

For release: 11:30am, 9 February 2009

## Job advertisements still soft in January

### Highlights

- Job ads on the internet and in newspapers fell by 6.3% in January, taking the annual fall to 33.7%.
- Newspaper job ads improved by 12.3%, while internet job ads dropped by 7.3%.
- Job advertisements are at a level consistent with rising unemployment over the year ahead.

### Total job advertisements

The ANZ Job Advertisements Series released today showed the total number of jobs advertised in major metropolitan newspapers and on the internet fell by 6.3% in January to a weekly average of 180,349 per week. The total number of advertisements in January was 33.7% lower than 12 months earlier. In trend terms, the total number of job advertisements fell by 6.0% in December to be 30.3% lower than 12 months earlier. (See Table 1)

### Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers increased by 12.3% in January to an average of 11,391 per week. This follows a 13.5% drop in December. Newspaper advertisements are now 40.7% lower than in January 2008. In trend terms, the number of newspaper job advertisements fell by 6.0% in January to be 45.7% lower than a year ago. (See Table 2)

The rise in newspaper job advertisements in January was driven by increases in most states and territories. The largest rises in percentage terms were in the ACT (27.1%), South Australia (15.1%), New South Wales (13.8%), Victoria (13.0%) and Western Australia (12.1%). There was also a significant rise in Queensland (7.8%). Tasmania (-1.4%) and the Northern Territory (-1.2%) were the only two states/territories to experience a fall in newspaper job advertisements in January. (See Table 3)

### Internet job advertisements

The number of internet job advertisements fell by 7.3% to average 168,959 per week, and were 33.2% lower than 12 months earlier. In trend terms, internet job advertisements fell by 6.0% in January to be 29.1% lower than in January 2008. (See Table 4)

**ANZ Head of Australian Economics Warren Hogan, said:**

- Job advertising fell again in January, marking the ninth consecutive monthly decline. All of the weakness was due to a large fall in internet ads, which fell 7.3% in the month. A bright note in the report, however, was a strong bounce in seasonally adjusted newspaper job ads in January.

- Although internet job ads remain weak, we are encouraged by the jump in newspaper advertising. Although by no means a strong signal that the worst is over for job advertising, it does provide some tentative evidence that the Government's first fiscal stimulus package may be having a positive impact on the labour market in early 2009.
- Despite the 12.3% rise in January, newspaper ads are still 40.8% below year ago levels. We will need to monitor the underlying trend in advertising over the months ahead to see if the improvement in January continues.
- Overall job advertising remains weak and is consistent with rising trend for unemployment over the year ahead. ANZ expects unemployment to breach 6% in 2009 before eventually peaking at around 7% in 2010.
- ANZ expects that the extraordinary amount of monetary and fiscal stimulus running through the Australian economy over the first half of 2009 will have the effect of supporting positive economic growth. Whether this short-term boost to growth proves to be more resilient and prevents a renewed slowing in growth later in the year will in no small part be determined by the extent to which stronger spending supports employment growth.

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**Next release:** February 2009    **Expected release date:** Tuesday 10 March 2009

