

# Media Release



**Economics@ANZ**  
Level 10, 100 Queen Street  
Melbourne Vic 3000  
Telephone 03 9273 6224  
Facsimile 03 9273 5711  
[www.anz.com/go/economics](http://www.anz.com/go/economics)

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## Job Advertisements continue to strengthen in January

The total number of jobs advertised in major metropolitan newspapers and on the internet rose 1.8% in January to an average of 276,969 per week. The increase followed a solid 4.9% rise in December. The total number of advertisements in January was 31.9% higher than 12 months ago.

There were marked differences between the different channels for advertising jobs. The number of job advertisements in major metropolitan **newspapers** declined by 9% in January to an average of 19,139 per week. This followed a 2.4% increase in December. In trend terms the number of newspaper job advertisements fell by 0.6%, but remained 0.5% higher than a year ago.

The fall in newspaper job advertisements in January was widespread, with falls in New South Wales (-18.9%); Tasmania (-16.9%); Western Australia (-9.6%); Queensland (-8%), Victoria (-3.6%) and South Australia (-2.6%). These were partly offset by increases in the Australian Capital Territory (5.3%) and the Northern Territory (4.2%).

The number of **internet** job advertisements grew by a solid 2.7% in January to average 257,830 per week. In trend terms, internet job advertisements increased by 1.9% to be 33.4% higher than a year ago.

ANZ's Head of Australian Economics, Tony Pearson, said: "The continued trend increase in the total number of job advertisements in January suggests the demand for labour remains very healthy."

"Trend employment growth is strongly, with an additional 268,000 jobs created in 2007. The forward nature of the relationship between the Job Advertisements series and trend employment suggests employment growth will remain solid over coming months. As a result, the current tight labour market conditions are expected to continue well into 2008.

"One of the stand out features of the Australian economy over the past six months is that economic growth and the demand for labour have remained robust despite a slowing global economy, continued financial market volatility, progressive increases in domestic interest rates and a persistently high Australian dollar. The latest job advertisement figures suggest this healthy performance has continued in the early part of 2008."

"The fall in newspaper job advertisements in January across all states (but not the two territories) is unusual. We would caution against placing too much weight on one month's numbers as the monthly data are volatile and can be influenced by changes in the seasonal pattern. For these reasons we tend to focus more on the trend data. To the extent the newspaper data indicate differences in demand for labour between regions across Australia, the trend data over the past few months suggest some easing in demand for labour in Western Australia, with continued solid demand in the Australian Capital Territory and the Northern Territory," Mr Pearson said.

*(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.)*

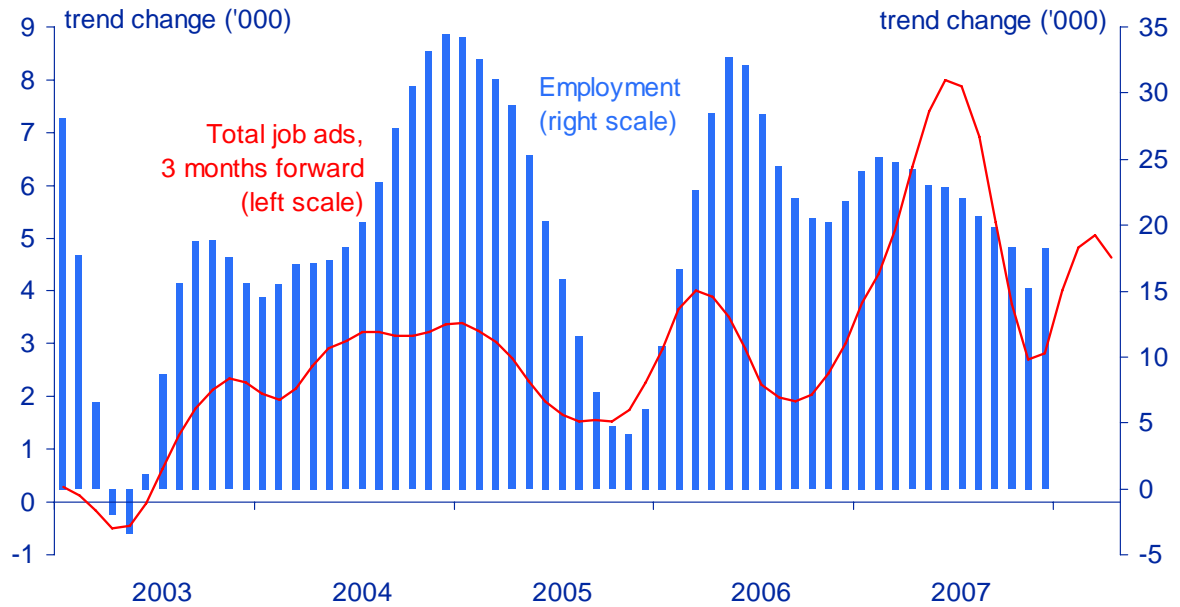
<b>Further comment:</b>	<b>Data enquiries:</b>	<b>Distribution enquiries, changes to fax listings:</b>
Tony Pearson Head of Australian Economics Phone: (03) 9273 5083	Wain Yuen Economist Phone: (03) 9273 6295	Katherine Rellos Media Relations Manager Phone: (03) 9273 5257
<b>Next release:</b> for data covering February 2008	<b>Expected release date:</b> Monday, 10 March 2008	

