

# Media Release



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For release: 11:30am Monday, 8 December 2008

## Job Advertisements continue to weaken in November

The total number of jobs advertised in major metropolitan newspapers and on the internet fell by 8.6% in November to a weekly average of 211,199 per week. This followed a fall of 5.9% in October. The total number of advertisements in November was 18.6% lower than 12 months ago. In trend terms, the total number of job advertisements fell by 3.5% in November to be 14.9% lower than 12 months earlier.

Looking at the different channels for advertising jobs, the number of job advertisements in major metropolitan **newspapers** decreased by 12.0% in November to an average of 11,767 per week. This follows a 12.1% drop in October. Newspaper advertisements are now 42.7% lower than in November 2007. In trend terms, the number of newspaper job advertisements fell by 4.6% in November to be 36.9% lower than a year ago.

The large fall in newspaper job advertisements in November was driven by declines in all states and territories. The largest falls in percentage terms were in the Northern Territory (-17.4%), Queensland (-16.6%), Western Australia (-14.9%), South Australia (-14.2%) and Victoria (-12.6%). There were also large falls in Tasmania (-9.5%), and New South Wales (-8.0%); the fall in the ACT (-2.5%) was more modest.

The number of **internet** job advertisements fell by 8.4% in November to average 199,433 per week, down by 21.9% from the latest peak of 255,456 in April 2008. In trend terms, internet job advertisements fell by 3.5% in November to be 13.0% lower than 12 months ago.

ANZ Head of Australian Economics **Warren Hogan**, said: "Total job advertisements continued to fall in November, down 8.6% in the month, to be 18.6% lower than a year ago. As a leading indicator of economic conditions in Australia, the latest job advertisements data suggest the global financial crisis has had a substantial impact on the Australian economy in the December quarter. Internet job advertisements fell 8.4% in November, and are now at the lowest level since February 2007. Internet job advertising has been in decline since May of this year, having fallen by over 20% in the past six months.

"The greater weakness continues to be in newspaper advertising. Newspaper job advertisements fell 12.0% in the month of November, following a 12.2% decline in October and are now down 42.7% in the past year. Annual growth in newspaper ads is now the weakest since 1991, the last time the economy experienced recession. Annual growth in job ads during the recessions of 1982 and 1991 fell to around -50%, so annual growth as at November 2008 remains above those past recession points."

"Over the last two months, newspaper job advertising has declined by the most in the 30-year history of the survey. This tells us that hiring intentions have been heavily impacted by the latest wave of uncertainty and financial distress caused by the global financial crisis. There is a reliable relationship between newspaper job advertisements and employment over the following six months. If the recent weakness in job ads is sustained, it would be consistent with a contraction in

total employment over the first six months of 2009. This of course would result in a much more rapid rise in the unemployment rate than we are currently forecasting. We expect the next official employment numbers, to be released by the Australian Bureau of Statistics on Thursday, to confirm the deterioration in labour market conditions in Australia as a result of the global financial crisis. ANZ is forecasting a 22,000 decline in total employment in the month of November.”

“The RBA and the Government have responded quickly and aggressively to emerging downside risks to the Australian economy, with unprecedented easing of both monetary and fiscal policy in recent months. The fact that both the Government and the RBA have been more aggressive and importantly, more pre-emptive, in their policy adjustments in the current cycle than in any past economic cycle, gives us some reason to believe the slowing in the economy can be contained and a severe recession avoided. ANZ is forecasting continued economic growth in Australia in 2009.”