**Note for editors:**

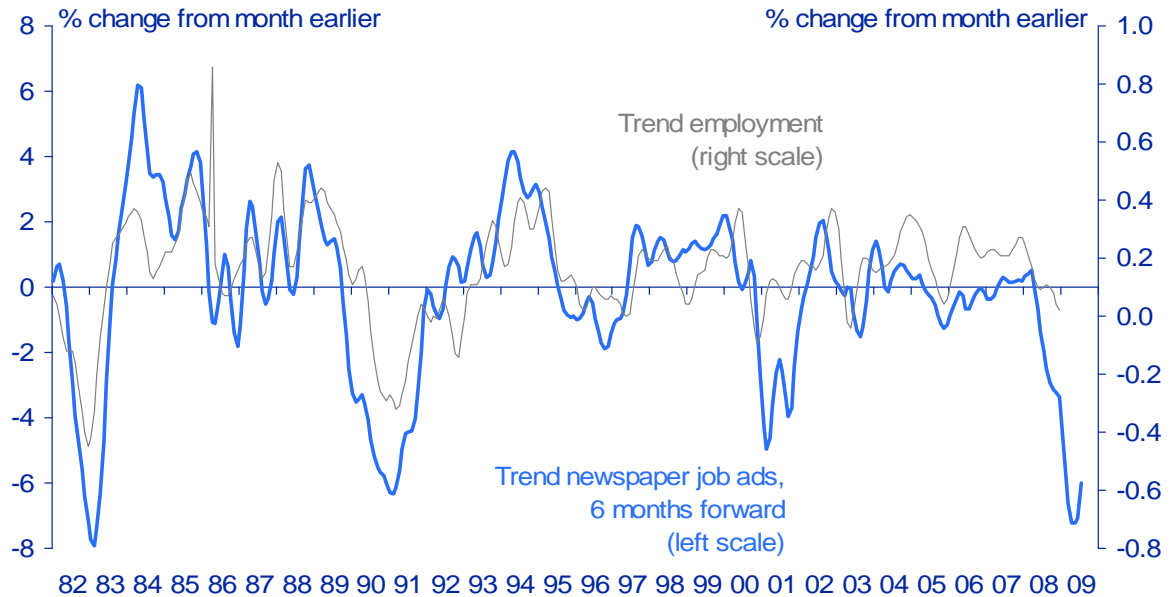
For some of the newspapers surveyed, the ANZ Job Advertisements series counts the number of advertisement 'bookings'. Each 'booking' may contain multiple advertisements. In addition, the ANZ series counts classified advertisements only, and does not include display advertisements. For these reasons,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

The order of some of the tables has changed.



