

For release: 11:30am, 4 May 2009

## Job advertisements continue to fall in April

### Highlights

- Job ads on the internet and in newspapers fell by 7.5% in April, taking the annual fall to 49.9%.
- Newspaper job ads improved by 3.1% in April, while internet job ads dropped by 8.1%.
- 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 7.5% in April to a weekly average of 136,770 per week. This follows a fall of 8.5% in March. The total number of advertisements in April was 49.9% lower than 12 months earlier. In trend terms, the total number of job advertisements fell by 7.1% in April to be 48.3% lower than 12 months earlier. (See Table 1)

### Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers increased by 3.1% in April to an average of 8,203 per week. This follows a 6.6% drop in March. Newspaper advertisements are now 58.9% lower than in April 2008. In trend terms, the number of newspaper job advertisements fell by 6.0% in April to be 56.0% lower than a year ago. (See Table 2)

Newspaper job advertisements were mixed across the states and territories in April. The largest rises in percentage terms were in Tasmania (17.7%), the Northern Territory (9.3%) and New South Wales (6.9%). South Australia (0.7%) and Queensland (0.3%) experienced small rises, while the ACT (-0.7%), Victoria (-1.4%) and Western Australia (-7.1%) recorded falls. (See Table 3)

### Internet job advertisements

The number of internet job advertisements fell by 8.1% to average 128,567 per week, and were 49.2% lower than 12 months earlier. In trend terms, internet job advertisements fell by 7.2% in April to be 47.7% lower than in April 2008. (See Table 4)

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

- The total number of job advertisements across Australia continues to weaken, falling 7.5% in April following an 8.5% decline in March. The decline was all due to a large fall in the internet advertising series, which fell 8.1% in the month. On a brighter note, newspaper ads rose 3.1% on the back of strong increases in Tasmania and the Northern Territory and a 6.9% increase in NSW.
- Total job ads have fallen in each of the past 12 months and are now half the level they were in April 2008. This suggests that total employment in Australia will contract over the year ahead. Most of the 1.7 percentage point increase in the unemployment rate thus far

has been due to labour force growth and rising participation, rather than falling employment. However, the ongoing weakness in job ads suggests that falling employment levels will be the key driver of rising unemployment over the year ahead.

- Despite the small increase in the month, newspaper ads are well below the levels seen a year ago. Newspaper ads have fallen by 58.9% over the past year, a new record. Although the emergence of the internet has impacted the relationship between newspaper job ads and future employment trends, there can be little doubt that these numbers are consistent with the forecast of an unemployment rate rising above 7% in the next 12 to 18 months and most likely peaking at a rate above 8% in this current cycle.
- ANZ Economics and Markets Research is forecasting unemployment to peak at around 8¼% in 2010. This is broadly in line with most private sector forecasters but above the Government's February forecast of 7% for June 2010. On this basis we expect the Government to raise the official forecast for the unemployment rate to at least 8% when the Budget is brought down next week.