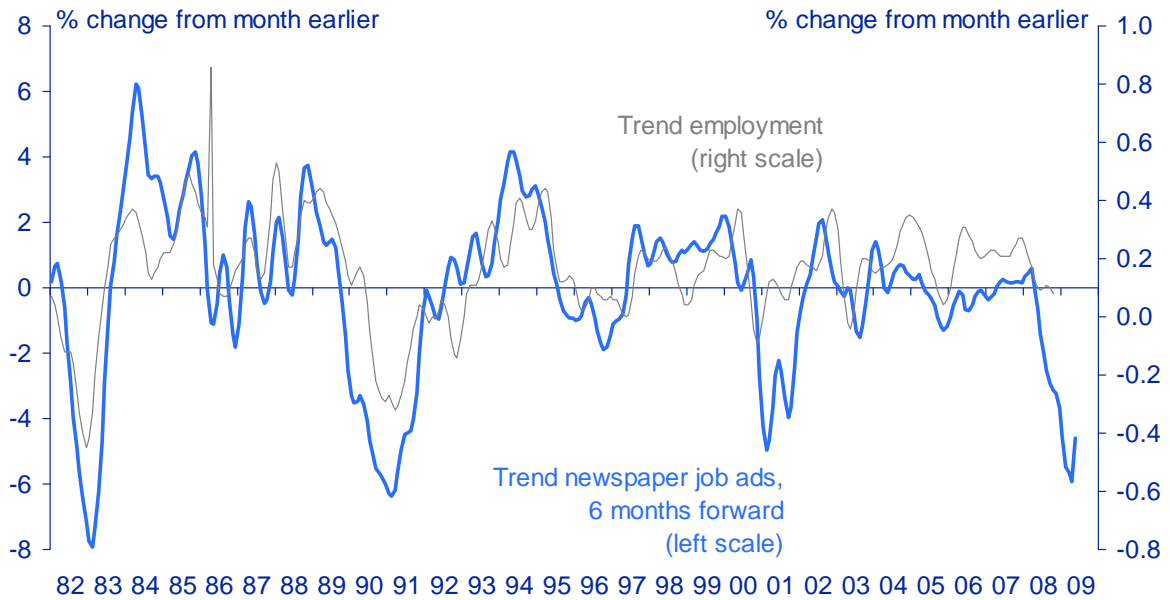
*(Note: For some of the newspapers surveyed, the ANZ Job Advertisements series counts the number of advertisement ‘bookings’. Each ‘booking’ may contain multiple advertisements. In addition, the ANZ series counts classified advertisements only, and does not include display advertisements. For these reasons, 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.)*

<b>Further comment:</b>	<b>Data enquiries:</b>	<b>Distribution enquiries, changes to fax listings:</b>
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<b>Next release:</b> December 2008	<b>Expected release date:</b> Monday, 12 January 2009	



## Job Advertisements series

### Monthly trend growth in newspaper job advertisements and employment

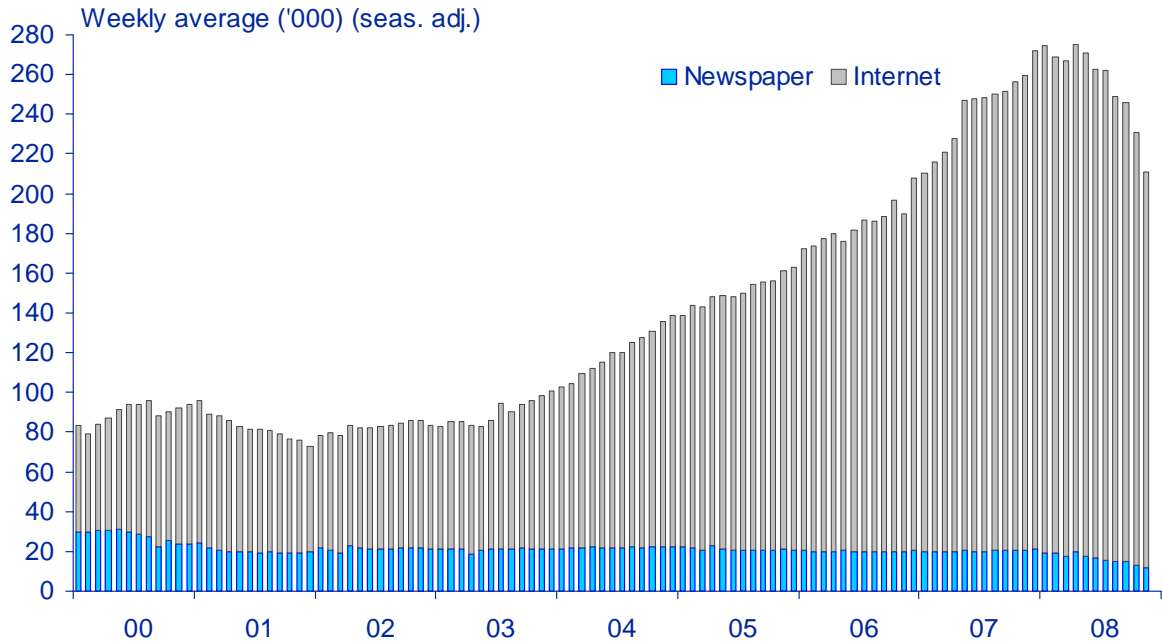


Sources: ABS, *The Labour Force* (6202.0); ANZ.



