

For Release: 11:30am, 5 October 2009

## Job advertisements firm up in September

### Highlights

- Job ads on the internet and in newspapers increased by 4.4% in September.
- Newspaper job ads rose by 3.7%, while internet job ads grew by 4.5%.
- Total job advertisements have bottomed out and are now heading up, albeit from very low levels. The number of job ads remains 44.9% lower than a year ago.

### 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 grew by 4.4% in September to a weekly average of 136,070 per week. This follows a rise of 4.1% in August. Total job advertisements are now 8.7% (10,863 advertisements) higher than their cyclical low point in July. Even with this increase however, the total number of job advertisements in September remained 44.9% lower than 12 months earlier.

In trend terms, the total number of job advertisements increased by 0.5% in September. This was the first monthly increase in trend terms since February 2008. Total job advertisements remain 46.7% lower than 12 months earlier. (See Table 1)

### Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers increased by 3.7% in September to an average of 8,929 per week. This follows a 5.5% rise in August. Newspaper advertisements are now 12.2% higher than their cyclical low in March 2009, but remain 41.3% lower than 12 months ago. In trend terms, the number of newspaper job advertisements grew by 1.9% in September, their fourth consecutive month of trend growth. (See Table 2)

The biggest increase in newspaper job advertisements in September was in the ACT (+10.3%) followed by Western Australia (+5.1%), South Australia (+4.5%), Victoria (+3.9%) and New South Wales (+1.7%). Tasmania (-5.1%) experienced the biggest decline, followed by the Northern Territory (-0.5%) and Queensland (-0.3%). (See Table 3)

### Internet job advertisements

The number of internet job advertisements grew 4.5% to average 127,141 per week, their second consecutive month of growth, but they remained 45.1% lower than 12 months earlier.

In trend terms, internet job advertisements rose by 0.4% in September, their first month of trend growth since March 2008. Internet job ads were 47.1% lower than in September 2008 in trend terms. (See Table 4)

**ANZ Acting Chief Economist Warren Hogan**, said:

- ANZ job advertisements grew by 4.4% in September, providing a second consecutive month of growth and the strongest rate of monthly growth since December 2007.
- Total job advertisements are now 8.7% (or 10,863 ads) above their recent cyclical low of 127,346 ads in June 2009.
- Even after this growth spurt however, total job ads remain at low levels and are still 44.9% lower than at the same time last year.
- These data provide the best evidence we have received to date that the labour market (and the economy more generally) are entering an early recovery phase following this downturn.
- So far in this downturn, the Australian labour market has been characterised by cuts to hours that have meant fewer cuts to employment, and resulted in rising underemployment rather than rising unemployment. Indeed, the main driver of increasing unemployment has been rapid growth in the labour force due to strong population growth and high levels of participation. Once the recovery commences, this process is likely to slowly reverse, with working hours for existing employees creeping up again before total employment numbers begin to grow. It may therefore take some time to see sustained net job growth again, even after indicators such as job ads turn up.
- In the near term, we expect to see further deterioration in the labour market, due to the very low level of demand for new labour, continuing job shedding and continuing strong growth in labour supply. Despite today's improvement in the ANZ job ads series, we still expect employment to fall by about 20,000 in September (a fall of 0.2% from last month) and the unemployment rate to rise above 6%, when the ABS releases its labour force numbers for September this Thursday.
- Looking further ahead, today's numbers confirm our expectation that the pace of decline in employment will not be as severe as envisaged six months ago. Australian economic activity has been remarkably resilient in recent months, particularly in some of our largest employing industries such as retail trade, health services, government and construction.
- We expect the Australian unemployment rate to peak at around 7¼% in mid 2010.

