184	1.6	6.0	162,086	0.4	4.7
<b>Dec 2016</b>	140,981	161,008	-1.9	3.7	162,613	0.3	4.7

Notes: 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.

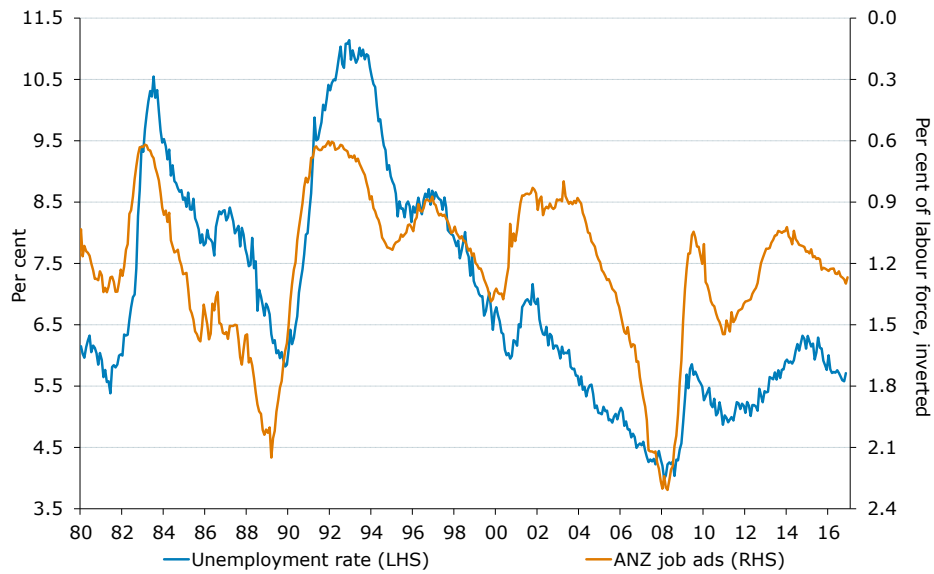
(a) Concurrent seasonal adjustment method (see Technical Appendix for further details).

(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.

