



Media Release

For release: 11:30am, Monday 6 December 2010

Job Advertisements rise in November

Highlights

- Total job advertisements on the internet and in newspapers increased by 2.9% in November to be 33.2% higher than they were last November.
- Newspaper job ads rose 0.9%, while internet job ads rose 3.0% in November.
- In trend terms, total job ads grew 1.1% MoM and 32.4% YoY.

Total job advertisements

The ANZ Job Advertisements Series shows the total number of jobs advertised in major metropolitan newspapers and on the internet rose by 2.9% in November, to an average of 184,580 per week (seasonally adjusted). This follows a 0.7% increase in October (originally reported as a 0.6% rise).

This is the seventh consecutive monthly rise in total job advertisements. Job advertising is now 33.2% higher than a year ago. While a strong annual rate of growth, this is still below the historic high of 40.2% that was achieved in May 2007 – a time of significant tightness in the labour market. Moreover, the total number of job advertisements remains 33.6% below the all-time peak achieved in April 2008.

In trend terms, growth in job ads moderated to 1.1% MoM in November. This follows growth of 1.4% MoM in October. Trend growth in total job ads is still well above the 10-year average rate of 0.6% MoM. Having reached a 5½-year annual growth rate high of 35.9% in September, YoY trend growth in total job ads has eased slightly to 32.4% in November (see Table 1).

Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers rose by 0.9% in November. This follows declines in September and October. This rise in newspaper job ads comes despite the structural switch toward internet job ads, particularly in South Australia and Queensland in recent months.

In trend terms, the number of newspaper job advertisements nudged 0.2% higher in November, and YoY growth slowed to 0.9% (see Table 2).

The rise in newspaper job ads in November was led by the Northern Territory (+7.5% MoM), Queensland (+5.2% MoM), South Australia (+3.6% MoM) and Victoria (+2.2% MoM). The sharp rise in the Northern Territory and Queensland largely reflects a rebound from falls of 7.3% MoM and 5.0% MoM in October respectively. New South Wales (-1.3% MoM) and Tasmania (-2.4% MoM) detracted from the job ads growth, while WA and the ACT were broadly steady.

In annual growth terms, newspaper job advertisements are falling in New South Wales, Queensland, Victoria, South Australia and Tasmania, while growing in Western Australia and the Territories. The falls in the majority of states, likely reflects the continuing

structural change towards internet job advertising as well as some recent slowing of growth in advertisements – after particularly strong growth through the end of 2009 and into the start of 2010. This is noticeable in NSW, which has now recorded three successive monthly falls. The strength in annual job ads growth is most pronounced in Western Australia (+26.7% YoY) (see Table 3).

Internet job advertisements

The number of internet job advertisements rose by 3.0% in November. Internet job advertisements are now 35.6% higher than they were a year ago.

In trend terms, internet job advertisements grew by 1.1% MoM and 34.7% YoY in November (see Table 4).

ANZ Head of Australian Economics Ivan Colhoun said:

- The continued penetration of the internet in job advertising requires careful interpretation of job advertising trends. Allowing for this influence, job advertising continued to improve in November, most noticeably in WA. In contrast, the third successive fall in newspaper advertising in NSW has seen a moderation in the rate of improvement in job advertising in that state.
- Newspaper job advertising in Queensland, WA and South Australia appears to have been significantly impacted by a switch to the internet in the past six to nine months – when allowance is made for this, there remains an improving trend for job advertising in these states, most notably in WA, no doubt reflecting the re-emergence of the mining boom.
- Improvements in newspaper job advertising have also been in evidence in Tasmania, the ACT and NT in recent months, with advertising in trend terms strengthening in each region.
- The ABS releases November labour force data on Thursday. The prior improvement in job advertising suggests that the Australian economy continues to create jobs. ANZ forecasts a 20,000 increase in employment in November and a drop in the unemployment rate to 5.2% from 5.4% last month. Given the outsized rise in the participation rate in October, the surprise may be that the unemployment rate improves even more significantly in the near term.
- The November labour market data effectively covers hiring decisions made prior to the RBA's latest interest rate increase. Given anecdotal reports of more moderate consumer behaviour since, it is reasonable to expect some moderation in the rate of growth of labour demand in the months ahead. Notwithstanding this, we expect the RBA will again be thinking about a further rate rise from Q2 of 2011.

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Next release: December 2010

Expected release date: Monday 10 January 2011

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.

