

# Media Release



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## Job Advertisements continue to ease in September

The total number of jobs advertised in major metropolitan newspapers and on the internet fell by 1.4% in September to a weekly average of 245,734 per week. This followed a fall of 4.9% in August. The total number of advertisements in September was 2.2% lower than 12 months ago. In trend terms, the total number of job advertisements fell by 1.8% in September.

Looking at the different channels for advertising jobs, the number of job advertisements in major metropolitan **newspapers** increased by 0.7% in September to an average of 15,206 per week. This follows a 4.0% decline in August. Newspaper advertisements are now 24.9% lower than in September 2007. In trend terms, the number of newspaper job advertisements fell by 2.8% in September to be 26.5% lower than a year ago.

The small rise in newspaper job advertisements in September was driven by increases in the Northern Territory (16.6%), the ACT (3.7%), Western Australia (2.8%), Victoria (2.2%) and Tasmania (1.3%). These increases were partially offset by falls in NSW (-3.8%), Queensland (-1.6%) and South Australia (-0.1%).

The number of **internet** job advertisements fell by 1.5% in September to average 230,529 per week, down from the recent peak of 255,456 in April 2008. In trend terms, internet job advertisements have now been falling since April 2008 and are just 0.3% higher than a year ago.

ANZ Head of Australian Economics Warren Hogan, said: "Total job advertisements fell again in September, down 1.4% in the month, following a 4.9% decline in August. Newspaper job ads rose in September, up 0.7%, although this was more than offset by a 1.5% decline in internet advertisements. Trend job advertisements continue to weaken, falling 1.8% in September with both the newspaper ad internet components down. The weakness in job advertisements has been concentrated in recent months, although the rate of decline has stabilised somewhat in September. The latest result indicates that hiring intentions continue to soften through the second half of 2008 and eventually this will show up as a weakening of employment growth and a rise in the unemployment rate. ANZ has revised forecasts for unemployment in Australia and now expects the unemployment rate to rise to around 5¾% over the second half of 2009."

"Heightened financial market volatility, falls in global equity and commodity prices, and uncertainty over the global economic outlook have intensified over the past month. In response to this and a further tightening of domestic financial conditions due to the global credit crisis, the Reserve Bank cut the cash rate by 100bps at its October meeting. We expect monetary policy easing to be more gradual going forward. A further 100bps of rate cuts over the next six months is anticipated, taking the cash rate to 5% by mid 2009. That said, the current global economic and financial circumstances can only be described as extraordinary and the Reserve Bank will be monitoring emerging downside risks to the global economy closely. A more aggressive easing of policy than is currently anticipated cannot be ruled out if the global situation deteriorates further."

*(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.)*

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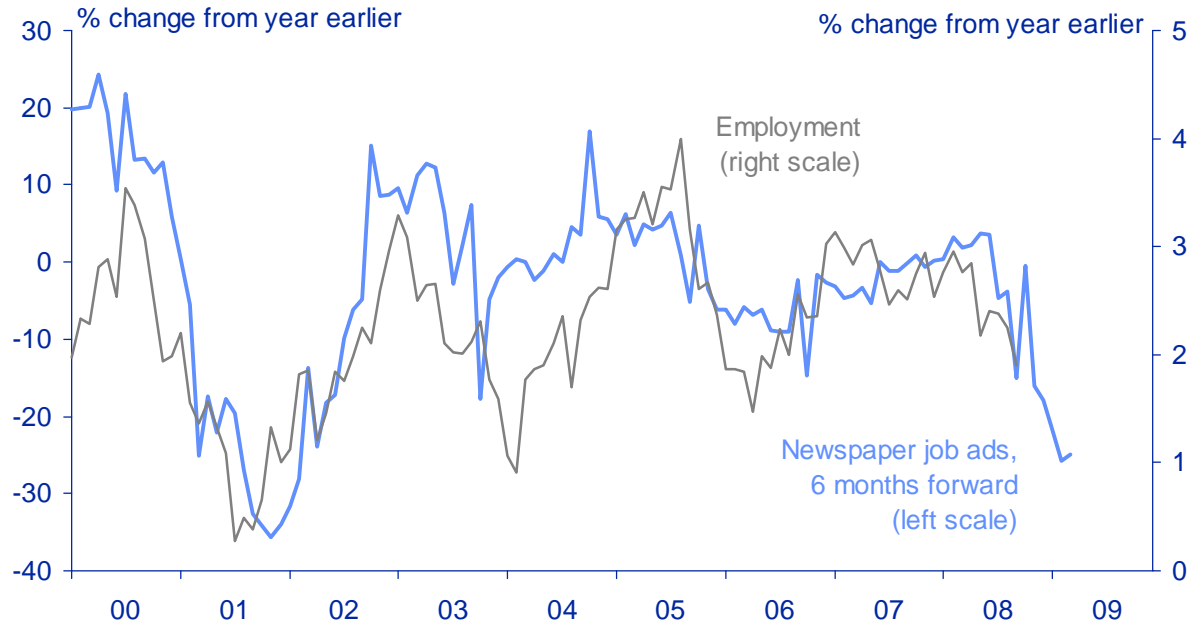
**Next release:** October 2008

