

# ANZ Australian Job Advertisement Series

## Media Release

5 January 2021



This is not personal advice.  
It does not consider your  
objectives or circumstances.  
Please refer to the  
Important Notice.

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**Next release:**  
January 2020 data

**Expected release date:**  
Monday 1 February 2021

### Job ad numbers keep on rolling

ANZ Australian Job Ads rose 9.2% m/m in December to be up 4.1% on pre-pandemic levels (February). The total figure was up 5.0% y/y, the first annual increase in two years.

	Seasonally adjusted		
	Number	% m/m	% y/y
<b>Total job ads</b>	159,156	9.2	5.0

See page 4 for [technical details](#)

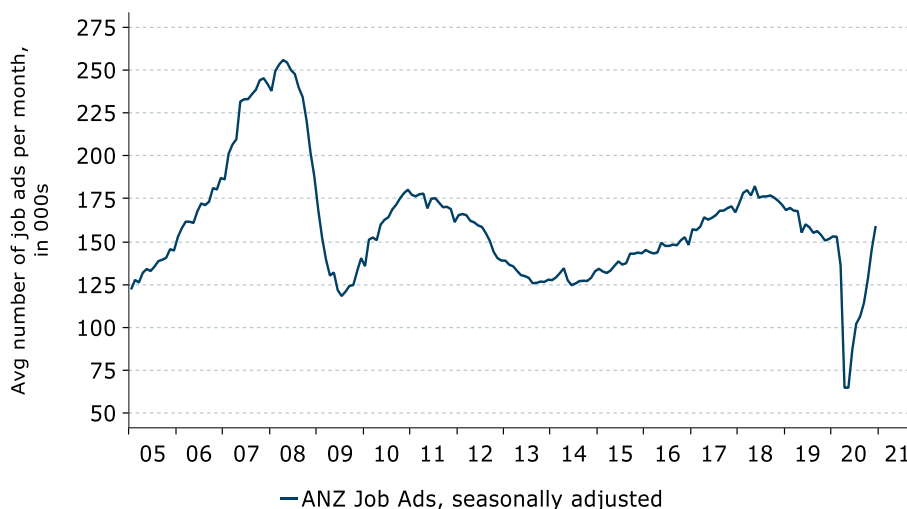
### ANZ Senior Economist, Catherine Birch, commented:

ANZ Job Ads continued its impressive recovery in December, rising 9.2% m/m (seasonally adjusted<sup>1</sup>), surpassing its pre-pandemic level to record the highest result in 18 months. The ongoing strength was likely supported by Victoria, where the labour market still has ground to make up. December's COVID spike in New South Wales is unlikely to have had a material effect on Job Ads so far.

The fast-paced recovery in ANZ Job Ads means solid employment gains should continue into early-2021 at least. It also suggests the unemployment rate could fall quite quickly in 2021 (Figure 1). For this to occur, we think ANZ Job Ads would have to **exceed** pre-pandemic levels for an extended period.

**But we expect challenges** in the first half of 2021 will temporarily slow employment growth and delay improvements in the unemployment rate. The end of JobKeeper in March is a key risk. We also expect to see some trade-off between unemployment and underemployment. The current spike in COVID cases is a risk as well, particularly if restrictions tighten.

### ANZ Job Ads gained 9.2% in December



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

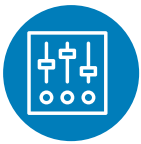
1. In original terms, ANZ Job Ads fell 6.1% m/m. A fall is typical for December due to the holiday period. But this was a much smaller fall than usual – the average fall over the previous five Decembers was almost 15% – hence the strong rise in seasonally adjusted terms. Job Ads tend to fall in January as well (in original terms).