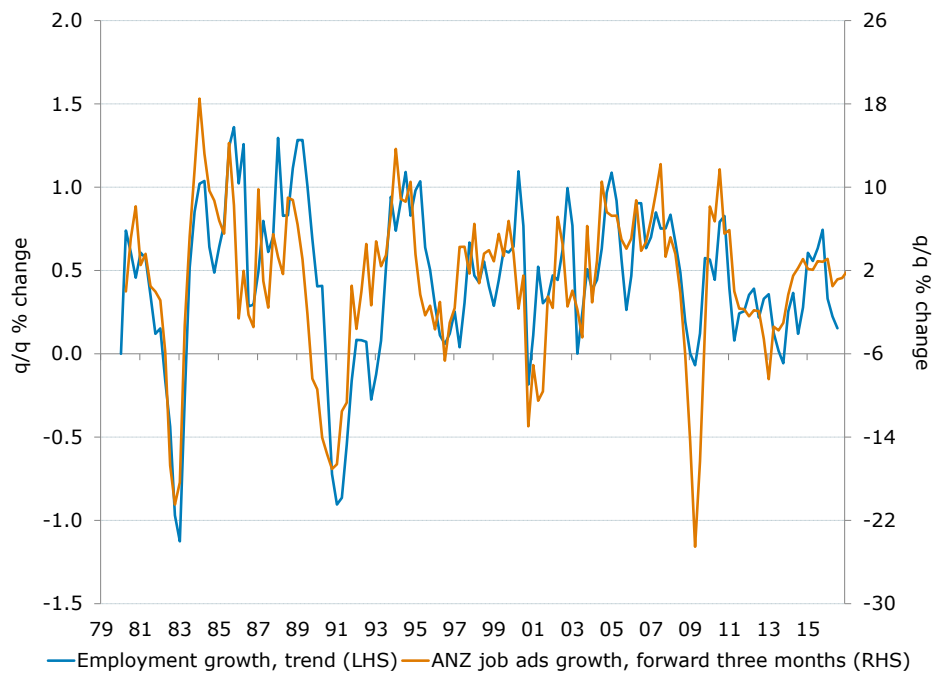
## ANZ JOB ADVERTISEMENTS SERIES

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



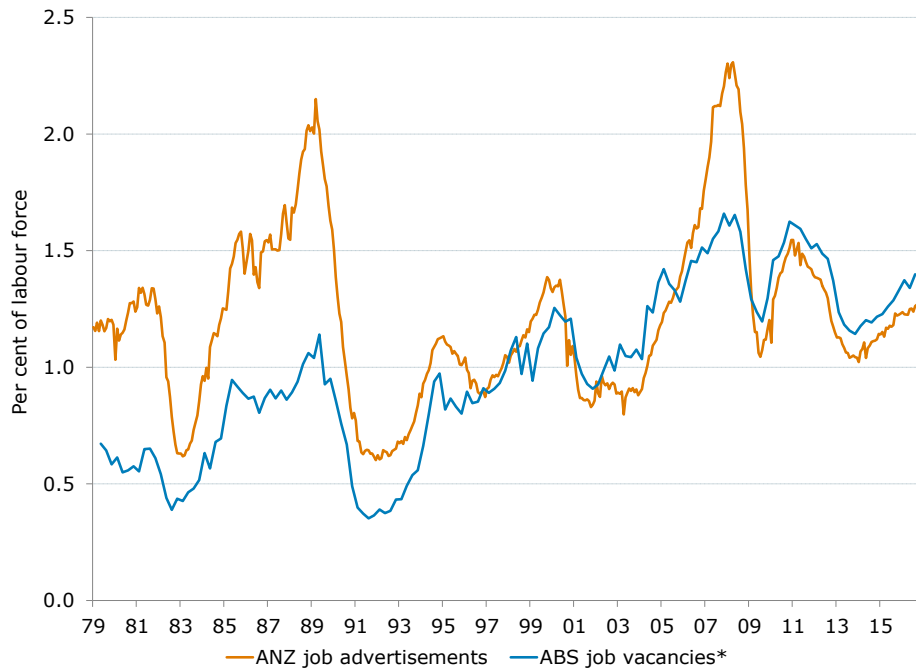
Source: ABS, ANZ Research

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



Source: ABS, ANZ Research

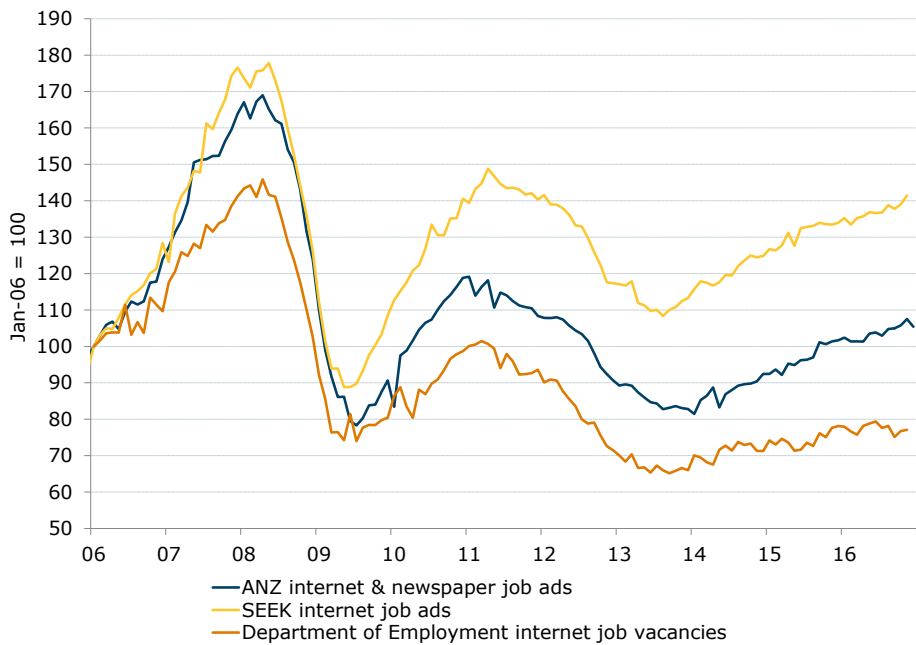
**FIGURE 4. ANZ JOB ADS AND ABS JOB VACANCIES**