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**Next release:** May 2009

**Expected release date:** Tuesday 9 June 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.



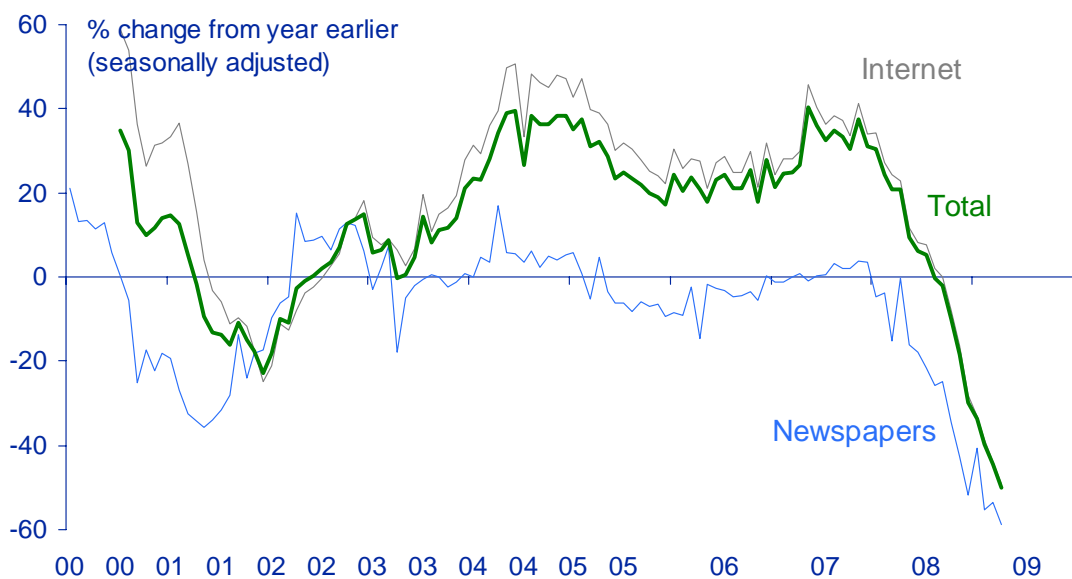
## Job Advertisements series

### 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

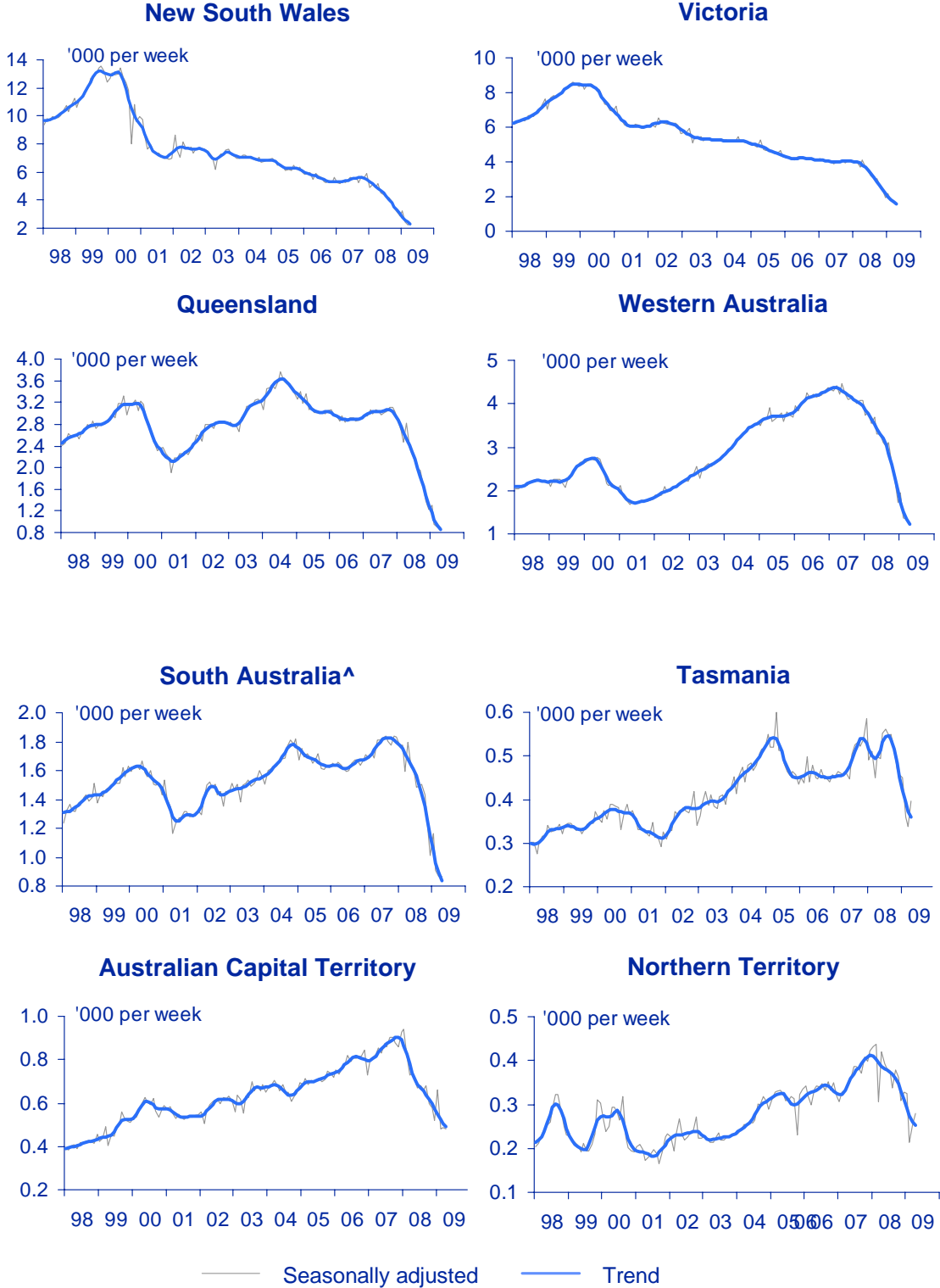


Note: Seasonal adjustment now done by ABS. Source: ANZ.



# 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			
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	252,562	-2.8	0.3
Sep 2008	264,056	247,008	-1.7	-2.1	242,277	-4.1	-5.2
Oct 2008	251,150	231,574	-6.2	-9.9	229,101	-5.4	-11.7
Nov 2008	220,670	213,907	-7.6	-18.4	213,379	-6.9	-19.1
Dec 2008	170,288	192,501	-10.0	-29.9	196,303	-8.0	-26.7
Jan 2009	147,176	180,349	-6.3	-33.7	179,070	-8.8	-33.7
Feb 2009	162,334	161,583	-10.4	-39.8	163,793	-8.5	-39.6
Mar 2009	150,555	147,804	-8.5	-44.6	150,147	-8.3	-44.6
Apr 2009	134,927	136,770	-7.5	-49.9	139,422	-7.1	-48.3



## 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>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
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	15,252	-5.5	-25.1
Sep 2008	17,035	15,223	0.5	-24.9	14,279	-6.4	-30.3
Oct 2008	15,284	13,294	-12.7	-34.6	13,232	-7.3	-35.4
Nov 2008	12,520	11,719	-11.8	-42.6	12,151	-8.2	-40.3
Dec 2008	5,781	10,140	-13.5	-51.8	11,051	-9.1	-44.9
Jan 2009	10,917	11,391	12.3	-40.7	10,024	-9.3	-49.0
Feb 2009	9,608	8,524	-25.2	-55.4	9,172	-8.5	-52.2