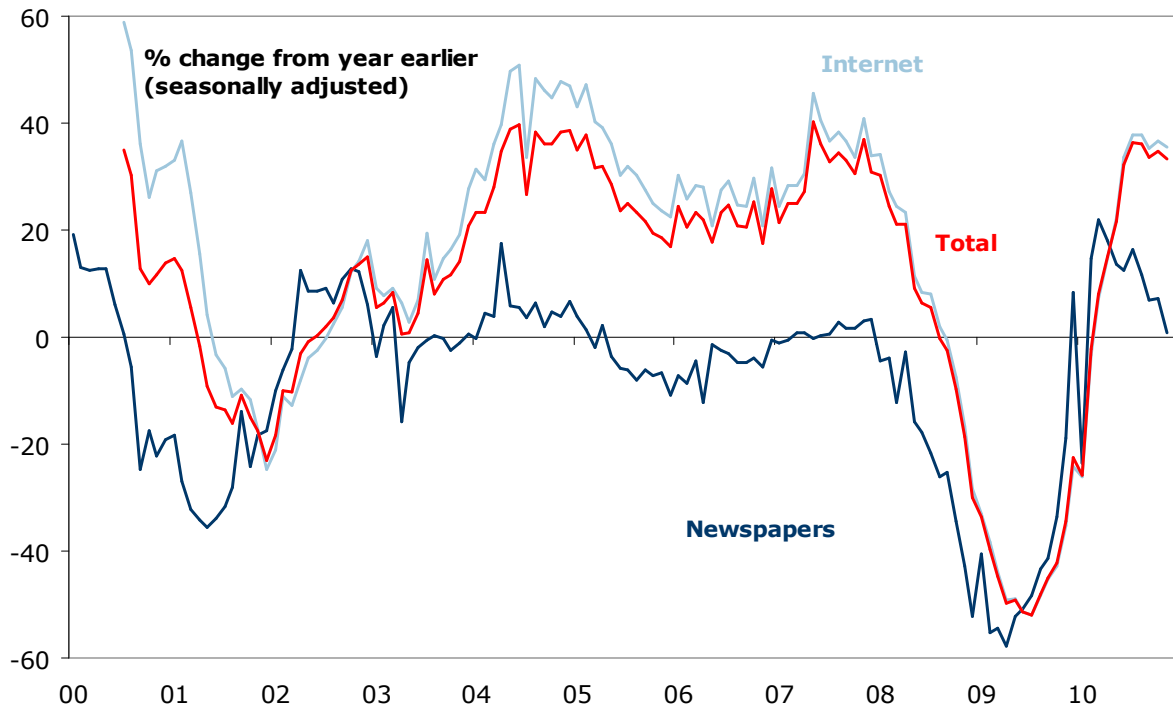


Job Advertisements Series

Monthly change in newspaper job advertisements and employment

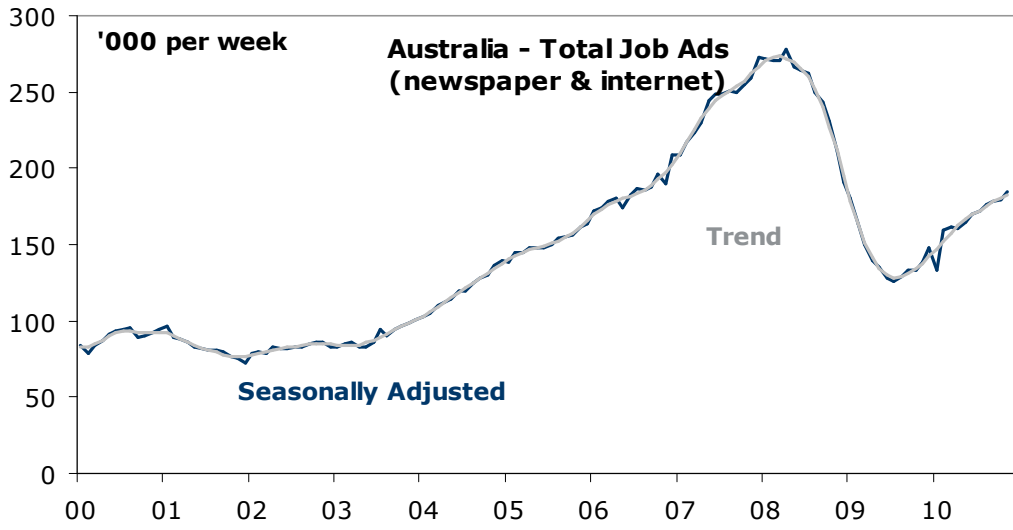