\* Note: the January release reflects the annual re-analysis of seasonal factors carried out by the Australian Bureau of Statistics, which has resulted in revisions to previously published seasonally adjusted and trend estimates. A complete history of the revised data is available on request from Economics@ANZ. Please contact Fiona Allen at allenf@anz.com.



## Job Advertisements series

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

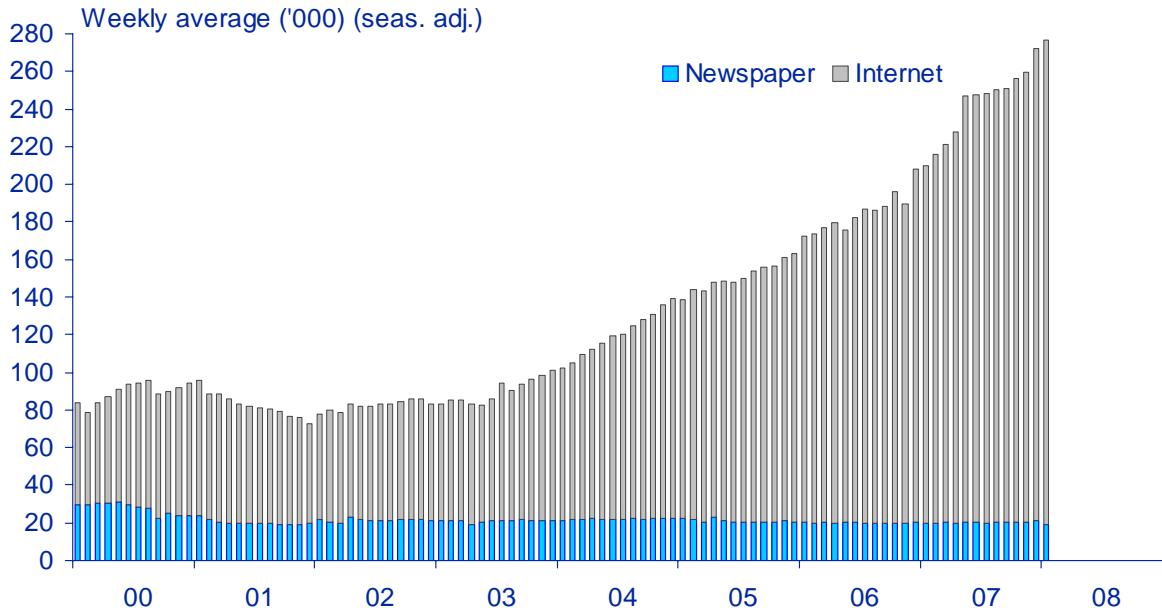


Sources: ABS, *The Labour Force* (6202.0); Economics@ANZ.