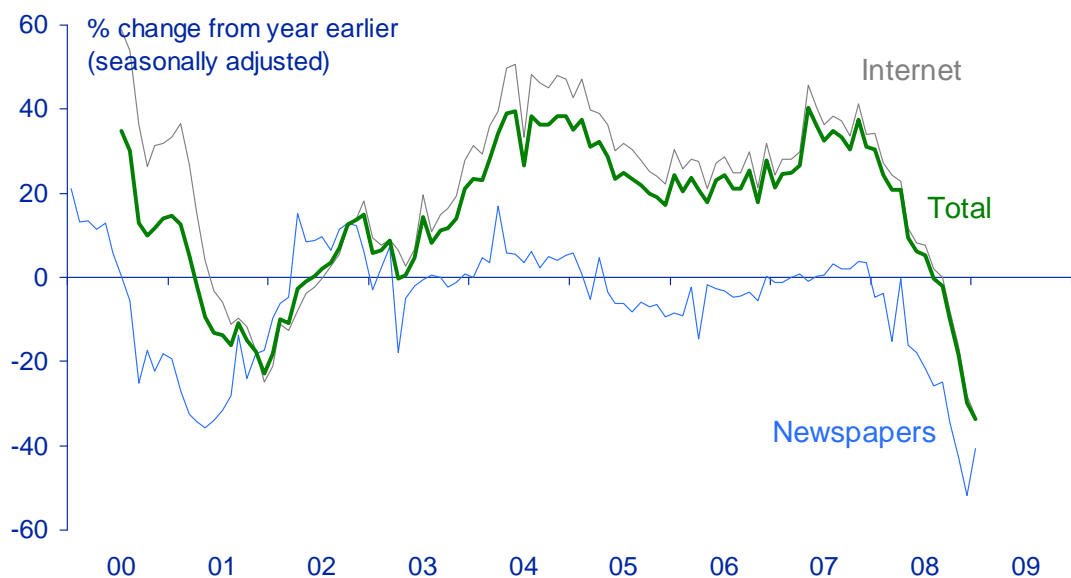
## Job Advertisements series

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



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

### Annual changes in newspaper and internet job advertisements

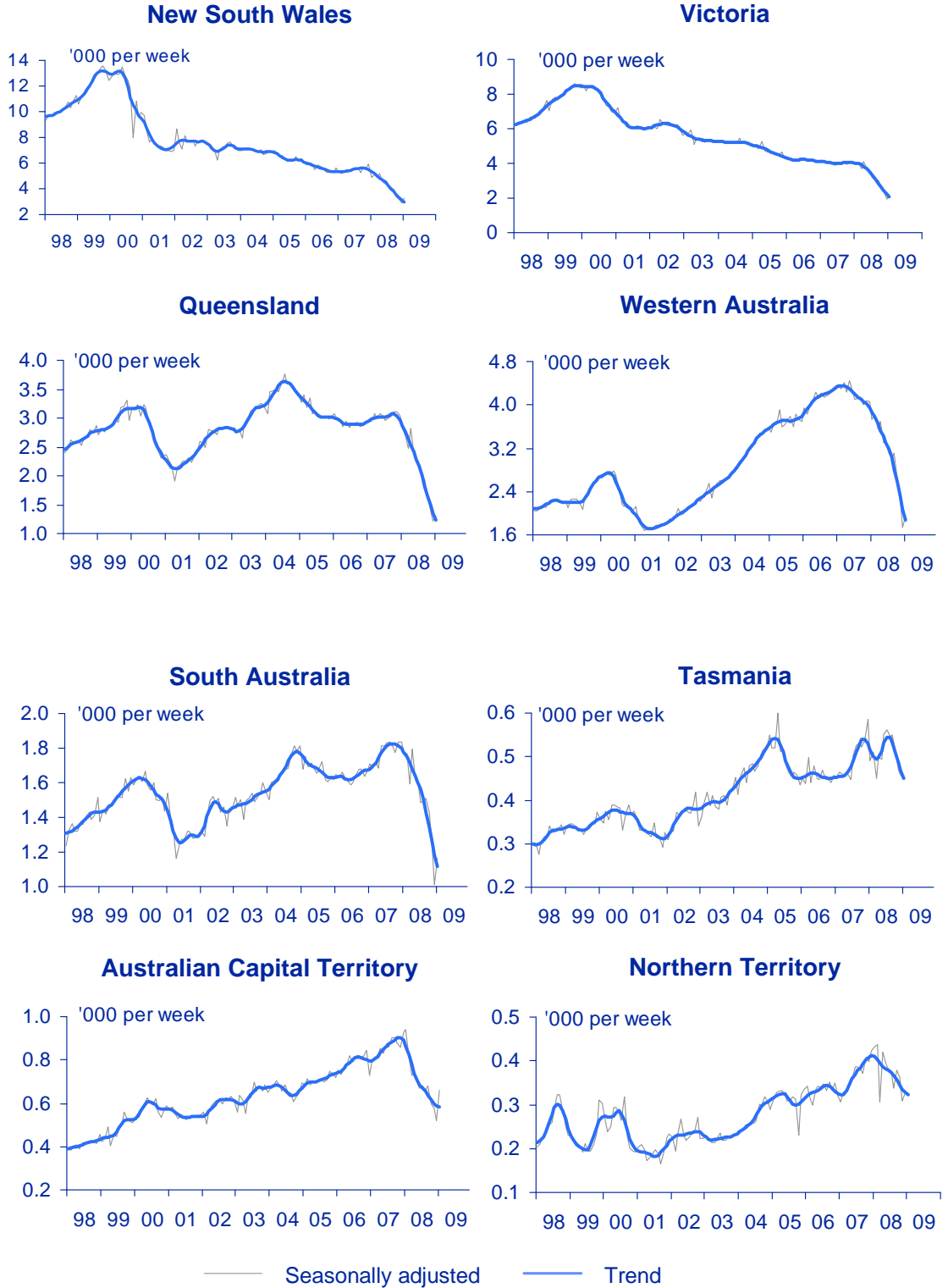


Note: Seasonal adjustment now done by ABS. Source: ANZ.



# Job Advertisements series

State and Territory newspaper data



Source: ANZ.