Annual change in newspaper, internet and total job advertisements

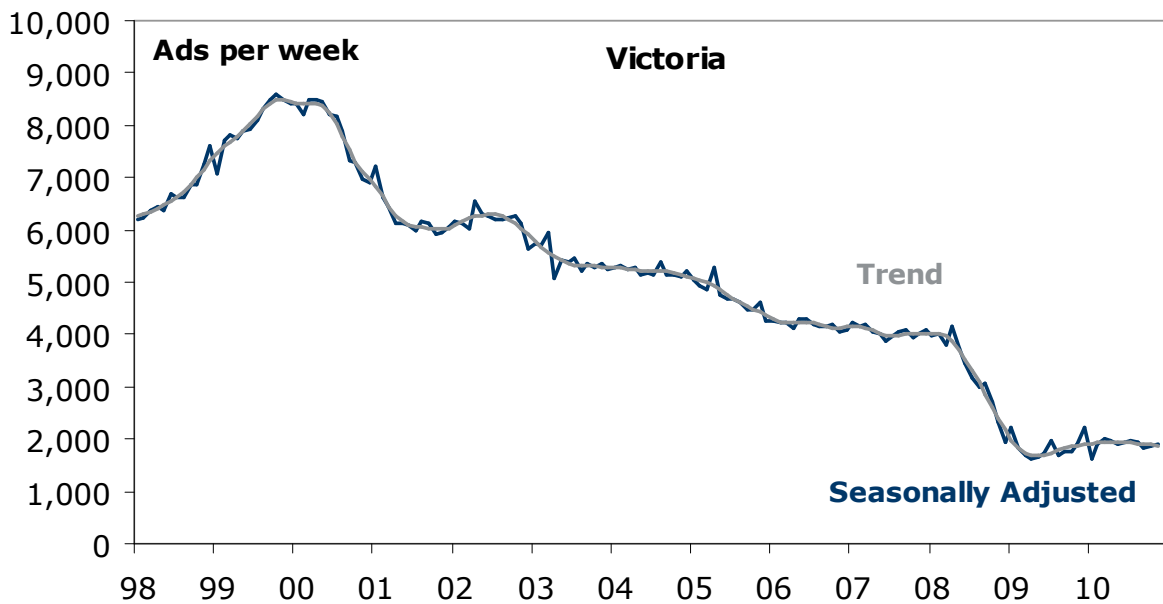
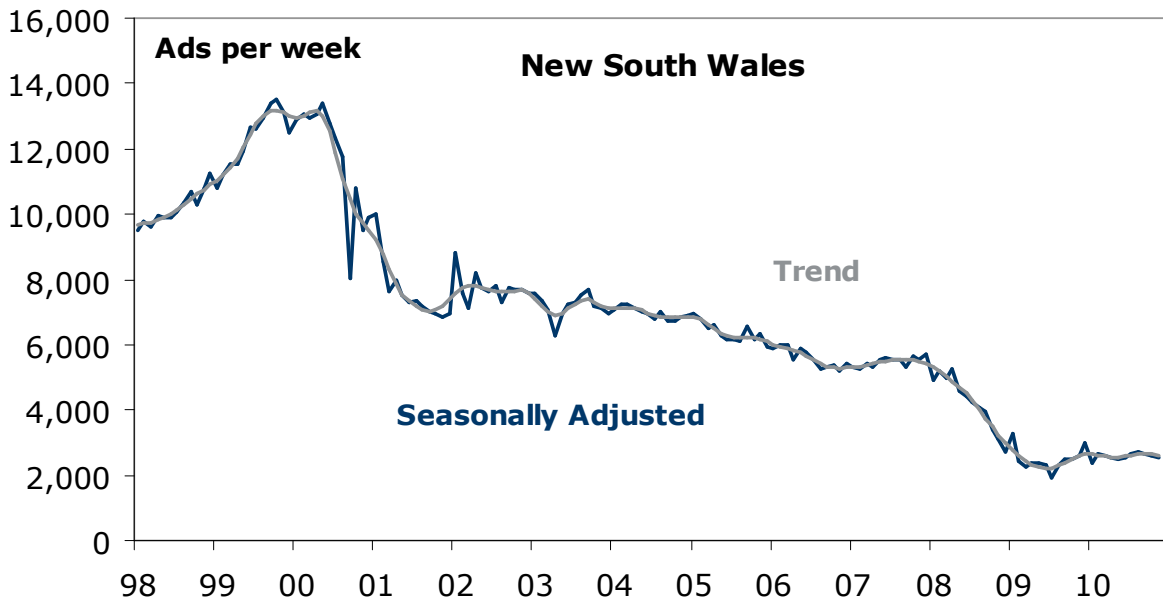