Source: ABS, ANZ Research

\* ABS job vacancies: latest data are for August 2016

**FIGURE 5. AUSTRALIAN JOB ADVERTISEMENTS**

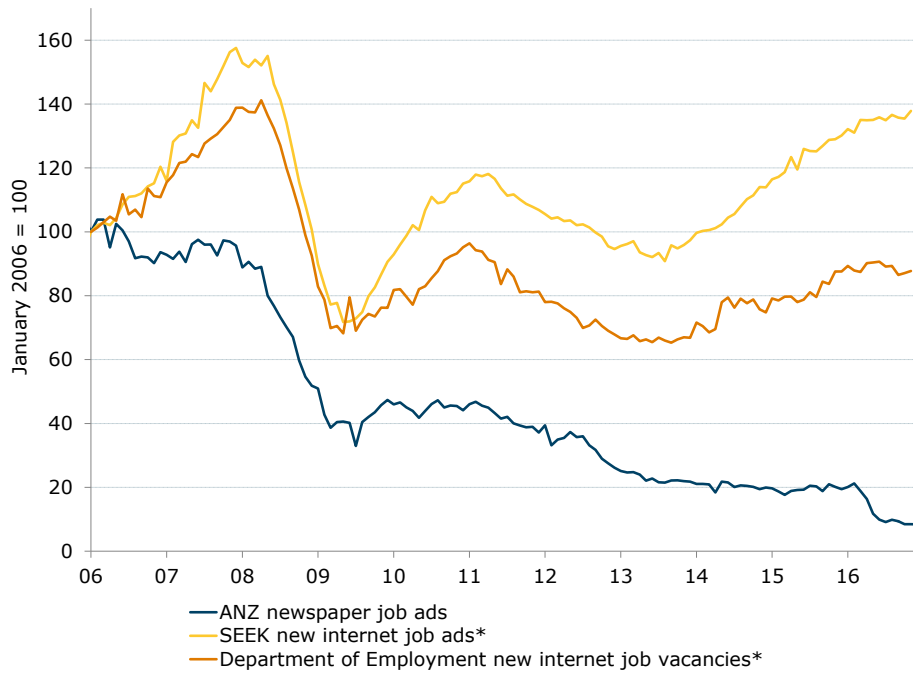


Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

## STATE AND TERRITORY JOB ADVERTISEMENTS

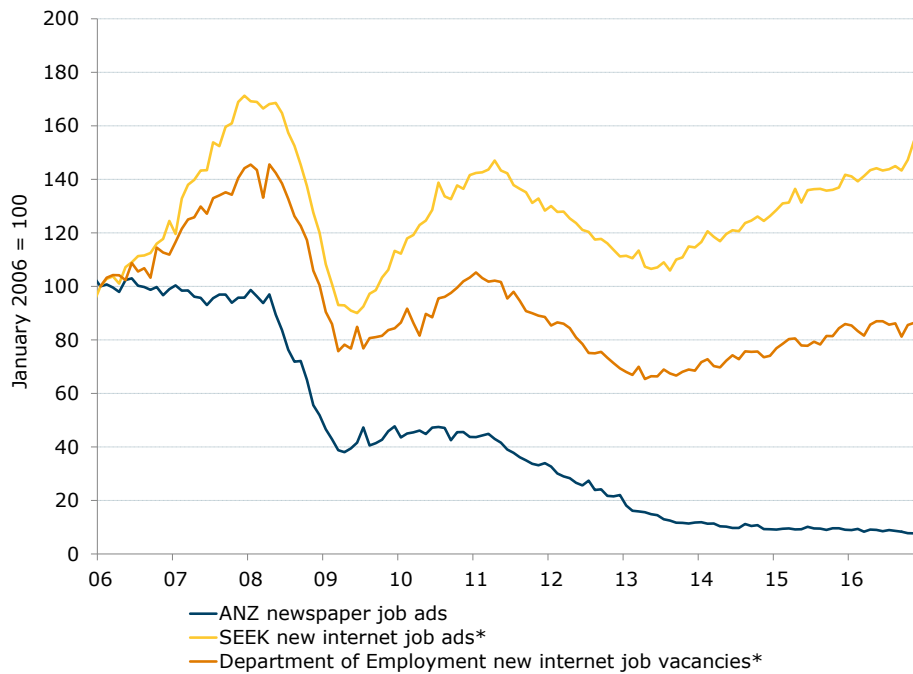
**FIGURE 6. NEW SOUTH WALES**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