**Expected release date:** Monday, 3 November 2008



## Job Advertisements series

### Annual growth in newspaper job advertisements and employment

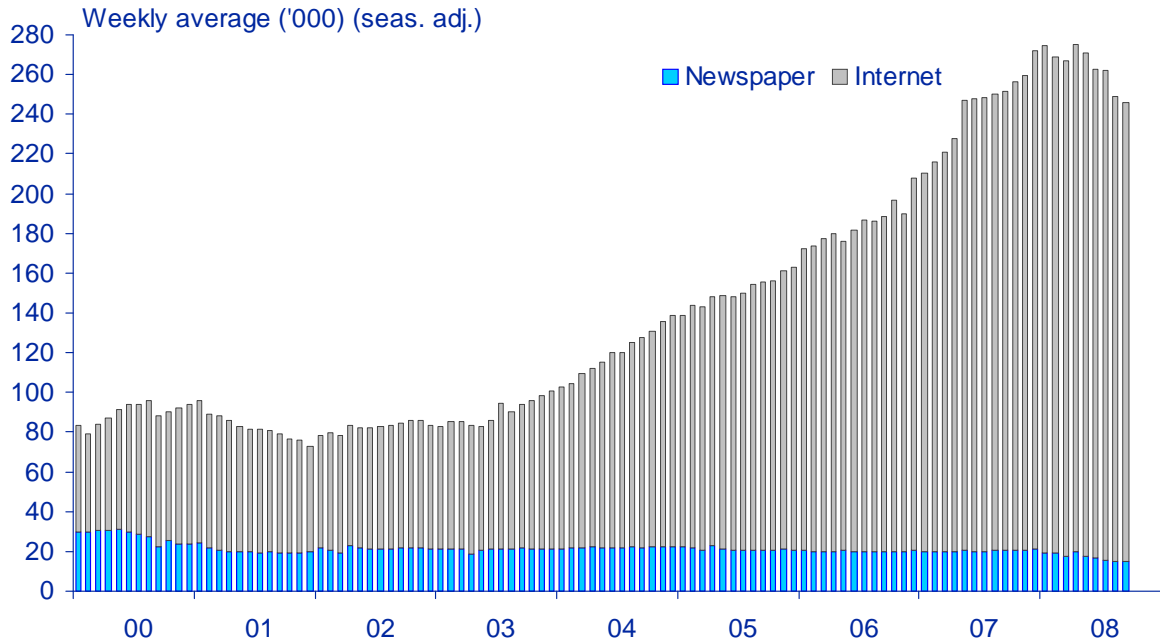


Sources: ABS, *The Labour Force* (6202.0); ANZ.