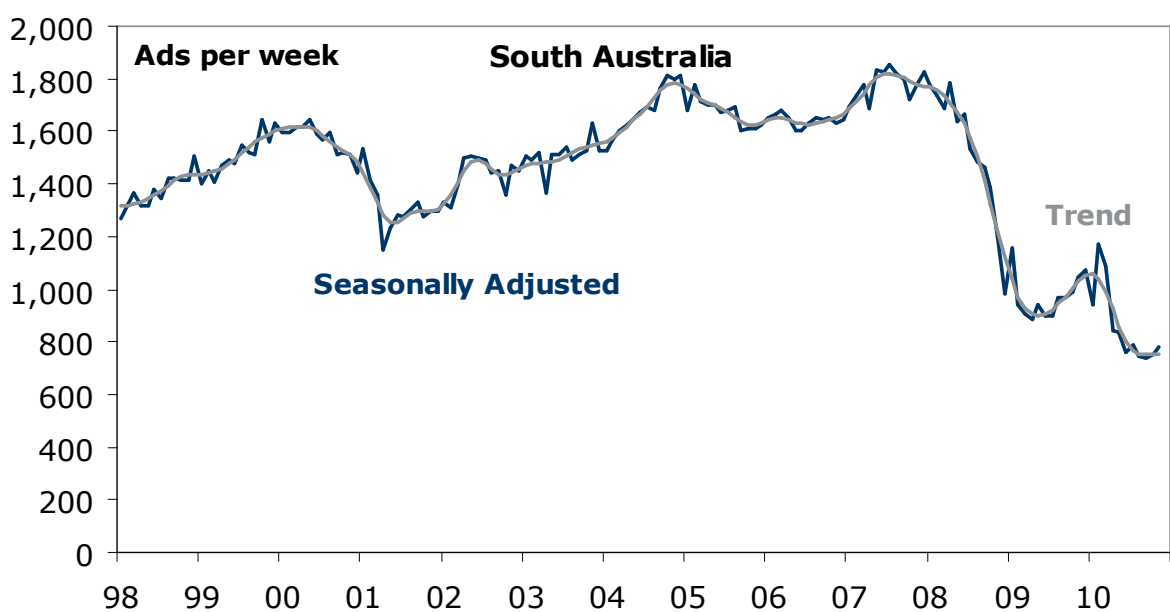
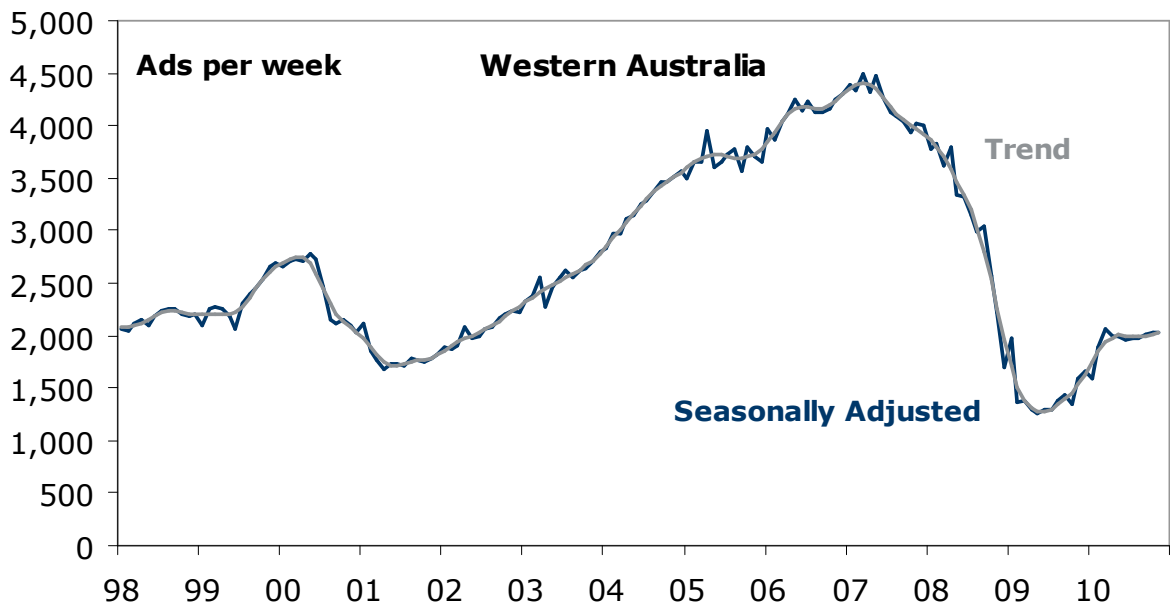
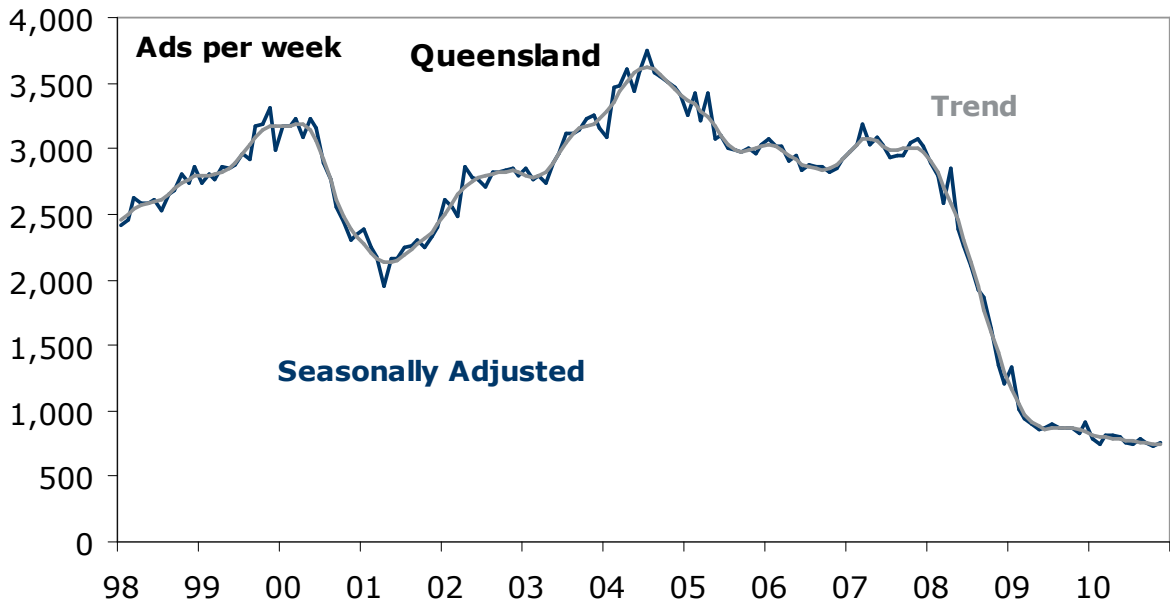