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**Next release:** October 2009

**Expected release date:** Monday 9 November 2009

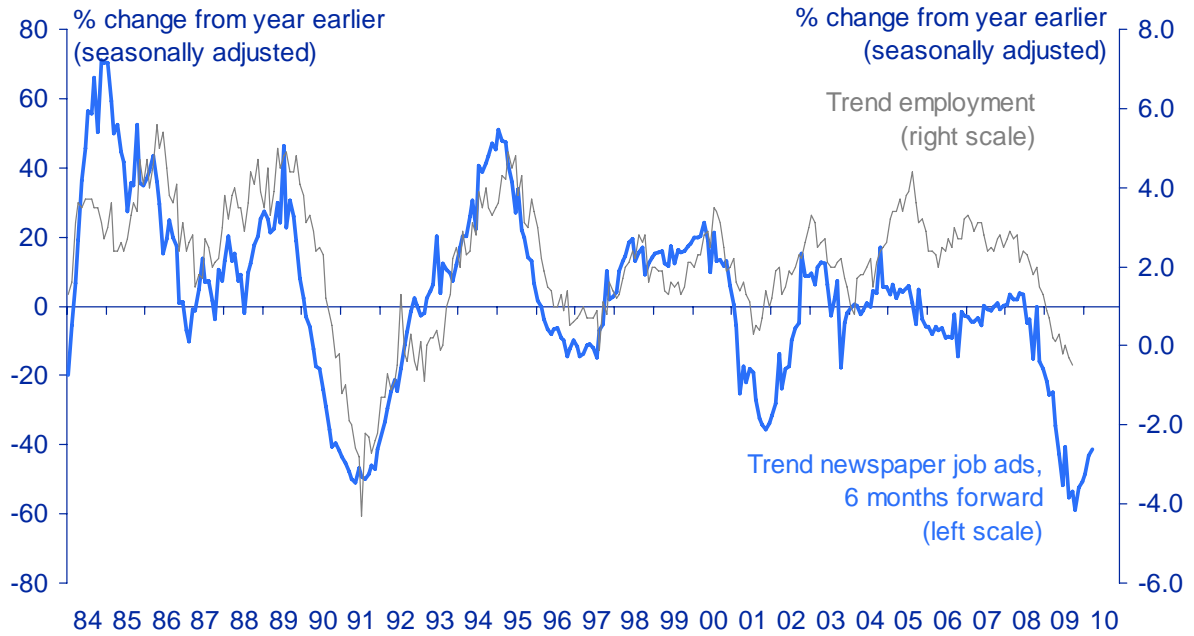
#### **Note for editors:**

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.