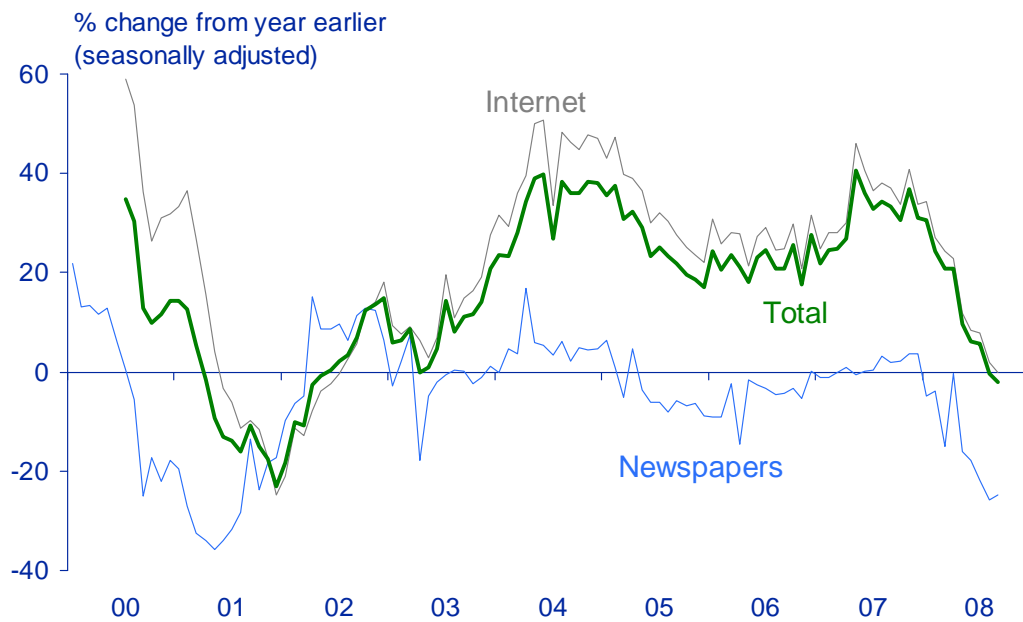
# Job Advertisements series

## Newspaper and internet job advertisements



Source: ANZ.