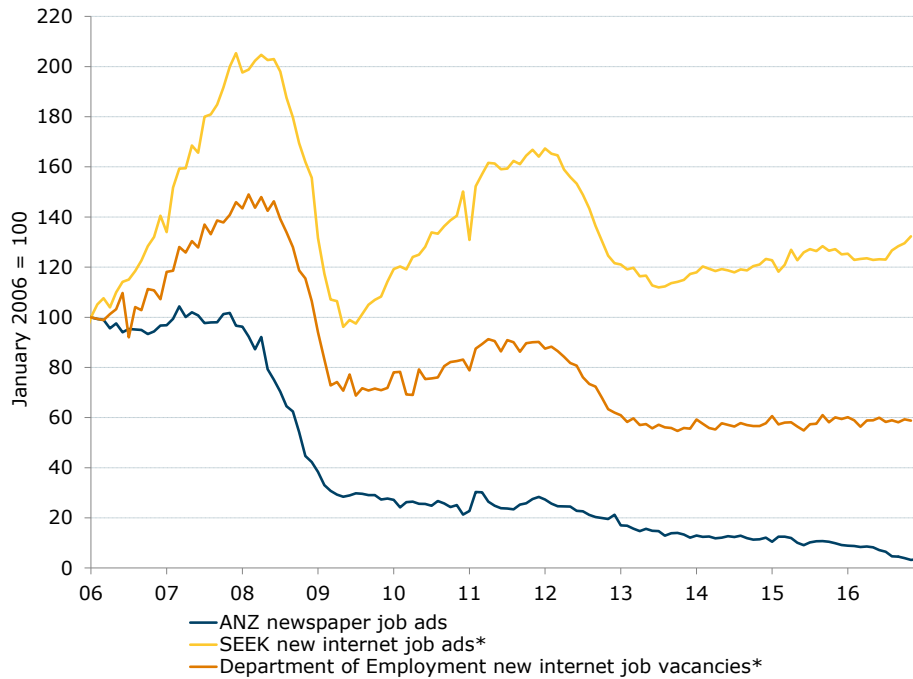
**FIGURE 7. VICTORIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