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

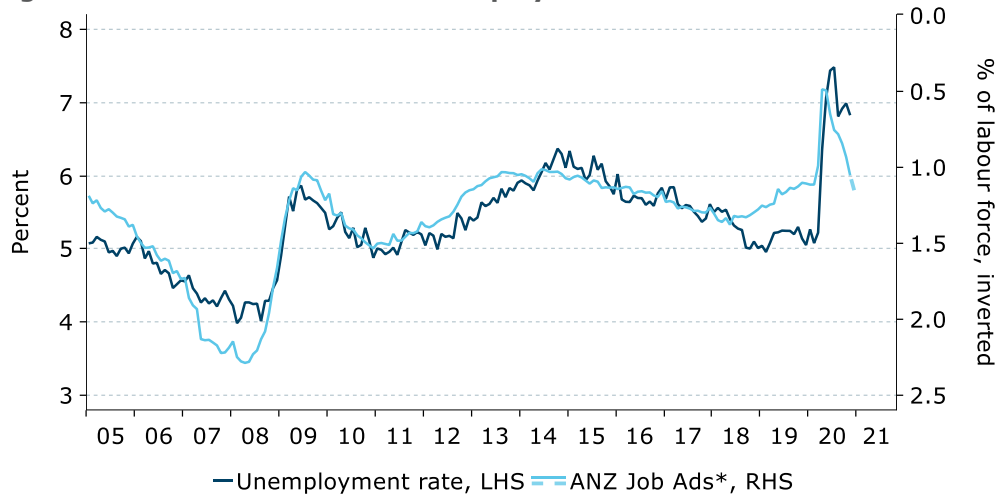
Date	Original	Seasonally adjusted		
	Number	Number	Per cent change	
			Month	Year
<b>2009-10</b>	139,554	139,518		
<b>2010-11</b>	174,478	174,365		25.0
<b>2011-12</b>	166,698	166,579		-4.5
<b>2012-13</b>	141,107	140,985		-15.4
<b>2013-14</b>	128,162	128,055		-9.2
<b>2014-15</b>	131,138	131,223		2.5
<b>2015-16</b>	143,244	143,304		9.2
<b>2016-17</b>	154,844	154,902		8.1
<b>2017-18</b>	172,763	172,890		11.6
<b>2018-19</b>	169,905	169,984		-1.7
<b>2019-20</b>	131,970	132,034		-22.3
<b>Dec 2017</b>	149,674	167,099	-2.1	12.8
<b>Jan 2018</b>	141,728	172,444	3.2	9.7
<b>Feb 2018</b>	183,912	178,389	3.4	13.8
<b>Mar 2018</b>	186,728	180,046	0.9	13.4
<b>Apr 2018</b>	174,149	176,950	-1.7	7.8
<b>May 2018</b>	181,765	182,368	3.1	12.0
<b>Jun 2018</b>	177,685	175,605	-3.7	7.1
<b>Jul 2018</b>	179,349	176,356	0.4	6.6
<b>Aug 2018</b>	185,833	176,379	0.0	5.0
<b>Sep 2018</b>	187,857	176,940	0.3	5.2
<b>Oct 2018</b>	184,003	175,591	-0.8	3.6
<b>Nov 2018</b>	180,956	173,750	-1.0	1.8
<b>Dec 2018</b>	154,372	171,430	-1.3	2.6
<b>Jan 2019</b>	136,971	168,389	-1.8	-2.4
<b>Feb 2019</b>	174,999	169,694	0.8	-4.9
<b>Mar 2019</b>	173,697	168,070	-1.0	-6.7
<b>Apr 2019</b>	164,923	167,816	-0.2	-5.2
<b>May 2019</b>	154,097	155,288	-7.5	-14.8
<b>Jun 2019</b>	161,805	160,109	3.1	-8.8
<b>Jul 2019</b>	162,673	158,368	-1.1	-10.2
<b>Aug 2019</b>	164,305	155,146	-2.0	-12.0
<b>Sep 2019</b>	167,310	156,156	0.7	-11.7
<b>Oct 2019</b>	162,688	153,870	-1.5	-12.4
<b>Nov 2019</b>	157,876	150,670	-2.1	-13.3
<b>Dec 2019</b>	135,055	151,543	0.6	-11.6
<b>Jan 2020</b>	121,223	153,022	1.0	-9.1
<b>Feb 2020</b>	157,283	152,884	-0.1	-9.9
<b>Mar 2020</b>	141,911	136,084	-11.0	-19.0
<b>Apr 2020</b>	62,218	64,828	-52.4	-61.4
<b>May 2020</b>	61,546	64,864	0.1	-58.2
<b>Jun 2020</b>	89,555	86,970	34.1	-45.7
<b>Jul 2020</b>	107,765	102,086	17.4	-35.5
<b>Aug 2020</b>	115,238	106,348	4.2	-31.5
<b>Sep 2020</b>	126,148	114,399	7.6	-26.7
<b>Oct 2020</b>	136,763	128,363	12.2	-16.6
<b>Nov 2020</b>	152,918	145,746	13.5	-3.3
<b>Dec 2020</b>	143,555	159,156	9.2	5.0

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.