# Job Advertisements series

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

	<i>Original</i>	<u>Seasonally adjusted</u>		<u>Trend estimate (a)</u>			
	<i>Number</i>	<i>Number</i>	<u>P.c. change over -</u>		<u>P.c. change over -</u>		
			<i>Month</i>	<i>Year</i>	<i>Number</i>	<i>Month</i>	<i>Year</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			
Dec 2006	181,974	209,555	9.8	27.9	203,308	2.5	22.5
Jan 2007	170,733	208,604	-0.5	21.4	209,213	2.9	23.4
Feb 2007	217,686	215,979	3.5	24.6	216,050	3.3	25.1
Mar 2007	225,333	220,920	2.3	24.8	223,532	3.5	27.5
Apr 2007	222,082	226,360	2.5	26.6	231,113	3.4	30.3
May 2007	249,862	244,930	8.2	40.3	238,066	3.0	32.7
Jun 2007	250,515	246,885	0.8	36.0	243,683	2.4	34.3
Jul 2007	252,442	247,214	0.1	32.5	248,133	1.8	34.9
Aug 2007	263,987	251,666	1.8	34.7	251,818	1.5	34.8
Sep 2007	270,391	252,224	0.2	33.4	255,582	1.5	34.4
Oct 2007	278,910	256,975	1.9	30.5	259,600	1.6	33.7
Nov 2007	271,413	262,275	2.1	37.4	263,802	1.6	32.9
Dec 2007	240,616	274,703	4.7	31.1	267,652	1.5	31.6
Jan 2008	222,019	271,988	-1.0	30.4	270,237	1.0	29.2
Feb 2008	270,110	268,391	-1.3	24.3	271,344	0.4	25.6
Mar 2008	271,263	266,849	-0.6	20.8	271,018	-0.1	21.2
Apr 2008	269,473	273,125	2.4	20.7	269,581	-0.5	16.6
May 2008	273,731	267,988	-1.9	9.4	267,430	-0.8	12.3
Jun 2008	266,272	262,085	-2.2	6.2	264,488	-1.1	8.5
Jul 2008	266,384	260,404	-0.6	5.3	259,860	-1.7	4.7
Aug 2008	262,902	251,225	-3.5	-0.2	251,984	-3.0	0.1
Sep 2008	264,056	247,008	-1.7	-2.1	240,925	-4.4	-5.7
Oct 2008	251,150	231,574	-6.2	-9.9	227,458	-5.6	-12.4
Nov 2008	220,670	213,907	-7.6	-18.4	213,672	-6.1	-19.0
Dec 2008	170,288	192,501	-10.0	-29.9	200,252	-6.3	-25.2
Jan 2009	147,176	180,349	-6.3	-33.7	188,298	-6.0	-30.3



# Job Advertisements series

**Table 2: 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>P.c. change over -</i>		
			<i>Month</i>	<i>Year</i>	<i>Number</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	
Dec 2006	11,543	20,338	3.3	0.2	20,001	0.3	-2.2
Jan 2007	19,315	20,179	-0.8	-1.0	20,048	0.2	-1.3
Feb 2007	22,435	19,859	-1.6	-1.1	20,080	0.2	-0.6
Mar 2007	21,390	20,120	1.3	-0.1	20,108	0.1	-0.3
Apr 2007	17,538	20,002	-0.6	0.9	20,144	0.2	0.0
May 2007	20,838	20,385	1.9	-0.8	20,187	0.2	0.2
Jun 2007	19,531	20,240	-0.7	0.2	20,223	0.2	0.6
Jul 2007	20,282	20,204	-0.2	0.5	20,287	0.3	1.3
Aug 2007	21,960	20,391	0.9	3.3	20,370	0.4	2.1
Sep 2007	22,687	20,265	-0.6	2.0	20,476	0.5	2.8
Oct 2007	23,356	20,336	0.4	2.0	20,477	0.0	2.9
Nov 2007	21,835	20,431	0.5	3.8	20,337	-0.7	2.0
Dec 2007	11,986	21,059	3.1	3.5	20,061	-1.4	0.3
Jan 2008	18,412	19,219	-8.7	-4.8	19,666	-2.0	-1.9
Feb 2008	21,578	19,129	-0.5	-3.7	19,179	-2.5	-4.5
Mar 2008	17,526	17,087	-10.7	-15.1	18,620	-2.9	-7.4
Apr 2008	18,099	19,942	16.7	-0.3	18,031	-3.2	-10.5
May 2008	17,522	17,099	-14.3	-16.1	17,452	-3.2	-13.5
Jun 2008	16,033	16,614	-2.8	-17.9	16,861	-3.4	-16.6
Jul 2008	15,858	15,810	-4.8	-21.7	16,135	-4.3	-20.5
Aug 2008	16,293	15,147	-4.2	-25.7	15,219	-5.7	-25.3
Sep 2008	17,035	15,223	0.5	-24.9	14,209	-6.6	-30.6
Oct 2008	15,284	13,294	-12.7	-34.6	13,182	-7.2	-35.6
Nov 2008	12,520	11,719	-11.8	-42.6	12,229	-7.2	-39.9
Dec 2008	5,781	10,140	-13.5	-51.8	11,362	-7.1	-43.4
Jan 2009	10,917	11,391	12.3	-40.7	10,679	-6.0	-45.7