Job Advertisements Series



State and Territory newspaper data





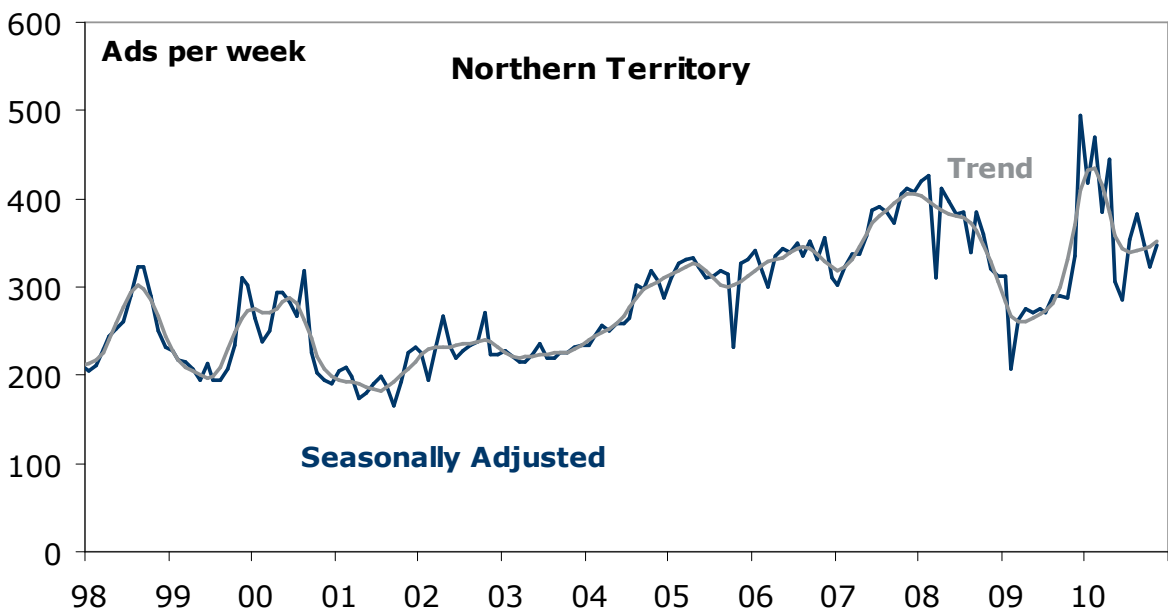
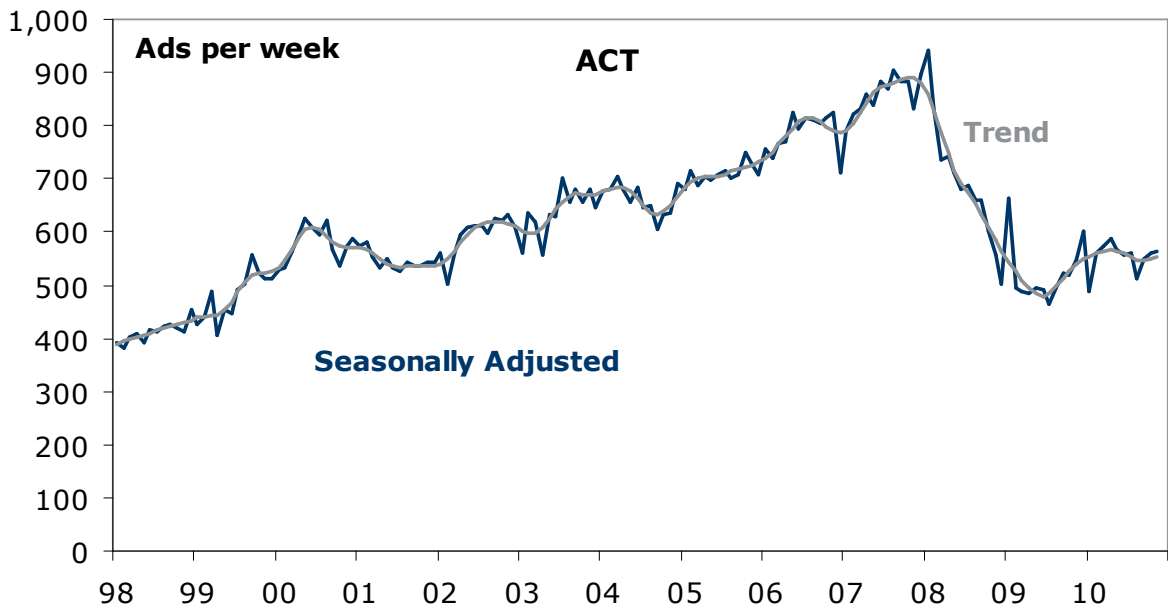
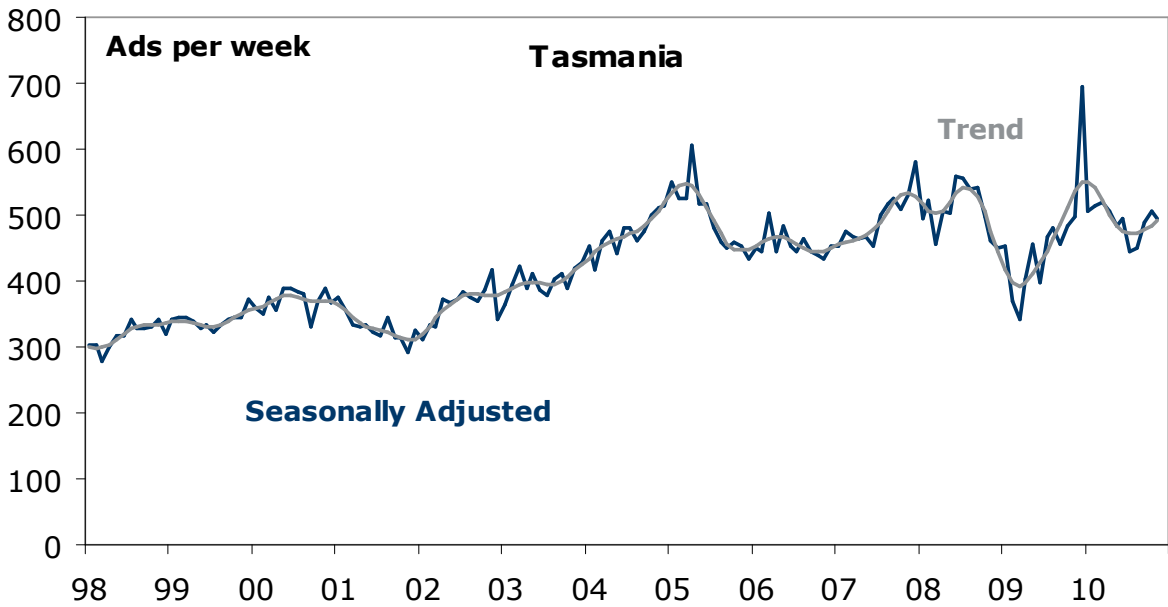