## Annual changes in newspaper and internet job advertisements

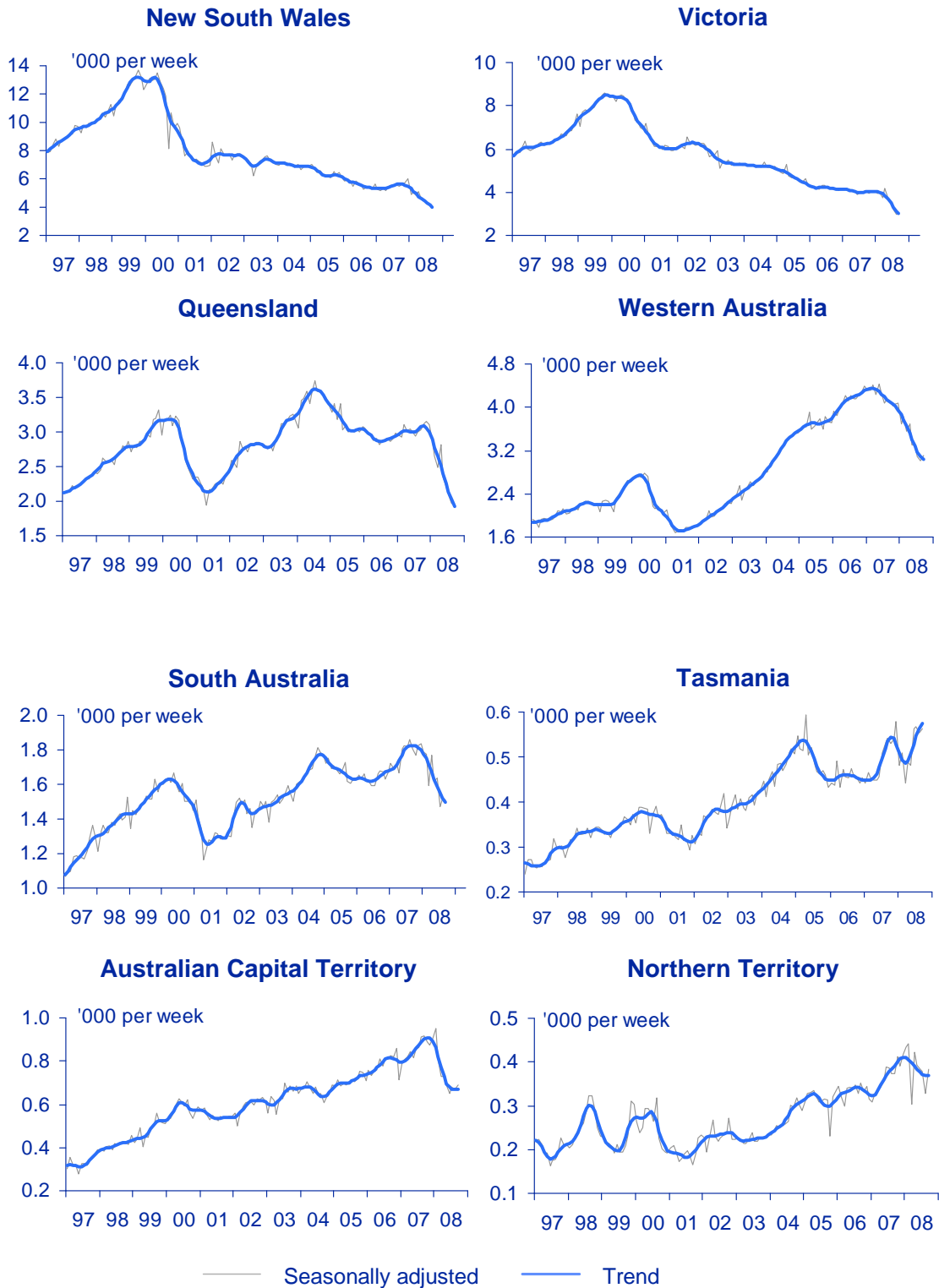


Note: Seasonal adjustment now done by ABS. Source: ANZ.



# Job Advertisements series

## State and Territory newspaper data



Source: ANZ.



# Job Advertisements series

## 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>
2004-05	21,866			1.5			
2005-06	20,450			-6.5			
2006-07	20,024			-2.1			
2007-08	19,273			-3.7			
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	20,357	0.5	2.0
Sep 2007	22,687	20,238	-0.6	1.9	20,479	0.6	2.8
Oct 2007	23,356	20,444	1.0	2.1	20,493	0.1	2.9
Nov 2007	21,835	20,524	0.4	3.7	20,356	-0.7	2.0
Dec 2007	11,986	21,026	2.4	3.5	20,072	-1.4	0.3
Jan 2008	18,412	19,139	-9.0	-4.7	19,663	-2.0	-1.9
Feb 2008	21,578	19,118	-0.1	-3.8	19,167	-2.5	-4.5
Mar 2008	17,526	17,115	-10.5	-15.0	18,607	-2.9	-7.4
Apr 2008	18,099	19,870	16.1	-0.4	17,996	-3.3	-10.6
May 2008	17,522	17,196	-13.5	-16.0	17,368	-3.5	-13.9
Jun 2008	16,033	16,593	-3.5	-17.9	16,710	-3.8	-17.3
Jul 2008	15,858	15,731	-5.2	-21.7	16,069	-3.8	-20.7
Aug 2008	16,293	15,105	-4.0	-25.8	15,479	-3.7	-24.0
Sep 2008	17,035	15,206	0.7	-24.9	15,042	-2.8	-26.5