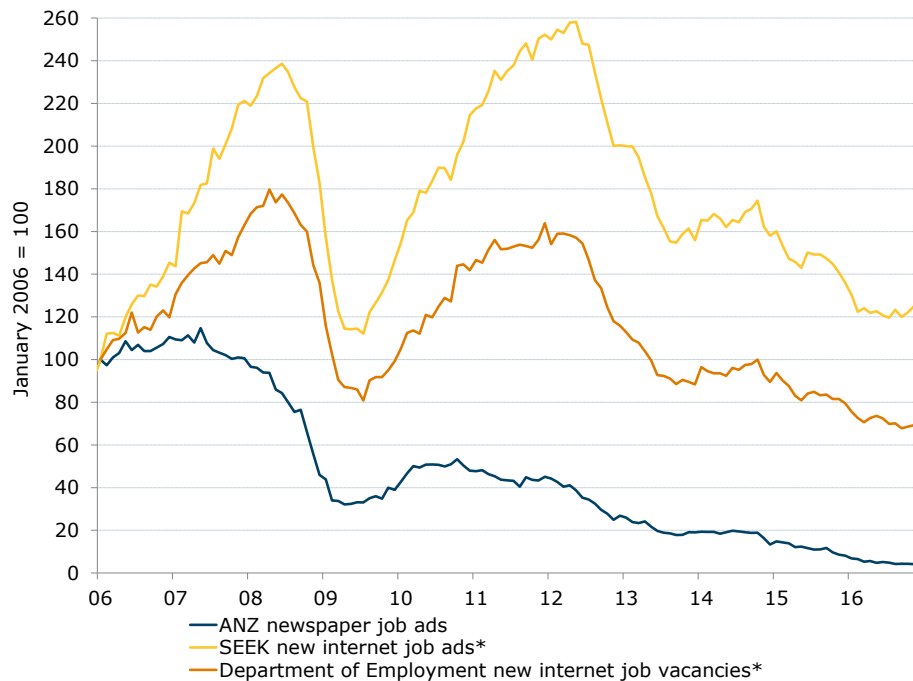
**FIGURE 8. QUEENSLAND**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

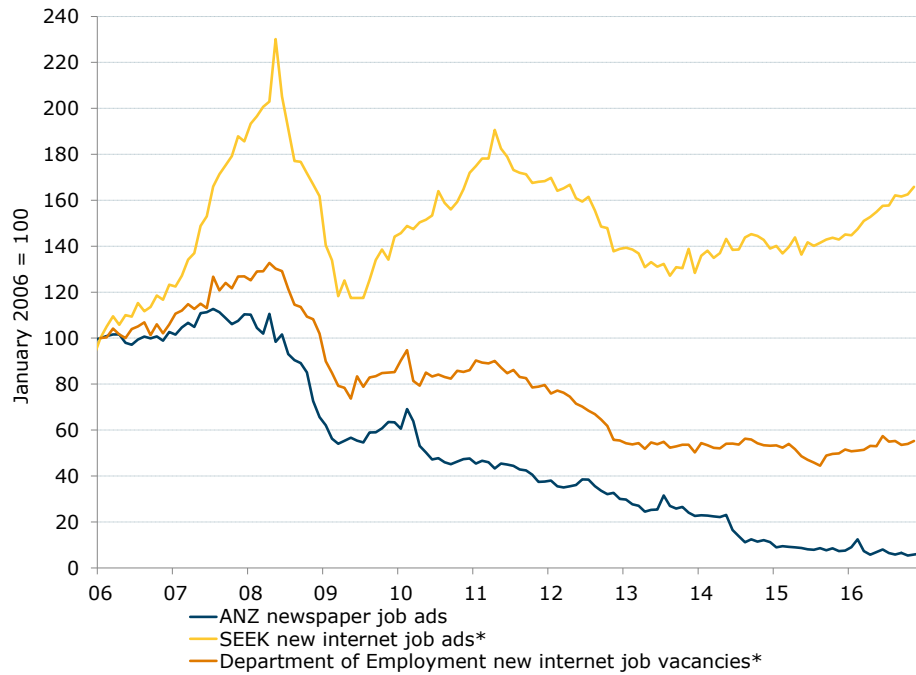
**FIGURE 9. WESTERN AUSTRALIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