Table 1: Average total number of newspaper and internet job advertisements per week – Australia

	<i>Original</i>	<i>Seasonally adjusted (a)</i>		<i>Trend estimate (b)</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>	
2006-07	210,092			21.4			
2007-08	262,552			25.0			
2008-09	191,609			-27.0			
2009-10	146,457			-23.6			
Oct 2008	251,150	230,432	-5.2	-9.7	226,870	-5.6	-11.8
Nov 2008	220,670	211,185	-8.4	-18.6	211,370	-6.8	-19.3
Dec 2008	170,288	190,983	-9.6	-30.0	194,773	-7.9	-27.0
Jan 2009	147,176	180,270	-5.6	-33.7	178,558	-8.3	-34.0
Feb 2009	162,334	163,175	-9.5	-39.6	163,736	-8.3	-40.0
Mar 2009	150,555	149,499	-8.4	-44.7	151,049	-7.7	-44.7
Apr 2009	134,927	139,970	-6.4	-49.7	141,156	-6.5	-48.1
May 2009	139,470	135,671	-3.1	-49.1	134,120	-5.0	-50.2
Jun 2009	129,392	128,401	-5.4	-51.4	129,776	-3.2	-51.1
Jul 2009	128,159	126,300	-1.6	-51.8	128,383	-1.1	-50.6
Aug 2009	136,287	129,371	2.4	-48.2	129,125	0.6	-48.6
Sep 2009	145,352	133,414	3.1	-45.1	131,094	1.5	-45.5
Oct 2009	145,134	133,214	-0.1	-42.2	134,061	2.3	-40.9
Nov 2009	145,010	138,540	4.0	-34.4	137,932	2.9	-34.7
Dec 2009	131,211	147,992	6.8	-22.5	142,429	3.3	-26.9
Jan 2010	109,220	133,692	-9.7	-25.8	147,345	3.5	-17.5
Feb 2010	158,611	159,367	19.2	-2.3	152,531	3.5	-6.8
Mar 2010	162,488	161,578	1.4	8.1	157,645	3.4	4.4
Apr 2010	155,149	160,946	-0.4	15.0	162,309	3.0	15.0
May 2010	169,769	165,120	2.6	21.7	166,304	2.5	24.0
Jun 2010	171,101	169,807	2.8	32.2	169,579	2.0	30.7
Jul 2010	174,510	172,146	1.4	36.3	172,322	1.6	34.2
Aug 2010	185,495	176,109	2.3	36.1	175,278	1.7	35.7
Sep 2010	194,391	178,142	1.2	33.5	178,111	1.6	35.9
Oct 2010	195,077	179,346	0.7	34.6	180,674	1.4	34.8
Nov 2010	193,266	184,580	2.9	33.2	182,643	1.1	32.4

(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.