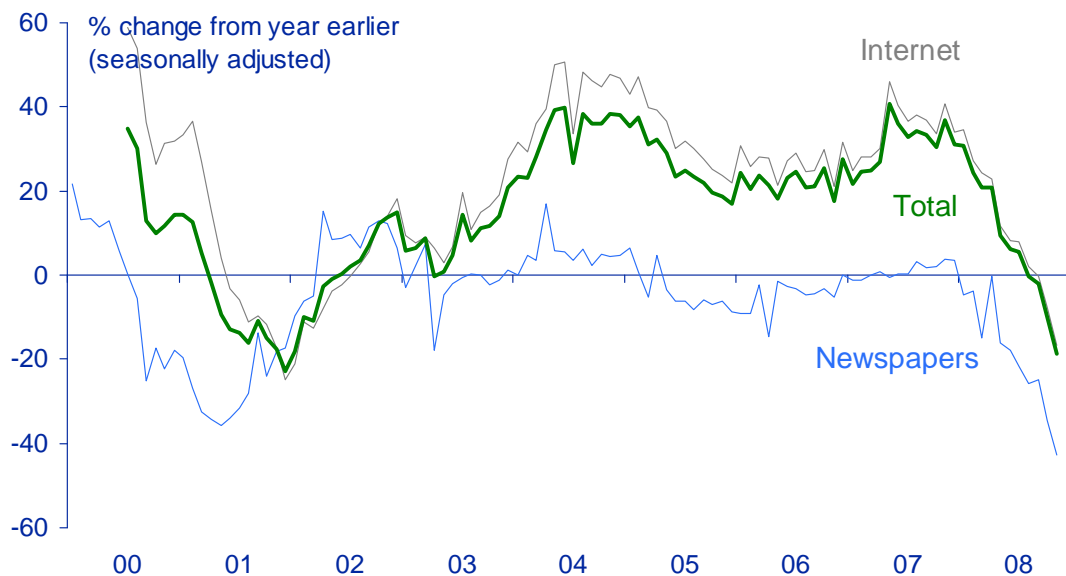
# Job Advertisements series

## Newspaper and internet job advertisements



Source: ANZ.