(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

**Table 3: 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>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
<i>New South Wales -</i>							
Aug 2008	4,393	4,135	-3.3	-26.2	4,024	-6.0	-27.8
Sep 2008	4,502	3,902	-5.6	-25.9	3,767	-6.4	-32.8
Oct 2008	3,934	3,439	-11.9	-39.9	3,519	-6.6	-37.2
Nov 2008	3,455	3,184	-7.4	-43.5	3,303	-6.2	-40.5
Dec 2008	1,588	2,859	-10.2	-51.8	3,120	-5.5	-42.9
Jan 2009	2,942	3,255	13.8	-33.4	2,983	-4.4	-44.1
<i>Victoria -</i>							
Aug 2008	3,265	3,013	-6.5	-26.0	3,099	-6.8	-22.9
Sep 2008	3,427	3,050	1.2	-25.5	2,867	-7.5	-29.1
Oct 2008	3,183	2,698	-11.5	-31.2	2,639	-8.0	-34.9
Nov 2008	2,452	2,402	-11.0	-41.4	2,430	-7.9	-40.0
Dec 2008	1,129	1,947	-19.0	-52.8	2,240	-7.9	-44.5
Jan 2009	2,032	2,200	13.0	-44.5	2,089	-6.7	-48.1
<i>Queensland -</i>							
Aug 2008	2,170	1,985	-6.7	-34.0	1,991	-7.7	-34.6
Sep 2008	2,267	1,946	-2.0	-36.0	1,816	-8.8	-40.8
Oct 2008	1,969	1,660	-14.7	-46.5	1,643	-9.5	-46.5
Nov 2008	1,470	1,376	-17.1	-55.8	1,485	-9.6	-51.1
Dec 2008	687	1,218	-11.5	-59.9	1,342	-9.6	-54.8
Jan 2009	1,300	1,312	7.8	-53.9	1,230	-8.4	-57.2
<i>South Australia -</i>							
Aug 2008	1,599	1,494	0.5	-18.7	1,505	-3.7	-17.4
Sep 2008	1,647	1,509	1.0	-16.3	1,432	-4.9	-21.6
Oct 2008	1,563	1,431	-5.2	-19.3	1,347	-5.9	-26.1
Nov 2008	1,310	1,234	-13.8	-32.9	1,262	-6.3	-30.3
Dec 2008	615	1,012	-18.0	-44.9	1,180	-6.5	-34.3
Jan 2009	1,215	1,165	15.1	-34.3	1,115	-5.5	-37.3