(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>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
<i>New South Wales -</i>							
Apr 2008	4,780	5,136	6.2	-1.4	4,775	-3.6	-10.6
May 2008	4,678	4,537	-11.7	-17.1	4,611	-3.4	-14.6
Jun 2008	4,274	4,352	-4.1	-21.5	4,445	-3.6	-18.6
Jul 2008	4,285	4,256	-2.2	-23.1	4,276	-3.8	-22.7
Aug 2008	4,393	4,117	-3.3	-26.3	4,117	-3.7	-26.4
Sep 2008	4,502	3,961	-3.8	-27.4	3,993	-3.0	-29.3
<i>Victoria -</i>							
Apr 2008	3,849	4,160	10.9	2.4	3,849	-2.6	-5.2
May 2008	3,938	3,758	-9.7	-6.9	3,693	-4.0	-8.3
Jun 2008	3,385	3,503	-6.8	-10.3	3,504	-5.1	-12.4
Jul 2008	3,257	3,203	-8.6	-20.0	3,313	-5.4	-17.1
Aug 2008	3,265	2,979	-7.0	-26.1	3,137	-5.3	-21.7
Sep 2008	3,427	3,044	2.2	-25.5	2,994	-4.6	-25.6
<i>Queensland -</i>							
Apr 2008	2,541	2,821	13.4	-6.2	2,519	-4.9	-16.5
May 2008	2,326	2,348	-16.8	-22.8	2,392	-5.0	-20.5
Jun 2008	2,161	2,216	-5.6	-26.1	2,262	-5.5	-24.6
Jul 2008	2,152	2,101	-5.2	-28.3	2,136	-5.5	-28.9
Aug 2008	2,170	1,975	-6.0	-34.0	2,023	-5.3	-33.2
Sep 2008	2,267	1,944	-1.6	-36.0	1,930	-4.6	-37.1
<i>South Australia -</i>							
Apr 2008	1,735	1,770	11.0	6.2	1,674	-2.5	-3.9
May 2008	1,601	1,618	-8.6	-10.6	1,631	-2.6	-8.0
Jun 2008	1,541	1,634	1.0	-10.4	1,590	-2.5	-11.6
Jul 2008	1,485	1,475	-9.7	-18.8	1,553	-2.3	-14.5
Aug 2008	1,599	1,514	2.6	-18.5	1,519	-2.1	-16.8
Sep 2008	1,647	1,512	-0.1	-16.3	1,497	-1.4	-18.1

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>							
Apr 2008	3,550	3,700	4.2	-12.7	3,521	-3.4	-18.8
May 2008	3,342	3,308	-10.6	-25.5	3,398	-3.5	-20.9
Jun 2008	3,108	3,316	0.3	-22.1	3,280	-3.5	-22.7
Jul 2008	3,064	3,097	-6.6	-24.3	3,176	-3.2	-24.2
Aug 2008	3,215	3,024	-2.4	-26.8	3,087	-2.8	-25.5
Sep 2008	3,428	3,108	2.8	-24.5	3,028	-1.9	-26.3
<i>Tasmania -</i>							
Apr 2008	455	489	10.6	8.8	491	1.1	8.4
May 2008	482	482	-1.3	7.2	507	3.4	9.6
Jun 2008	510	562	16.6	23.4	529	4.2	10.7
Jul 2008	548	568	1.0	11.3	547	3.5	10.1
Aug 2008	581	554	-2.4	4.6	562	2.6	8.5
Sep 2008	599	562	1.3	3.6	575	2.4	7.4
<i>ACT -</i>							
Apr 2008	739	730	0.4	-13.5	729	-5.9	-11.7
May 2008	725	691	-5.3	-15.4	696	-4.5	-17.5
Jun 2008	650	652	-5.7	-23.8	678	-2.6	-21.2
Jul 2008	677	680	4.2	-21.2	671	-1.0	-23.2
Aug 2008	713	668	-1.8	-26.8	669	-0.3	-24.7
Sep 2008	743	692	3.7	-24.4	670	0.3	-25.6
<i>Northern Territory -</i>							
Apr 2008	451	423	39.1	23.4	390	-2.0	12.3
May 2008	431	393	-7.1	10.6	383	-1.8	6.4
Jun 2008	405	384	-2.3	-0.9	377	-1.5	1.7
Jul 2008	391	379	-1.4	-2.1	372	-1.2	-1.5
Aug 2008	357	329	-13.3	-12.2	368	-1.2	-4.0
Sep 2008	423	383	16.6	2.7	368	0.1	-5.9