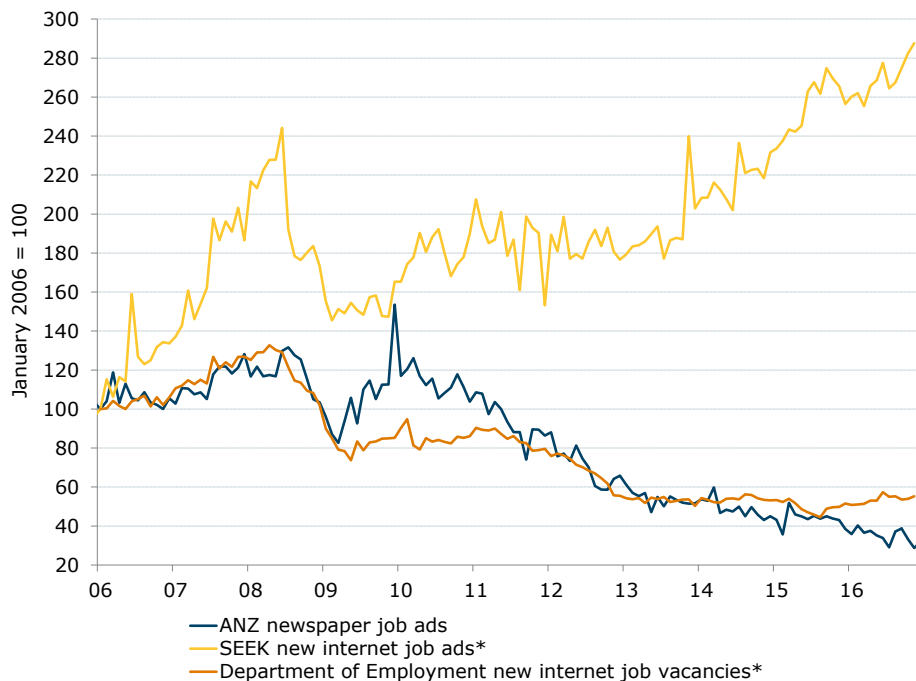
**FIGURE 10. SOUTH AUSTRALIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

**FIGURE 11. TASMANIA**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

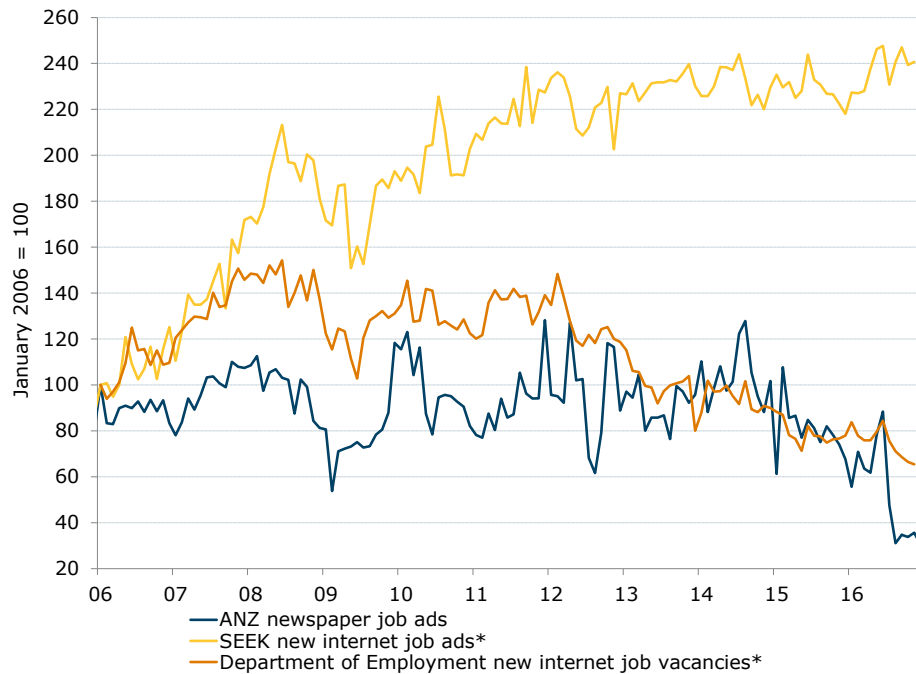
**FIGURE 12. AUSTRALIAN CAPITAL TERRITORY**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016

**FIGURE 13. NORTHERN TERRITORY**



Source: Department of Employment, SEEK, ANZ Research

\* Latest data are for November 2016



## **TECHNICAL APPENDIX**

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 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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