Mar 2009	8,466	7,958	-6.6	-53.4	8,434	-8.0	-54.7
Apr 2009	7,174	8,203	3.1	-58.9	7,928	-6.0	-56.0

(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> 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>New South Wales -</i>							
Nov 2008	3,455	3,184	-7.4	-43.5	3,283	-7.1	-40.9
Dec 2008	1,588	2,859	-10.2	-51.8	3,034	-7.6	-44.5
Jan 2009	2,942	3,255	13.8	-33.4	2,798	-7.8	-47.5
Feb 2009	2,735	2,414	-25.8	-52.8	2,594	-7.3	-49.8
Mar 2009	2,386	2,191	-9.2	-54.9	2,409	-7.1	-51.7
Apr 2009	2,027	2,342	6.9	-54.8	2,272	-5.7	-52.8
<i>Victoria -</i>							
Nov 2008	2,452	2,402	-11.0	-41.4	2,421	-8.4	-40.2
Dec 2008	1,129	1,947	-19.0	-52.8	2,206	-8.9	-45.4
Jan 2009	2,032	2,200	13.0	-44.5	2,006	-9.1	-50.1
Feb 2009	2,065	1,798	-18.3	-54.9	1,841	-8.2	-53.9
Mar 2009	1,672	1,645	-8.5	-55.8	1,699	-7.7	-56.8
Apr 2009	1,426	1,622	-1.4	-60.9	1,602	-5.7	-58.2
<i>Queensland -</i>							
Nov 2008	1,470	1,376	-17.1	-55.8	1,474	-10.4	-51.4
Dec 2008	687	1,218	-11.5	-59.9	1,309	-11.2	-55.9
Jan 2009	1,300	1,312	7.8	-53.9	1,161	-11.3	-59.6
Feb 2009	1,040	964	-26.5	-64.1	1,040	-10.4	-62.3
Mar 2009	937	891	-7.5	-63.8	936	-10.0	-64.6
Apr 2009	756	894	0.3	-68.2	866	-7.5	-65.7
<i>South Australia -</i>							
Nov 2008	1,310	1,234	-13.8	-32.9	1,255	-7.3	-30.7
Dec 2008	615	1,012	-18.0	-44.9	1,149	-8.5	-36.1
Jan 2009	1,215	1,165	15.1	-34.3	1,047	-8.9	-41.1
Feb 2009	1,021	907	-22.2	-48.8	962	-8.1	-45.1
Mar 2009	928	863	-4.9	-45.8	891	-7.4	-48.1
Apr 2009	779	868	0.7	-51.6	840	-5.8	-49.9