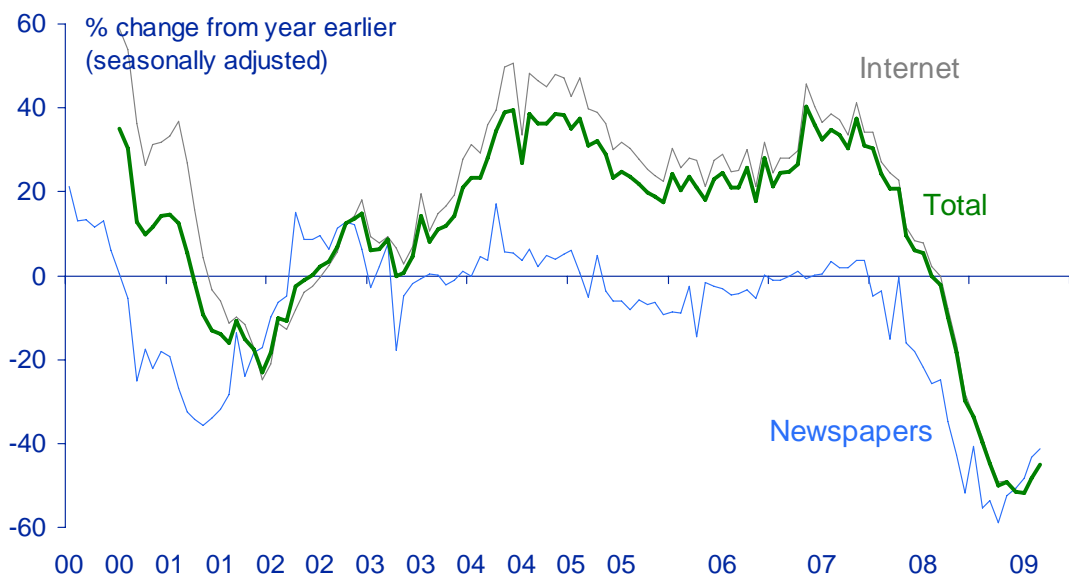
## Job Advertisements series

### 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

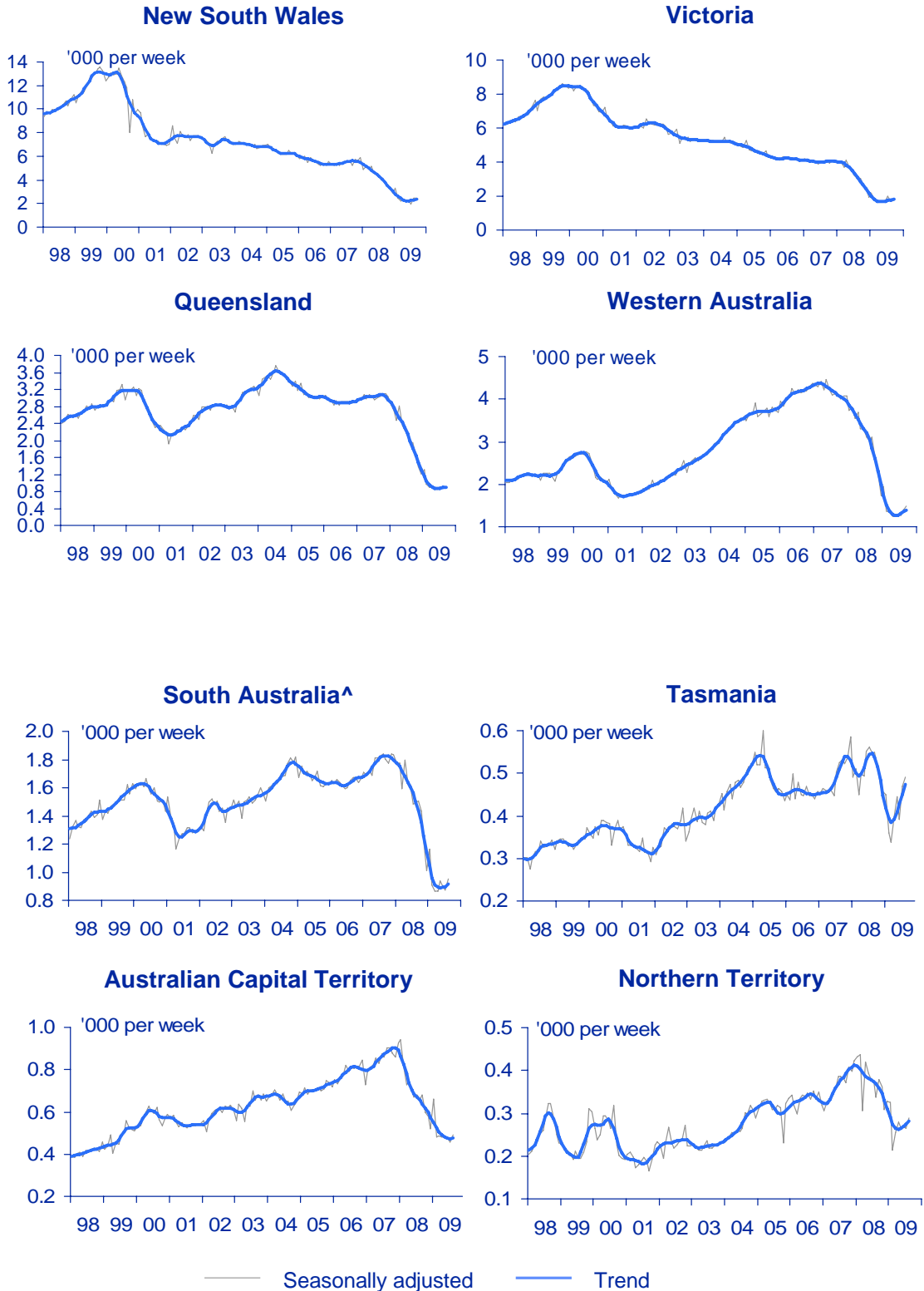


Note: Seasonal adjustment now done by ABS. Source: ANZ.