Job Advertisements Series

Table 2: Average number of newspaper job advertisements per week – Australia

	<i>Original</i>	<i>Seasonally adjusted (a)</i>		<i>Trend estimate (b)</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>	
2006-07	20,024			-6.5			
2007-08	19,293			-3.7			
2008-09	11,570			-40.0			
2009-10	9,212			-20.4			
Oct 2008	15,284	13,164	-12.0	-34.5	13,027	-7.6	-35.4
Nov 2008	12,520	11,554	-12.2	-42.8	11,937	-8.4	-40.5
Dec 2008	5,781	9,811	-15.1	-52.2	10,857	-9.0	-45.5
Jan 2009	10,917	11,391	16.1	-40.7	9,907	-8.7	-49.6
Feb 2009	9,608	8,667	-23.9	-55.2	9,152	-7.6	-52.6
Mar 2009	8,466	8,256	-4.7	-54.6	8,623	-5.8	-54.3
Apr 2009	7,174	8,234	-0.3	-57.8	8,304	-3.7	-54.6
May 2009	8,334	8,269	0.4	-52.3	8,140	-2.0	-53.8
Jun 2009	7,906	8,249	-0.2	-50.7	8,108	-0.4	-52.1
Jul 2009	8,183	8,156	-1.1	-48.4	8,245	1.7	-48.7
Aug 2009	9,259	8,500	4.2	-43.2	8,495	3.0	-43.8
Sep 2009	9,990	8,768	3.2	-41.4	8,760	3.1	-37.9
Oct 2009	10,122	8,746	-0.3	-33.6	9,050	3.3	-30.5
Nov 2009	10,180	9,367	7.1	-18.9	9,342	3.2	-21.7
Dec 2009	6,283	10,626	13.4	8.3	9,585	2.6	-11.7
Jan 2010	8,382	8,712	-18.0	-23.5	9,735	1.6	-1.7
Feb 2010	11,027	9,939	14.1	14.7	9,781	0.5	6.9
Mar 2010	10,149	10,066	1.3	21.9	9,745	-0.4	13.0
Apr 2010	8,659	9,731	-3.3	18.2	9,658	-0.9	16.3
May 2010	9,433	9,391	-3.5	13.6	9,565	-1.0	17.5
Jun 2010	8,882	9,288	-1.1	12.6	9,492	-0.8	17.1
Jul 2010	9,506	9,492	2.2	16.4	9,432	-0.6	14.4
Aug 2010	10,383	9,503	0.1	11.8	9,402	-0.3	10.7
Sep 2010	10,671	9,376	-1.3	6.9	9,405	0.0	7.4
Oct 2010	10,864	9,370	-0.1	7.1	9,411	0.1	4.0
Nov 2010	10,296	9,451	0.9	0.9	9,426	0.2	0.9

(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. 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.

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>							
Jun 2010	2,431	2,536	1.0	9.6	2,595	0.9	18.2
Jul 2010	2,723	2,669	5.3	39.7	2,618	0.9	17.9
Aug 2010	2,992	2,716	1.8	16.5	2,632	0.5	14.4
Sep 2010	3,039	2,639	-2.8	7.1	2,637	0.2	9.9
Oct 2010	3,002	2,604	-1.3	4.9	2,633	-0.2	4.9
Nov 2010	2,846	2,569	-1.3	-1.3	2,624	-0.3	0.7
<i>Victoria -</i>							
Jun 2010	1,898	1,935	2.4	13.1	1,942	-0.1	14.1
Jul 2010	2,014	1,956	1.1	-0.2	1,925	-0.9	10.8
Aug 2010	2,121	1,943	-0.7	15.8	1,906	-1.0	6.8
Sep 2010	2,032	1,830	-5.8	3.1	1,893	-0.6	3.9
Oct 2010	2,185	1,868	2.1	5.6	1,884	-0.5	1.9
Nov 2010	2,037	1,909	2.2	-0.5	1,880	-0.2	0.3
<i>Queensland -</i>							
Jun 2010	728	764	-4.9	-11.9	777	-0.7	-9.9
Jul 2010	756	743	-2.6	-16.7	769	-1.0	-10.9
Aug 2010	890	781	5.0	-10.9	760	-1.2	-12.8
Sep 2010	932	763	-2.3	-12.0	754	-0.8	-13.6
Oct 2010	877	725	-5.0	-16.6	750	-0.5	-13.5
Nov 2010	837	762	5.2	-7.8	747	-0.3	-12.4
<i>South Australia -</i>							
Jun 2010	711	759	-9.5	-15.7	803	-6.6	-11.3
Jul 2010	758	788	3.9	-12.2	767	-4.4	-16.9
Aug 2010	804	749	-5.0	-22.6	754	-1.8	-20.6
Sep 2010	813	739	-1.3	-23.5	751	-0.3	-22.7
Oct 2010	853	753	1.9	-24.1	752	0.1	-24.8
Nov 2010	888	780	3.6	-25.4	753	0.1	-27.0