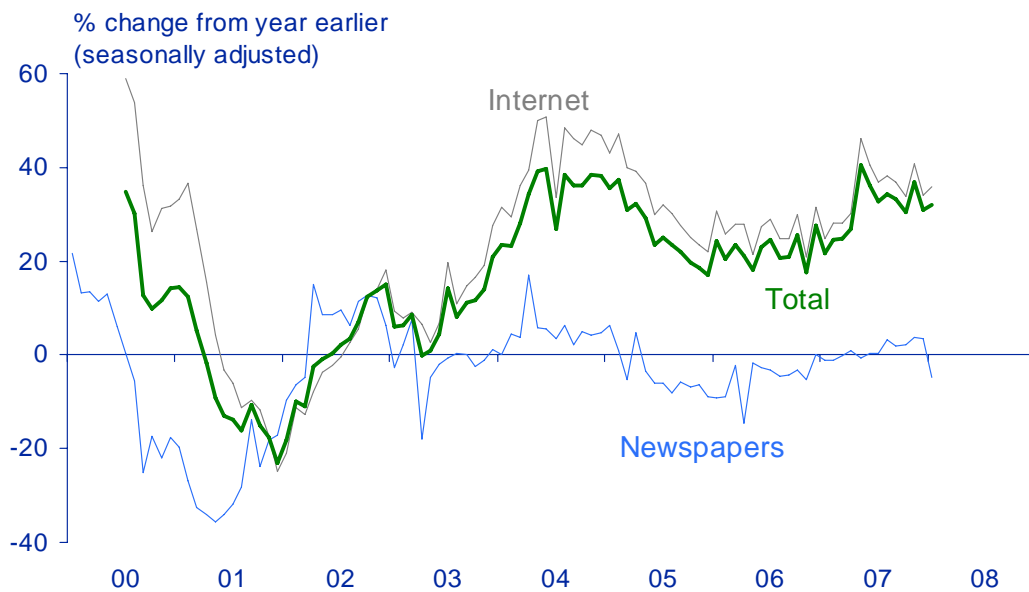
# Job Advertisements series

## Newspaper and internet job advertisements



Source: Economics@ANZ.