# 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>	<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>
2005-06	166,533			21.4			
2006-07	210,092			26.2			
2007-08	262,552			25.0			
2008-09	191,609			-27.0			
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	196,065	-8.1	-26.7
Jan 2009	147,176	180,349	-6.3	-33.7	178,927	-8.7	-33.8
Feb 2009	162,334	161,583	-10.4	-39.8	163,404	-8.7	-39.8
Mar 2009	150,555	147,804	-8.5	-44.6	150,267	-8.0	-44.6
Apr 2009	134,927	136,770	-7.5	-49.9	140,093	-6.8	-48.0
May 2009	139,470	136,457	-0.2	-49.1	134,201	-4.2	-49.8
Jun 2009	129,392	127,346	-6.7	-51.4	130,704	-2.6	-50.6
Jul 2009	128,159	125,207	-1.7	-51.9	129,121	-1.2	-50.3
Aug 2009	136,287	130,326	4.1	-48.1	128,605	-0.4	-49.1
Sep 2009	145,352	136,070	4.4	-44.9	129,230	0.5	-46.7



## 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>
2005-06	20,450						
2006-07	20,024						
2007-08	19,273						
2008-09	11,265						
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	11,008	-9.4	-45.1
Jan 2009	10,917	11,391	12.3	-40.7	9,965	-9.5	-49.3
Feb 2009	9,608	8,524	-25.2	-55.4	9,131	-8.4	-52.4
Mar 2009	8,466	7,958	-6.6	-53.4	8,540	-6.5	-54.1
Apr 2009	7,174	8,203	3.1	-58.9	8,188	-4.1	-54.6
May 2009	8,334	8,123	-1.0	-52.5	8,098	-1.1	-53.6
Jun 2009	7,906	8,192	0.9	-50.7	8,160	0.8	-51.6
Jul 2009	8,183	8,162	-0.4	-48.4	8,315	1.9	-48.5
Aug 2009	9,259	8,613	5.5	-43.1	8,502	2.2	-44.3
Sep 2009	9,990	8,929	3.7	-41.3	8,664	1.9	-39.3

(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>							
Apr 2009	2,027	2,342	6.9	-54.8	2,296	-5.4	-52.3
May 2009	2,370	2,306	-1.5	-49.4	2,232	-2.8	-52.1
Jun 2009	2,225	2,278	-1.2	-48.0	2,219	-0.6	-50.6
Jul 2009	1,947	1,941	-14.8	-54.6	2,240	1.0	-47.7
Aug 2009	2,556	2,410	24.1	-41.7	2,279	1.7	-43.5
Sep 2009	2,829	2,451	1.7	-37.2	2,320	1.8	-38.7
<i>Victoria -</i>							
Apr 2009	1,426	1,622	-1.4	-60.9	1,685	-2.1	-56.0
May 2009	1,723	1,616	-0.4	-56.3	1,695	0.6	-54.1
Jun 2009	1,676	1,728	7.0	-50.5	1,722	1.6	-51.2
Jul 2009	2,015	1,995	15.4	-38.1	1,756	1.9	-47.2
Aug 2009	1,832	1,692	-15.2	-43.8	1,784	1.7	-42.5
Sep 2009	1,975	1,758	3.9	-42.4	1,805	1.2	-37.1
<i>Queensland -</i>							
Apr 2009	756	894	0.3	-68.2	892	-5.6	-64.7
May 2009	838	850	-4.9	-64.0	871	-2.4	-63.9
Jun 2009	826	860	1.2	-61.7	869	-0.3	-62.2
Jul 2009	908	899	4.6	-57.7	878	1.1	-59.3
Aug 2009	995	910	1.2	-54.2	891	1.5	-55.3
Sep 2009	1,057	907	-0.3	-53.4	902	1.2	-50.5
<i>South Australia -</i>							
Apr 2009	779	868	0.7	-51.6	887	-2.7	-47.1
May 2009	926	936	7.8	-42.2	887	0.0	-45.9
Jun 2009	846	891	-4.9	-45.1	897	1.2	-44.0
Jul 2009	870	872	-2.1	-41.3	916	2.1	-41.4
Aug 2009	1,023	954	9.3	-36.2	938	2.4	-37.9
Sep 2009	1,088	996	4.5	-34.0	957	2.1	-33.5