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>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
<i>Western Australia -</i>							
Jun 2010	1,835	1,957	-2.0	51.4	1,999	-0.1	57.4
Jul 2010	1,907	1,976	1.0	52.6	1,989	-0.5	53.1
Aug 2010	2,132	1,969	-0.4	42.3	1,990	0.0	47.9
Sep 2010	2,296	2,018	2.5	41.5	2,001	0.5	43.6
Oct 2010	2,391	2,031	0.6	50.9	2,013	0.6	38.5
Nov 2010	2,218	2,025	-0.3	26.7	2,025	0.6	32.0
<i>Tasmania -</i>							
Jun 2010	450	494	2.4	24.4	474	-1.8	11.2
Jul 2010	439	444	-10.0	-4.5	472	-0.5	6.4
Aug 2010	491	451	1.5	-6.0	473	0.2	1.9
Sep 2010	545	488	8.1	6.8	478	1.1	-1.9
Oct 2010	568	506	3.8	4.8	485	1.4	-5.4
Nov 2010	530	494	-2.4	-0.5	492	1.6	-8.0
<i>ACT -</i>							
Jun 2010	529	558	-1.3	13.3	559	-0.9	16.8
Jul 2010	553	562	0.7	21.3	552	-1.2	13.8
Aug 2010	552	511	-9.0	3.5	547	-0.8	9.7
Sep 2010	630	551	7.7	5.4	547	0.0	6.6
Oct 2010	616	561	1.9	8.2	549	0.4	4.2
Nov 2010	599	564	0.5	3.4	554	0.8	2.7
<i>Northern Territory -</i>							
Jun 2010	302	286	-6.5	3.8	343	-4.3	27.8
Jul 2010	356	353	23.5	29.8	339	-1.1	24.5
Aug 2010	402	383	8.7	32.0	341	0.4	21.3
Sep 2010	384	348	-9.1	19.9	344	0.9	14.4
Oct 2010	370	323	-7.3	12.4	345	0.3	3.8
Nov 2010	342	347	7.5	3.7	351	1.8	-5.4

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>Month</i>	<i>Year</i>	
2006-07	190,068			26.7			
2007-08	243,279			28.0			
2008-09	180,344			-25.9			
2009-10	137,245			-23.9			
Oct 2008	235,866	217,267	-4.7	-7.6	213,843	-5.5	-9.8
Nov 2008	208,150	199,631	-8.1	-16.6	199,433	-6.7	-17.5
Dec 2008	164,507	181,172	-9.2	-28.2	183,916	-7.8	-25.5
Jan 2009	136,259	168,879	-6.8	-33.2	168,651	-8.3	-32.8
Feb 2009	152,726	154,508	-8.5	-38.4	154,583	-8.3	-39.0
Mar 2009	142,089	141,244	-8.6	-44.0	142,426	-7.9	-44.0
Apr 2009	127,754	131,736	-6.7	-49.0	132,853	-6.7	-47.7
May 2009	131,136	127,402	-3.3	-48.8	125,980	-5.2	-50.0
Jun 2009	121,486	120,152	-5.7	-51.4	121,668	-3.4	-51.1
Jul 2009	119,976	118,144	-1.7	-52.0	120,138	-1.3	-50.7
Aug 2009	127,028	120,871	2.3	-48.5	120,630	0.4	-48.9
Sep 2009	135,362	124,645	3.1	-45.3	122,334	1.4	-45.9
Oct 2009	135,012	124,468	-0.1	-42.7	125,010	2.2	-41.5
Nov 2009	134,831	129,172	3.8	-35.3	128,591	2.9	-35.5
Dec 2009	124,929	137,366	6.3	-24.2	132,844	3.3	-27.8
Jan 2010	100,837	124,980	-9.0	-26.0	137,611	3.6	-18.4
Feb 2010	147,584	149,428	19.6	-3.3	142,750	3.7	-7.7
Mar 2010	152,339	151,512	1.4	7.3	147,900	3.6	3.8
Apr 2010	146,490	151,215	-0.2	14.8	152,651	3.2	14.9
May 2010	160,337	155,729	3.0	22.2	156,740	2.7	24.4
Jun 2010	162,219	160,519	3.1	33.6	160,086	2.1	31.6
Jul 2010	165,003	162,653	1.3	37.7	162,890	1.8	35.6
Aug 2010	175,112	166,606	2.4	37.8	165,876	1.8	37.5
Sep 2010	183,720	168,766	1.3	35.4	168,707	1.7	37.9
Oct 2010	184,213	169,976	0.7	36.6	171,263	1.5	37.0
Nov 2010	182,970	175,129	3.0	35.6	173,217	1.1	34.7

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



Job Advertisements Series

Technical Appendix

The ANZ Job Advertisements series now 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.

Important Notice

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