## Annual changes in newspaper and internet job advertisements

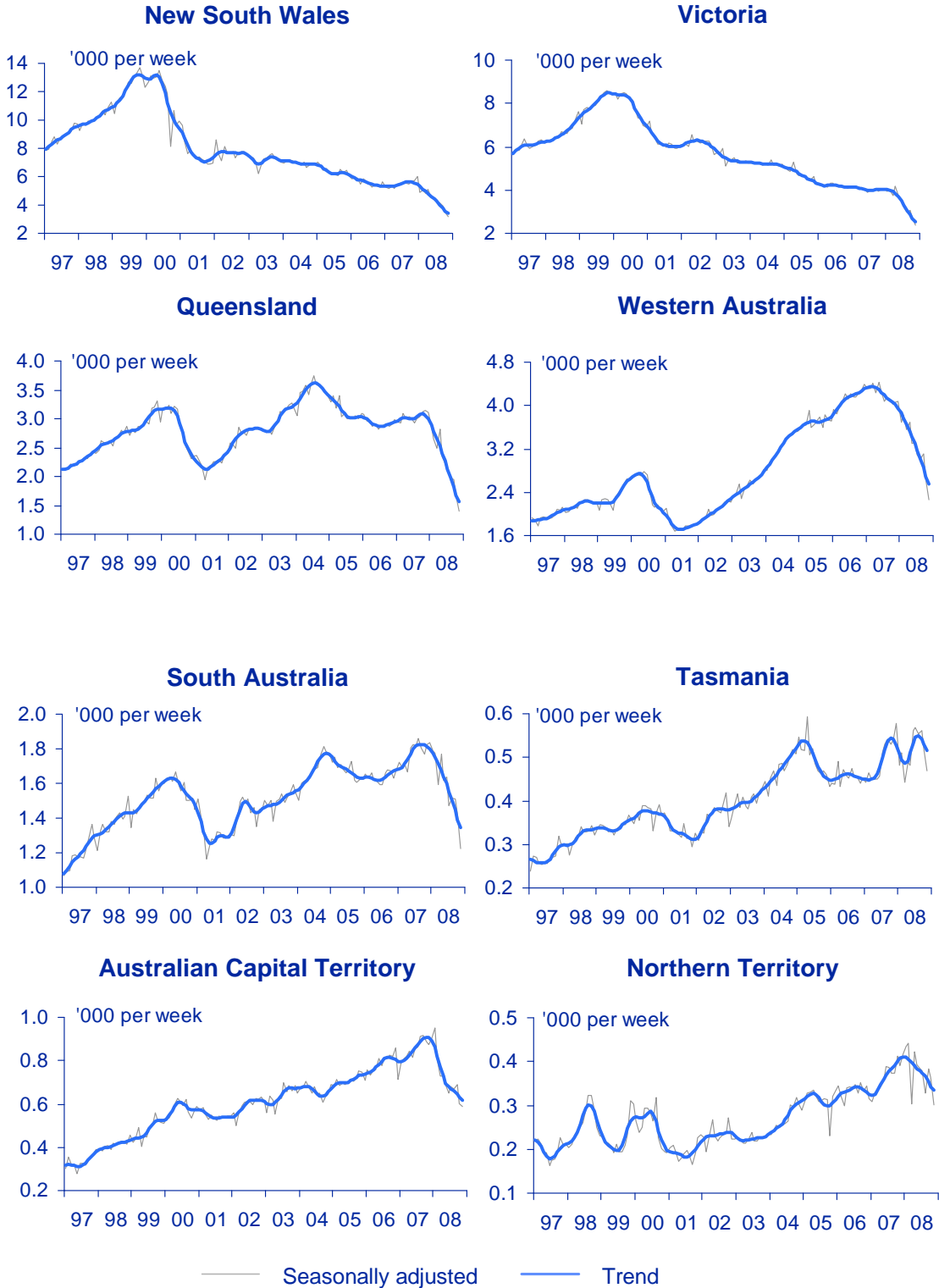


Note: Seasonal adjustment now done by ABS. Source: ANZ.



# Job Advertisements series

## State and Territory newspaper data



Source: ANZ.



# Job Advertisements series

## Average number of newspaper job advertisements per week – Australia

	<i>Original</i>	<i>Seasonally adjusted</i>			<i>Trend estimate (a)</i>		
	<i>Number</i>	<i>Number</i>	<i>P.c. change over -</i>		<i>Number</i>	<i>P.c. change over -</i>	
			<i>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
2004-05	21,866			1.5			
2005-06	20,450			-6.5			
2006-07	20,024			-2.1			
2007-08	19,273			-3.7			
Oct 2006	22,839	20,018	0.8	-3.3	19,924	0.0	-3.5
Nov 2006	21,050	19,794	-1.1	-5.3	19,962	0.2	-3.1
Dec 2006	11,543	20,308	2.6	0.0	20,013	0.3	-2.2
Jan 2007	19,315	20,092	-1.1	-1.1	20,049	0.2	-1.3
Feb 2007	22,435	19,867	-1.1	-1.2	20,075	0.1	-0.7
Mar 2007	21,390	20,147	1.4	-0.1	20,101	0.1	-0.3
Apr 2007	17,538	19,957	-0.9	0.8	20,135	0.2	0.0
May 2007	20,838	20,467	2.6	-0.7	20,171	0.2	0.2
Jun 2007	19,531	20,205	-1.3	0.2	20,199	0.1	0.6
Jul 2007	20,282	20,104	-0.5	0.4	20,263	0.3	1.3
Aug 2007	21,960	20,350	1.2	3.2	20,357	0.5	2.0
Sep 2007	22,687	20,238	-0.6	1.9	20,479	0.6	2.8
Oct 2007	23,356	20,444	1.0	2.1	20,493	0.1	2.9
Nov 2007	21,835	20,524	0.4	3.7	20,356	-0.7	2.0
Dec 2007	11,986	21,026	2.4	3.5	20,072	-1.4	0.3
Jan 2008	18,412	19,139	-9.0	-4.7	19,663	-2.0	-1.9
Feb 2008	21,578	19,118	-0.1	-3.8	19,167	-2.5	-4.5
Mar 2008	17,526	17,115	-10.5	-15.0	18,607	-2.9	-7.4
Apr 2008	18,099	19,870	16.1	-0.4	18,020	-3.2	-10.5
May 2008	17,522	17,196	-13.5	-16.0	17,441	-3.2	-13.5
Jun 2008	16,033	16,593	-3.5	-17.9	16,803	-3.7	-16.8
Jul 2008	15,858	15,731	-5.2	-21.7	16,047	-4.5	-20.8
Aug 2008	16,293	15,105	-4.0	-25.8	15,167	-5.5	-25.5
Sep 2008	17,035	15,206	0.7	-24.9	14,310	-5.7	-30.1
Oct 2008	15,284	13,370	-12.1	-34.6	13,461	-5.9	-34.3
Nov 2008	12,520	11,767	-12.0	-42.7	12,840	-4.6	-36.9