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>							
Apr 2009	1,135	1,250	-7.1	-66.2	1,280	-5.9	-63.7
May 2009	1,252	1,240	-0.8	-62.6	1,263	-1.3	-63.0
Jun 2009	1,211	1,284	3.6	-61.1	1,278	1.2	-61.4
Jul 2009	1,254	1,272	-0.9	-59.1	1,314	2.8	-58.9
Aug 2009	1,495	1,402	10.2	-53.5	1,359	3.4	-55.4
Sep 2009	1,619	1,473	5.1	-52.8	1,398	2.9	-50.8
<i>Tasmania -</i>							
Apr 2009	345	396	17.7	-20.6	390	1.4	-21.6
May 2009	434	446	12.5	-9.7	408	4.6	-20.4
Jun 2009	363	392	-12.2	-29.0	430	5.5	-19.1
Jul 2009	459	470	19.9	-16.3	451	4.8	-17.3
Aug 2009	521	490	4.3	-10.5	468	3.9	-14.4
Sep 2009	508	465	-5.1	-15.3	482	2.8	-10.3
<i>ACT -</i>							
Apr 2009	435	482	-0.7	-34.6	487	-3.7	-34.0
May 2009	499	482	-0.1	-31.2	477	-1.9	-32.2
Jun 2009	468	483	0.3	-27.8	477	0.0	-30.2
Jul 2009	456	457	-5.4	-32.6	485	1.5	-27.7
Aug 2009	533	493	7.8	-25.3	496	2.3	-24.4
Sep 2009	595	543	10.3	-20.1	505	1.9	-20.8
<i>Northern Territory -</i>							
Apr 2009	270	280	9.3	-33.1	261	-1.0	-32.5
May 2009	292	268	-4.5	-32.2	265	1.3	-30.6
Jun 2009	291	273	2.2	-28.3	271	2.3	-28.3
Jul 2009	275	264	-3.3	-29.8	277	2.1	-26.0
Aug 2009	304	289	9.2	-14.4	282	1.9	-23.4
Sep 2009	320	287	-0.5	-24.4	284	0.5	-21.3

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>
2005-06	146,084			26.7			
2006-07	190,068			30.1			
2007-08	243,279			28.0			
2008-09	180,344			-25.9			
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	185,057	-8.0	-25.3
Jan 2009	136,259	168,959	-7.3	-33.2	168,963	-8.7	-32.6
Feb 2009	152,726	153,059	-9.4	-38.6	154,273	-8.7	-38.8
Mar 2009	142,089	139,846	-8.6	-44.0	141,727	-8.1	-43.8
Apr 2009	127,754	128,567	-8.1	-49.2	131,906	-6.9	-47.6
May 2009	131,136	128,334	-0.2	-48.8	126,103	-4.4	-49.6
Jun 2009	121,486	119,154	-7.2	-51.5	122,544	-2.8	-50.5
Jul 2009	119,976	117,046	-1.8	-52.1	120,806	-1.4	-50.4
Aug 2009	127,028	121,713	4.0	-48.4	120,103	-0.6	-49.4
Sep 2009	135,362	127,141	4.5	-45.1	120,566	0.4	-47.1

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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