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>Number</i>	<i>Month</i>	<i>Year</i>
2004-05	115,338						
2005-06	146,084						
2006-07	190,068						
2007-08	243,279						
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	189,047	3.5	26.8
Feb 2007	195,251	196,295	3.4	28.0	196,429	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	212,239	3.8	34.4
May 2007	229,024	226,777	9.0	46.0	219,117	3.2	37.0
Jun 2007	230,984	227,239	0.2	40.4	224,364	2.4	38.6
Jul 2007	232,160	228,095	0.4	36.6	228,100	1.7	39.1
Aug 2007	242,027	229,621	0.7	38.1	230,911	1.2	38.7
Sep 2007	247,704	230,908	0.6	37.0	233,894	1.3	37.9
Oct 2007	255,555	235,901	2.2	33.7	237,595	1.6	37.1
Nov 2007	249,578	239,003	1.3	40.8	242,044	1.9	36.3
Dec 2007	228,630	251,111	5.1	33.9	246,680	1.9	35.0
Jan 2008	203,607	255,291	1.7	34.4	250,408	1.5	32.5
Feb 2008	248,532	249,677	-2.2	27.2	252,845	1.0	28.7
Mar 2008	253,737	249,926	0.1	24.4	253,773	0.4	24.2
Apr 2008	251,374	255,456	2.2	22.8	252,820	-0.4	19.1
May 2008	256,208	253,554	-0.7	11.8	250,298	-1.0	14.2
Jun 2008	250,239	246,112	-2.9	8.3	246,749	-1.4	10.0
Jul 2008	250,527	246,197	0.0	7.9	242,732	-1.6	6.4
Aug 2008	246,609	234,009	-5.0	1.9	238,568	-1.7	3.3
Sep 2008	247,021	230,529	-1.5	-0.2	234,496	-1.7	0.3

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>	<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>Number</i>	<i>Month</i>	<i>Year</i>
2004-05	137,204						
2005-06	166,533						
2006-07	210,092						
2007-08	262,552						
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	209,096	3.1	23.4
Feb 2007	217,686	216,162	2.9	24.6	216,504	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	232,374	3.5	30.5
May 2007	249,862	247,244	8.5	40.6	239,287	3.0	32.9
Jun 2007	250,515	247,445	0.1	36.0	244,563	2.2	34.4
Jul 2007	252,442	248,198	0.3	32.8	248,363	1.6	34.9
Aug 2007	263,987	249,971	0.7	34.4	251,268	1.2	34.7
Sep 2007	270,391	251,146	0.5	33.3	254,372	1.2	34.2
Oct 2007	278,910	256,345	2.1	30.5	258,088	1.5	33.5
Nov 2007	271,413	259,527	1.2	36.9	262,400	1.7	32.8
Dec 2007	240,616	272,137	4.9	31.0	266,752	1.7	31.6
Jan 2008	222,019	274,430	0.8	30.7	270,071	1.2	29.2
Feb 2008	270,110	268,795	-2.1	24.3	272,012	0.7	25.6
Mar 2008	271,263	267,041	-0.7	20.8	272,379	0.1	21.3
Apr 2008	269,473	275,326	3.1	20.8	270,815	-0.6	16.5
May 2008	273,731	270,751	-1.7	9.5	267,666	-1.2	11.9
Jun 2008	266,272	262,705	-3.0	6.2	263,459	-1.6	7.7
Jul 2008	266,384	261,928	-0.3	5.5	258,800	-1.8	4.2
Aug 2008	262,902	249,114	-4.9	-0.3	254,046	-1.8	1.1
Sep 2008	264,056	245,734	-1.4	-2.2	249,539	-1.8	-1.9

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