## Annual changes in newspaper and internet job advertisements

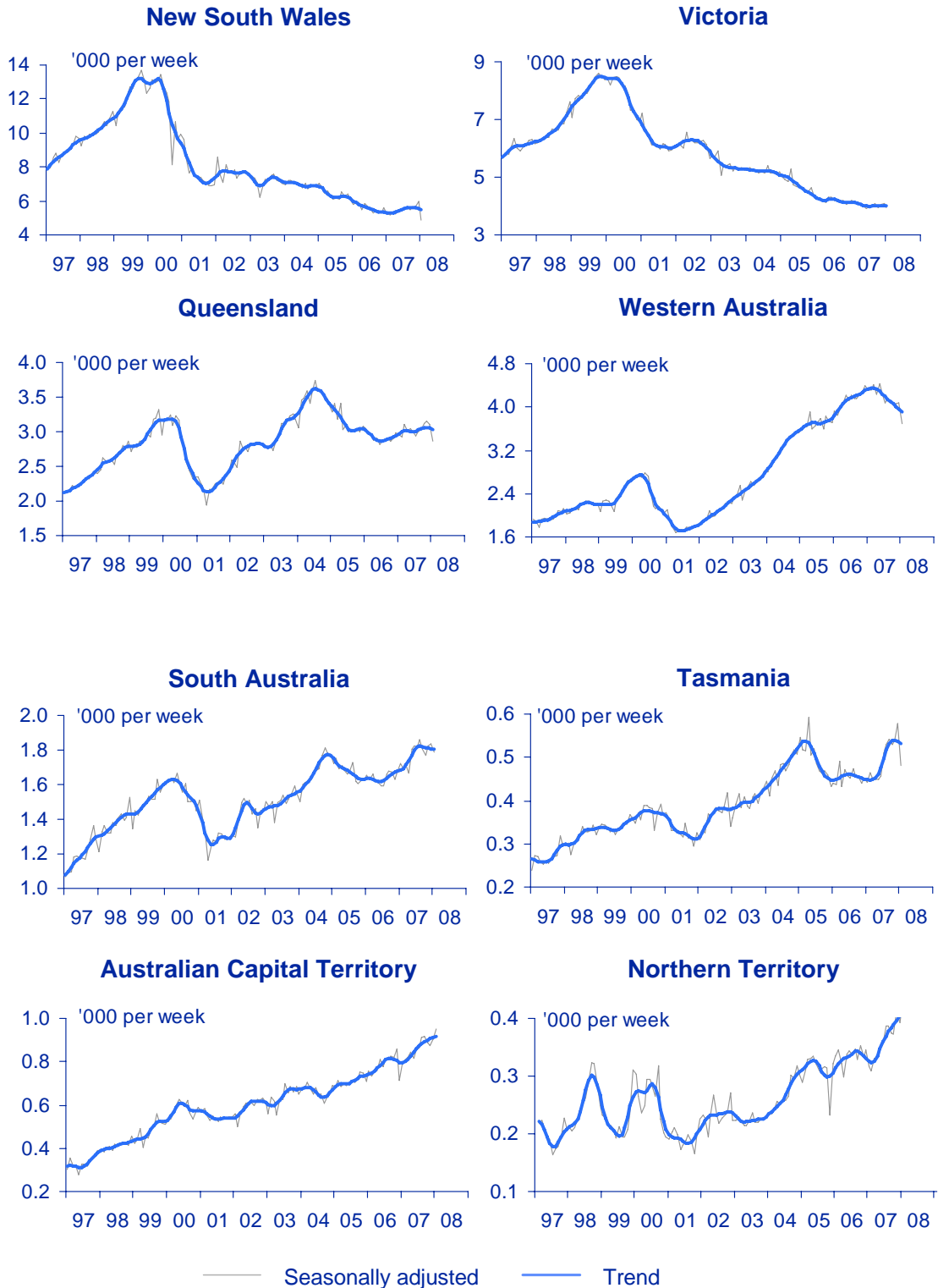


Note: Seasonal adjustment now done by ABS. Source: Economics@ANZ.



# Job Advertisements series

## State and Territory newspaper data



Source: Economics@ANZ.



# Job Advertisements series

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

	<i>Original</i>	<u><i>Seasonally adjusted</i></u>		<u><i>Trend estimate (a)</i></u>			
	<i>Number</i>	<i>Number</i>	<u><i>P.c. change over -</i></u>		<i>Number</i>	<u><i>P.c. change over -</i></u>	
			<i>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
2003-04	21,540			2.5			
2004-05	21,866			1.5			
2005-06	20,450			-6.5			
2006-07	20,024			-2.1			
Dec 2005	11,468	20,299	-2.9	-8.9	20,460	-0.7	-7.9
Jan 2006	19,506	20,320	0.1	-9.1	20,316	-0.7	-8.3
Feb 2006	22,726	20,104	-1.1	-9.0	20,212	-0.5	-8.2
Mar 2006	21,401	20,160	0.3	-2.3	20,159	-0.3	-7.6
Apr 2006	17,405	19,793	-1.8	-14.6	20,139	-0.1	-6.6
May 2006	20,941	20,602	4.1	-1.6	20,126	-0.1	-5.5
Jun 2006	19,501	20,157	-2.2	-2.7	20,085	-0.2	-4.5
Jul 2006	20,232	20,021	-0.7	-3.2	20,013	-0.4	-4.0
Aug 2006	21,286	19,711	-1.5	-4.6	19,951	-0.3	-3.7
Sep 2006	22,291	19,860	0.8	-4.3	19,916	-0.2	-3.6
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	20,335	0.4	1.9
Sep 2007	22,687	20,238	-0.6	1.9	20,388	0.3	2.4
Oct 2007	23,356	20,444	1.0	2.1	20,401	0.1	2.4
Nov 2007	21,835	20,524	0.4	3.7	20,364	-0.2	2.0
Dec 2007	11,986	21,026	2.4	3.5	20,277	-0.4	1.3
Jan 2008	18,412	19,139	-9.0	-4.7	20,154	-0.6	0.5