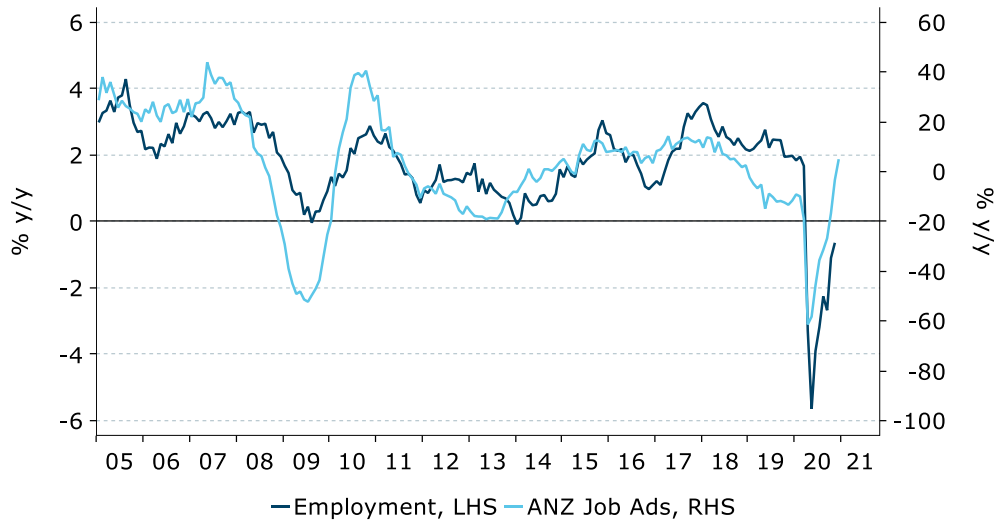
# ANZ Job Ads in relation to other indicators

**Figure 1. ANZ Job Ads and the unemployment rate**



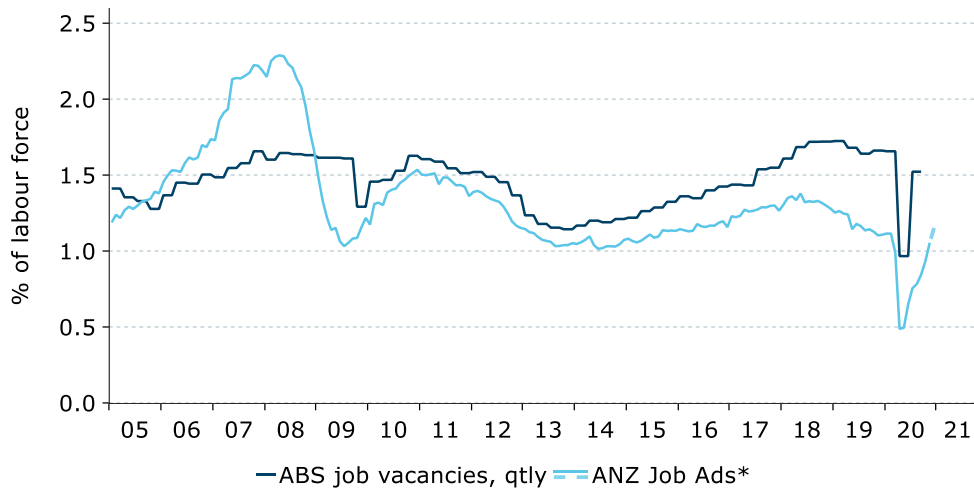
\*Last observation uses previous month's labour force as proxy.  
Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

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

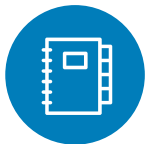


Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

**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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