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>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
<i>Western Australia -</i>							
Nov 2008	2,430	2,267	-13.8	-44.5	2,300	-11.2	-42.8
Dec 2008	1,017	1,730	-23.7	-57.5	2,005	-12.8	-49.3
Jan 2009	1,960	1,940	12.1	-48.1	1,734	-13.5	-55.2
Feb 2009	1,533	1,362	-29.8	-64.2	1,517	-12.5	-59.7
Mar 2009	1,414	1,347	-1.1	-62.1	1,334	-12.0	-63.4
Apr 2009	1,135	1,250	-7.1	-66.2	1,214	-9.0	-65.6
<i>Tasmania -</i>							
Nov 2008	497	468	-8.5	-12.6	483	-6.0	-10.4
Dec 2008	304	456	-2.7	-22.1	450	-6.8	-14.9
Jan 2009	498	449	-1.4	-8.4	420	-6.8	-18.3
Feb 2009	413	361	-19.5	-29.2	394	-6.1	-21.1
Mar 2009	349	337	-6.7	-25.0	373	-5.3	-24.3
Apr 2009	345	396	17.7	-20.6	359	-3.8	-27.8
<i>ACT -</i>							
Nov 2008	588	578	-3.3	-32.7	596	-3.6	-34.0
Dec 2008	263	521	-9.8	-43.9	572	-4.0	-35.8
Jan 2009	670	662	27.1	-29.8	548	-4.2	-36.7
Feb 2009	582	481	-27.4	-41.0	526	-4.0	-36.4
Mar 2009	522	486	1.1	-33.5	505	-4.1	-35.4
Apr 2009	435	482	-0.7	-34.6	489	-3.1	-33.7
<i>Northern Territory -</i>							
Nov 2008	318	308	-15.2	-22.9	331	-4.5	-19.0
Dec 2008	177	329	6.8	-22.4	312	-5.8	-24.2
Jan 2009	301	325	-1.2	-24.7	292	-6.4	-28.8
Feb 2009	220	215	-33.8	-50.8	275	-5.9	-32.0
Mar 2009	260	256	19.2	-16.1	261	-5.1	-34.1
Apr 2009	270	280	9.3	-33.1	252	-3.2	-34.8

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

**Table 4: Average number of internet 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>		<u><i>P.c. change over -</i></u>		
			<i>Month</i>	<i>Year</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			
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	237,310	-2.6	2.5
Sep 2008	247,021	231,785	-1.8	-0.1	227,998	-3.9	-3.0
Oct 2008	235,866	218,279	-5.8	-7.8	215,869	-5.3	-9.7
Nov 2008	208,150	202,188	-7.4	-16.4	201,227	-6.8	-17.3
Dec 2008	164,507	182,361	-9.8	-28.1	185,252	-7.9	-25.2
Jan 2009	136,259	168,959	-7.3	-33.2	169,046	-8.7	-32.5
Feb 2009	152,726	153,059	-9.4	-38.6	154,621	-8.5	-38.7
Mar 2009	142,089	139,846	-8.6	-44.0	141,713	-8.3	-43.9
Apr 2009	127,754	128,567	-8.1	-49.2	131,494	-7.2	-47.7

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

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