(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>							
Aug 2007	5,972	5,583	0.9	5.5	5,586	1.0	2.3
Sep 2007	6,070	5,458	-2.2	0.8	5,620	0.6	3.9
Oct 2007	6,531	5,668	3.8	6.1	5,620	0.0	4.5
Nov 2007	6,122	5,691	0.4	7.6	5,591	-0.5	4.4
Dec 2007	3,289	5,988	5.2	6.3	5,534	-1.0	3.7
Jan 2008	4,421	4,855	-18.9	-7.5	5,459	-1.3	2.7
<i>Victoria -</i>							
Aug 2007	4,416	4,033	0.7	-3.2	4,005	0.2	-4.6
Sep 2007	4,596	4,084	1.3	-1.7	4,019	0.4	-3.6
Oct 2007	4,627	3,941	-3.5	-6.1	4,030	0.3	-2.8
Nov 2007	4,193	4,050	2.8	-0.5	4,033	0.1	-2.5
Dec 2007	2,392	4,107	1.4	-0.1	4,033	0.0	-2.5
Jan 2008	3,661	3,959	-3.6	-5.7	4,024	-0.2	-2.7
<i>Queensland -</i>							
Aug 2007	3,291	2,995	2.2	3.6	3,023	0.6	5.2
Sep 2007	3,538	3,035	1.4	4.1	3,048	0.8	5.6
Oct 2007	3,677	3,121	2.8	8.7	3,065	0.6	5.6
Nov 2007	3,322	3,146	0.8	8.3	3,067	0.1	5.0
Dec 2007	1,708	3,105	-1.3	3.9	3,055	-0.4	3.8
Jan 2008	2,817	2,858	-8.0	-3.2	3,034	-0.7	2.1
<i>South Australia -</i>							
Aug 2007	1,958	1,858	2.3	11.9	1,824	0.4	11.5
Sep 2007	1,966	1,807	-2.8	7.8	1,820	-0.2	10.4
Oct 2007	1,942	1,769	-2.1	5.8	1,814	-0.4	9.1
Nov 2007	1,956	1,822	3.0	11.7	1,810	-0.2	8.3
Dec 2007	1,115	1,838	0.9	9.8	1,808	-0.1	7.8
Jan 2008	1,846	1,790	-2.6	4.1	1,806	-0.1	7.4

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>							
Aug 2007	4,389	4,131	1.0	-0.6	4,144	-1.1	-1.2
Sep 2007	4,544	4,118	-0.3	-1.2	4,102	-1.0	-2.7
Oct 2007	4,582	4,030	-2.1	-4.7	4,057	-1.1	-4.5
Nov 2007	4,386	4,065	0.9	-5.3	4,011	-1.1	-6.3
Dec 2007	2,391	4,091	0.6	-6.8	3,960	-1.3	-8.3
Jan 2008	3,773	3,699	-9.6	-14.2	3,911	-1.2	-10.0
<i>Tasmania -</i>							
Aug 2007	554	530	3.8	11.8	517	4.0	12.6
Sep 2007	577	542	2.3	18.7	532	2.9	16.5
Oct 2007	565	530	-2.2	16.6	539	1.4	18.8
Nov 2007	571	539	1.7	22.1	540	0.2	19.7
Dec 2007	392	579	7.4	27.8	538	-0.5	19.4
Jan 2008	543	481	-16.9	8.6	531	-1.3	18.2
<i>ACT -</i>							
Aug 2007	973	912	5.7	12.2	885	1.3	8.3
Sep 2007	983	916	0.5	11.3	893	0.9	9.3
Oct 2007	970	890	-2.9	8.3	900	0.7	10.9
Nov 2007	873	873	-1.8	1.7	906	0.6	12.7
Dec 2007	471	904	3.6	26.6	912	0.7	14.4
Jan 2008	954	952	5.3	19.5	919	0.7	15.5
<i>Northern Territory -</i>							
Aug 2007	407	374	-3.3	14.0	383	1.5	11.6
Sep 2007	412	373	-0.3	5.9	389	1.5	14.3
Oct 2007	463	412	10.3	23.6	396	1.9	18.2
Nov 2007	413	392	-4.8	13.6	405	2.2	22.7
Dec 2007	228	418	6.7	32.5	414	2.2	27.4
Jan 2008	399	435	4.2	41.0	423	2.2	31.1