(a) 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.



# Job Advertisements series

## Average number of newspaper job advertisements per week - States and Territories

	<i>Original</i>	<i>Seasonally adjusted</i>		<i>Trend estimate (a)</i>			
	<i>Number</i>	<i>Number</i>	<i>P.c. change over -</i>		<i>Number</i>	<i>P.c. change over -</i>	
	<i>Number</i>	<i>Number</i>	<i>Month</i>	<i>Year</i>	<i>Number</i>	<i>Month</i>	<i>Year</i>
<i>New South Wales -</i>							
Jun 2008	4,274	4,352	-4.1	-21.5	4,465	-3.5	-18.2
Jul 2008	4,285	4,256	-2.2	-23.1	4,265	-4.5	-22.9
Aug 2008	4,393	4,117	-3.3	-26.3	4,032	-5.5	-28.0
Sep 2008	4,502	3,961	-3.8	-27.4	3,810	-5.5	-32.5
Oct 2008	3,934	3,488	-11.9	-38.5	3,592	-5.7	-36.4
Nov 2008	3,455	3,209	-8.0	-43.6	3,424	-4.7	-38.8
<i>Victoria -</i>							
Jun 2008	3,385	3,503	-6.8	-10.3	3,525	-5.0	-11.9
Jul 2008	3,257	3,203	-8.6	-20.0	3,309	-6.1	-17.2
Aug 2008	3,265	2,979	-7.0	-26.1	3,081	-6.9	-23.1
Sep 2008	3,427	3,044	2.2	-25.5	2,876	-6.7	-28.5
Oct 2008	3,183	2,711	-11.0	-31.2	2,686	-6.6	-33.4
Nov 2008	2,452	2,370	-12.6	-41.5	2,545	-5.3	-36.9
<i>Queensland -</i>							
Jun 2008	2,161	2,216	-5.6	-26.1	2,276	-5.2	-24.1
Jul 2008	2,152	2,101	-5.2	-28.3	2,134	-6.2	-29.0
Aug 2008	2,170	1,975	-6.0	-34.0	1,974	-7.5	-34.9
Sep 2008	2,267	1,944	-1.6	-36.0	1,822	-7.7	-40.6
Oct 2008	1,969	1,670	-14.1	-46.5	1,676	-8.1	-45.7
Nov 2008	1,470	1,393	-16.6	-55.7	1,568	-6.4	-48.8
<i>South Australia -</i>							
Jun 2008	1,541	1,634	1.0	-10.4	1,598	-2.3	-11.2
Jul 2008	1,485	1,475	-9.7	-18.8	1,554	-2.7	-14.4
Aug 2008	1,599	1,514	2.6	-18.5	1,502	-3.4	-17.7
Sep 2008	1,647	1,512	-0.1	-16.3	1,446	-3.7	-20.8
Oct 2008	1,563	1,426	-5.7	-19.4	1,389	-4.0	-23.8
Nov 2008	1,310	1,223	-14.2	-32.9	1,343	-3.3	-25.9

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).