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> Number	<i>Seasonally adjusted</i>		<i>Trend estimate (a)</i>			
		Number	<i>P.c. change over -</i> Month Year		Number	<i>P.c. change over -</i> Month Year	
<i>Western Australia -</i>							
Aug 2008	3,215	3,015	-3.0	-26.7	3,035	-5.1	-26.7
Sep 2008	3,428	3,118	3.4	-24.5	2,826	-6.9	-31.1
Oct 2008	3,012	2,630	-15.6	-34.3	2,574	-8.9	-36.7
Nov 2008	2,430	2,267	-13.8	-44.5	2,319	-9.9	-42.3
Dec 2008	1,017	1,730	-23.7	-57.5	2,075	-10.5	-47.5
Jan 2009	1,960	1,940	12.1	-48.1	1,873	-9.8	-51.6
<i>Tasmania -</i>							
Aug 2008	581	547	-2.4	4.4	544	-0.1	6.7
Sep 2008	599	549	0.2	3.3	531	-2.5	0.5
Oct 2008	554	512	-6.7	-2.1	509	-4.0	-5.4
Nov 2008	497	468	-8.5	-12.6	487	-4.4	-9.7
Dec 2008	304	456	-2.7	-22.1	466	-4.3	-12.0
Jan 2009	498	449	-1.4	-8.4	449	-3.8	-12.7
<i>ACT -</i>							
Aug 2008	713	659	-2.8	-26.9	655	-2.4	-25.9
Sep 2008	743	680	3.2	-24.7	635	-3.1	-29.0
Oct 2008	659	598	-12.1	-32.1	615	-3.1	-31.9
Nov 2008	588	578	-3.3	-32.7	599	-2.5	-33.7
Dec 2008	263	521	-9.8	-43.9	589	-1.7	-34.0
Jan 2009	670	662	27.1	-29.8	583	-1.0	-32.7
<i>Northern Territory -</i>							
Aug 2008	357	337	-10.4	-11.6	367	-1.9	-4.6
Sep 2008	423	380	12.7	2.6	356	-2.9	-9.5
Oct 2008	411	363	-4.5	-11.3	345	-3.0	-14.2
Nov 2008	318	308	-15.2	-22.9	336	-2.5	-17.7
Dec 2008	177	329	6.8	-22.4	328	-2.4	-20.3
Jan 2009	301	325	-1.2	-24.7	322	-2.0	-21.5

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

**Table 4: 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			
Dec 2006	170,431	189,217	10.5	31.8	183,307	2.7	26.0
Jan 2007	151,417	188,424	-0.4	24.4	189,166	3.2	26.7
Feb 2007	195,251	196,120	4.1	28.0	195,970	3.6	28.5
Mar 2007	203,944	200,800	2.4	28.0	203,424	3.8	31.1
Apr 2007	204,545	206,358	2.8	29.8	210,969	3.7	34.1
May 2007	229,024	224,545	8.8	45.7	217,879	3.3	36.8
Jun 2007	230,984	226,646	0.9	40.5	223,460	2.6	38.5
Jul 2007	232,160	227,011	0.2	36.4	227,846	2.0	39.1
Aug 2007	242,027	231,275	1.9	38.5	231,448	1.6	38.8
Sep 2007	247,704	231,959	0.3	37.1	235,106	1.6	38.1
Oct 2007	255,555	236,638	2.0	33.7	239,123	1.7	37.3
Nov 2007	249,578	241,843	2.2	41.3	243,465	1.8	36.4
Dec 2007	228,630	253,644	4.9	34.0	247,591	1.7	35.1
Jan 2008	203,607	252,769	-0.3	34.1	250,571	1.2	32.5
Feb 2008	248,532	249,262	-1.4	27.1	252,165	0.6	28.7
Mar 2008	253,737	249,762	0.2	24.4	252,398	0.1	24.1
Apr 2008	251,374	253,183	1.4	22.7	251,550	-0.3	19.2
May 2008	256,208	250,889	-0.9	11.7	249,977	-0.6	14.7
Jun 2008	250,239	245,470	-2.2	8.3	247,627	-0.9	10.8
Jul 2008	250,527	244,594	-0.4	7.7	243,725	-1.6	7.0
Aug 2008	246,609	236,079	-3.5	2.1	236,765	-2.9	2.3
Sep 2008	247,021	231,785	-1.8	-0.1	226,716	-4.2	-3.6
Oct 2008	235,866	218,279	-5.8	-7.8	214,275	-5.5	-10.4
Nov 2008	208,150	202,188	-7.4	-16.4	201,444	-6.0	-17.3
Dec 2008	164,507	182,361	-9.8	-28.1	188,890	-6.2	-23.7
Jan 2009	136,259	168,959	-7.3	-33.2	177,619	-6.0	-29.1

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.

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