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>Month</i>	<i>Year</i>	
2003-04	81,453			28.5			
2004-05	115,338			41.6			
2005-06	146,084			26.7			
2006-07	190,068			30.1			
Dec 2005	128,879	142,505	1.5	22.1	145,109	2.9	25.6
Jan 2006	121,228	152,178	6.8	30.8	149,145	2.8	26.0
Feb 2006	152,298	153,337	0.8	25.8	152,752	2.4	26.5
Mar 2006	159,233	156,953	2.4	28.0	155,729	1.9	26.7
Apr 2006	156,988	159,778	1.8	27.9	157,970	1.4	26.6
May 2006	156,643	155,278	-2.8	21.4	159,972	1.3	26.3
Jun 2006	164,374	161,803	4.2	27.3	161,922	1.2	26.1
Jul 2006	169,980	166,926	3.2	29.0	164,031	1.3	26.0
Aug 2006	175,367	166,320	-0.4	24.7	166,525	1.5	26.1
Sep 2006	181,244	168,580	1.4	24.9	169,574	1.8	26.2
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	189,043	3.5	26.8
Feb 2007	195,251	196,295	3.4	28.0	196,423	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	212,252	3.8	34.4
May 2007	229,024	226,777	9.0	46.0	219,146	3.2	37.0
Jun 2007	230,984	227,239	0.2	40.4	224,406	2.4	38.6
Jul 2007	232,360	228,291	0.5	36.8	228,098	1.6	39.1
Aug 2007	242,027	229,621	0.6	38.1	230,723	1.2	38.6
Sep 2007	247,704	230,908	0.6	37.0	233,484	1.2	37.7
Oct 2007	255,555	235,901	2.2	33.7	237,492	1.7	37.0
Nov 2007	249,578	239,003	1.3	40.8	242,348	2.0	36.4
Dec 2007	228,630	251,111	5.1	33.9	247,498	2.1	35.4
Jan 2008	205,632	257,830	2.7	35.8	252,263	1.9	33.4

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>Number</i>	<i>P.c. change over -</i>		<i>P.c. change over -</i>		
			<i>Month</i>	<i>Year</i>	<i>Month</i>	<i>Year</i>	
2003-04	102,993			22.0			
2004-05	137,204			33.2			
2005-06	166,533			21.4			
2006-07	210,092			26.2			
Dec 2005	140,347	162,804	1.0	17.1	165,569	2.5	20.2
Jan 2006	140,734	172,498	6.0	24.3	169,460	2.4	20.6
Feb 2006	175,024	173,442	0.5	20.5	172,963	2.1	21.1
Mar 2006	180,633	177,113	2.1	23.6	175,887	1.7	21.5
Apr 2006	174,393	179,571	1.4	21.2	178,109	1.3	21.7
May 2006	177,584	175,881	-2.1	18.2	180,098	1.1	21.8
Jun 2006	183,875	181,960	3.5	23.1	182,007	1.1	21.8
Jul 2006	190,212	186,947	2.7	24.6	184,044	1.1	21.9
Aug 2006	196,653	186,031	-0.5	20.7	186,476	1.3	22.1
Sep 2006	203,535	188,440	1.3	21.0	189,489	1.6	22.2
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	209,092	3.1	23.4
Feb 2007	217,686	216,162	2.9	24.6	216,499	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	232,387	3.5	30.5
May 2007	249,862	247,244	8.5	40.6	239,316	3.0	32.9
Jun 2007	250,515	247,445	0.1	36.0	244,605	2.2	34.4
Jul 2007	252,642	248,394	0.4	32.9	248,362	1.5	34.9
Aug 2007	263,987	249,971	0.6	34.4	251,058	1.1	34.6
Sep 2007	270,391	251,146	0.5	33.3	253,873	1.1	34.0
Oct 2007	278,910	256,345	2.1	30.5	257,892	1.6	33.4
Nov 2007	271,413	259,527	1.2	36.9	262,712	1.9	33.0
Dec 2007	240,616	272,137	4.9	31.0	267,775	1.9	32.1
Jan 2008	224,044	276,969	1.8	31.9	272,417	1.7	30.3

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**AUSTRALIA by:**

Australia and New Zealand Banking Group Limited  
 ABN 11 005 357 522  
 10th Floor 100 Queen Street, Melbourne 3000, Australia  
 Telephone +61 3 9273 6224 Fax +61 3 9273 5711

**UNITED KINGDOM by:**

Australia and New Zealand Banking Group Limited  
 ABN 11 005 357 522  
 Minerva House, PO Box 7  
 Montague Close, London, SE1 9DH, United Kingdom  
 Telephone+ 44 171 378 2121 Fax+44 171 378 2378

**UNITED STATES OF AMERICA by:**

ANZ Securities, Inc. (Member of NASD and SIPC)  
 6th Floor 1177 Avenue of the Americas  
 New York, NY 10036, United States of America  
 Tel: +1 212-801-9160 Fax: +1 212-801-9163

**NEW ZEALAND by:**

ANZ National Bank Limited  
 Level 7, 1-9 Victoria Street, Wellington, New Zealand  
 Telephone +64 4 802 2000

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