# Job Advertisements series

## Average number of newspaper job advertisements per week - States and Territories

	<i>Original</i>	<i>Seasonally adjusted</i>		<i>Trend estimate (a)</i>			
	<i>Number</i>	<i>Number</i>	<i>P.c. change over -</i>		<i>Number</i>	<i>P.c. change over -</i>	
	<i>Number</i>	<i>Number</i>	<i>Month</i>	<i>Year</i>	<i>Number</i>	<i>Month</i>	<i>Year</i>
<i>Western Australia -</i>							
Jun 2008	3,108	3,316	0.3	-22.1	3,303	-3.3	-22.2
Jul 2008	3,064	3,097	-6.6	-24.3	3,172	-4.0	-24.3
Aug 2008	3,215	3,024	-2.4	-26.8	3,017	-4.9	-27.2
Sep 2008	3,428	3,108	2.8	-24.5	2,855	-5.3	-30.5
Oct 2008	3,012	2,648	-14.8	-34.3	2,687	-5.9	-33.9
Nov 2008	2,430	2,254	-14.9	-44.6	2,545	-5.3	-36.6
<i>Tasmania -</i>							
Jun 2008	510	562	16.6	23.4	532	4.4	11.4
Jul 2008	548	568	1.0	11.3	547	2.8	10.0
Aug 2008	581	554	-2.4	4.6	549	0.5	6.1
Sep 2008	599	562	1.3	3.6	542	-1.3	1.2
Oct 2008	554	519	-7.5	-2.0	529	-2.4	-2.7
Nov 2008	497	470	-9.5	-12.8	515	-2.8	-4.9
<i>ACT -</i>							
Jun 2008	650	652	-5.7	-23.8	678	-2.6	-21.2
Jul 2008	677	680	4.2	-21.2	670	-1.2	-23.3
Aug 2008	713	668	-1.8	-26.8	660	-1.5	-25.6
Sep 2008	743	692	3.7	-24.4	646	-2.1	-28.3
Oct 2008	659	604	-12.8	-32.2	631	-2.5	-30.7
Nov 2008	588	589	-2.5	-32.6	617	-2.2	-32.2
<i>Northern Territory -</i>							
Jun 2008	405	384	-2.3	-0.9	379	-1.2	2.2
Jul 2008	391	379	-1.4	-2.1	374	-1.2	-1.0
Aug 2008	357	329	-13.3	-12.2	366	-2.1	-4.5
Sep 2008	423	383	16.6	2.7	355	-2.9	-9.2
Oct 2008	411	365	-4.7	-11.3	343	-3.4	-14.2
Nov 2008	318	302	-17.4	-23.0	335	-2.4	-17.8

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).





# Job Advertisements series

## Average number of internet job advertisements per week – Australia

	<i>Original</i>	<i>Seasonally adjusted</i>		<i>Trend estimate (a)</i>			
	<i>Number</i>	<i>Number</i>	<i>P.c. change over -</i>		<i>P.c. change over -</i>		
			<i>Month</i>	<i>Year</i>	<i>Number</i>	<i>Month</i>	<i>Year</i>
2004-05	115,338			41.6			
2005-06	146,084			26.7			
2006-07	190,068			30.1			
2007-08	243,279			28.0			
Oct 2006	191,178	176,380	4.6	29.9	173,338	2.2	26.3
Nov 2006	177,454	169,759	-3.8	21.0	177,632	2.5	26.0
Dec 2006	170,431	187,495	10.4	31.6	182,727	2.9	25.9
Jan 2007	151,417	189,927	1.3	24.8	189,047	3.5	26.8
Feb 2007	195,251	196,295	3.4	28.0	196,429	3.9	28.6
Mar 2007	203,944	200,928	2.4	28.0	204,405	4.1	31.3
Apr 2007	204,545	207,971	3.5	30.2	212,239	3.8	34.4
May 2007	229,024	226,777	9.0	46.0	219,117	3.2	37.0
Jun 2007	230,984	227,239	0.2	40.4	224,364	2.4	38.6
Jul 2007	232,160	228,095	0.4	36.6	228,100	1.7	39.1
Aug 2007	242,027	229,621	0.7	38.1	230,911	1.2	38.7
Sep 2007	247,704	230,908	0.6	37.0	233,894	1.3	37.9
Oct 2007	255,555	235,901	2.2	33.7	237,595	1.6	37.1
Nov 2007	249,578	239,003	1.3	40.8	242,044	1.9	36.3
Dec 2007	228,630	251,111	5.1	33.9	246,680	1.9	35.0
Jan 2008	203,607	255,291	1.7	34.4	250,408	1.5	32.5
Feb 2008	248,532	249,677	-2.2	27.2	252,845	1.0	28.7
Mar 2008	253,737	249,926	0.1	24.4	253,773	0.4	24.2
Apr 2008	251,374	255,456	2.2	22.8	253,266	-0.2	19.3
May 2008	256,208	253,554	-0.7	11.8	251,582	-0.7	14.8
Jun 2008	250,239	246,112	-2.9	8.3	248,093	-1.4	10.6
Jul 2008	250,527	246,197	0.0	7.9	242,493	-2.3	6.3
Aug 2008	246,609	234,009	-5.0	1.9	234,768	-3.2	1.7
Sep 2008	247,021	230,529	-1.5	-0.2	226,455	-3.5	-3.2
Oct 2008	235,866	217,785	-5.5	-7.7	218,075	-3.7	-8.2
Nov 2008	208,150	199,433	-8.4	-16.6	210,522	-3.5	-13.0

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; Hudson Global Resources; and the Department of Employment and Workplace Relations (DEWR) Australian Job Search site, jobsearch.gov.au.



# Job Advertisements series

Average total number of newspaper and internet job advertisements per week – Australia

	<i>Original</i>	<i>Seasonally adjusted</i>			<i>Trend estimate (a)</i>		
	<i>Number</i>	<i>P.c. change over -</i>		<i>P.c. change over -</i>		<i>Year</i>	
		<i>Number</i>	<i>Month</i>	<i>Year</i>	<i>Number</i>		<i>Month</i>
2004-05	137,204			33.2			
2005-06	166,533			21.4			
2006-07	210,092			26.2			
2007-08	262,552			25.0			
Oct 2006	214,017	196,398	4.2	25.5	193,262	2.0	22.4
Nov 2006	198,504	189,553	-3.5	17.6	197,594	2.2	22.3
Dec 2006	181,974	207,804	9.6	27.6	202,740	2.6	22.5
Jan 2007	170,733	210,019	1.1	21.8	209,096	3.1	23.4
Feb 2007	217,686	216,162	2.9	24.6	216,504	3.5	25.2
Mar 2007	225,333	221,075	2.3	24.8	224,507	3.7	27.6
Apr 2007	222,082	227,928	3.1	26.9	232,374	3.5	30.5
May 2007	249,862	247,244	8.5	40.6	239,287	3.0	32.9
Jun 2007	250,515	247,445	0.1	36.0	244,563	2.2	34.4
Jul 2007	252,442	248,198	0.3	32.8	248,363	1.6	34.9
Aug 2007	263,987	249,971	0.7	34.4	251,268	1.2	34.7
Sep 2007	270,391	251,146	0.5	33.3	254,372	1.2	34.2
Oct 2007	278,910	256,345	2.1	30.5	258,088	1.5	33.5
Nov 2007	271,413	259,527	1.2	36.9	262,400	1.7	32.8
Dec 2007	240,616	272,137	4.9	31.0	266,752	1.7	31.6
Jan 2008	222,019	274,430	0.8	30.7	270,071	1.2	29.2
Feb 2008	270,110	268,795	-2.1	24.3	272,012	0.7	25.6
Mar 2008	271,263	267,041	-0.7	20.8	272,379	0.1	21.3
Apr 2008	269,473	275,326	3.1	20.8	271,286	-0.4	16.7
May 2008	273,731	270,751	-1.7	9.5	269,023	-0.8	12.4
Jun 2008	266,272	262,705	-3.0	6.2	264,896	-1.5	8.3
Jul 2008	266,384	261,928	-0.3	5.5	258,540	-2.4	4.1
Aug 2008	262,902	249,114	-4.9	-0.3	249,935	-3.3	-0.5
Sep 2008	264,056	245,734	-1.4	-2.2	240,765	-3.7	-5.3
Oct 2008	251,150	231,155	-5.9	-9.8	231,536	-3.8	-10.3
Nov 2008	220,670	211,199	-8.6	-18.6	223,363	-3.5	-14.9

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