



## Media Release

For release: 11:30 am, Monday 7 June 2010

### Job advertisements rebound in May

#### Highlights

- Total job advertisements on the internet and in newspapers increased by 4.3% in May, to be 21.7% higher than they were last May (seasonally adjusted).
- Newspaper job ads fell 6.5% from last month, while internet job ads rose 5% in May (seasonally adjusted).
- In trend terms, total job ads grew 2.2% MoM and 23.8% 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 4.3% in May, to an average of 167,633 per week (seasonally adjusted).

The strong monthly rise in job advertisements in May means the series is now 21.7% higher than it was a year ago. This is the fastest annual growth since February 2008. Total job advertisements are 33.8% above their July 2009 cyclical trough, but remain 39.8% below the all-time peak reached in April 2008.

In trend terms, total job ads growth softened to 2.2% MoM in May from 3% MoM in April. The monthly gain is still firmly positive, and remains above the long-term average. In annual terms, trend growth (+23.8% YoY) is running at the fastest pace recorded since February 2008.

#### Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers fell sharply (-6.5%) in May. This is the biggest fall since January 2010. Despite the monthly fall, newspaper job advertisements are still 13.2% higher than they were a year ago.

In trend terms, the number of newspaper job advertisements fell by 0.9% MoM but increased 18.5% YoY in May (see Table 2).

Newspaper job advertisements increased only in NSW in May. They fell in all other states and territories. In annual growth terms, newspaper job advertisements are falling in Queensland and South Australia but are rising elsewhere, with Western Australia still well ahead of the pack (see Table 3).

#### Internet job advertisements

The number of internet job advertisements rose by 5% in May. Internet job advertisements are now 22.3% higher than they were a year ago and, during May, recorded their fastest annual growth since April 2008.

In trend terms, internet job advertisements grew by 2.2% MoM and 24.1% YoY in May (see Table 4).

**ANZ Senior Economist Katie Dean, said:**

- Job advertisements rebounded strongly in May after pausing in April. This suggests that employers remain confident about Australia's long-term prospects, despite the tightening of monetary policy in the first half of the year and renewed concerns about the global environment.
- That said, the strength in job advertisement numbers in May was not broadly-based, instead driven entirely by a 5% rise in internet advertising. Newspaper job advertisements in contrast fell 6.8%. This was driven by falls in all states and territories except for New South Wales.
- Hence, while the overall outlook appears bright, the fall in newspaper job advertising in May does suggest that some businesses are beginning to adopt a more cautious stance. This is not unexpected given three consecutive interest rate rises in the first half of 2010 as well as the now uncertain global backdrop. With employment growth racing ahead of output growth in the first part of 2010, it may also be that some firms begin to slow the addition of new workers until growth in activity picks up. This would boost Australia's hitherto subdued productivity performance.
- Despite the strong rise in total job advertising, the slowdown in newspaper job advertising growth does imply some impending moderation in Australia's recent strong employment growth.
- The ABS' May *Labour Force* report, due Thursday 10 June, is therefore likely to show some easing in the rate of new job creation, consistent with the trend in the ANZ Job Ads series. We are expecting jobs growth of around 7,000 this month. With the participation rate sitting at 65.2%, this would see the unemployment rate hold at 5.4% for the third successive month.
- We expect employment growth to ease from its recent strong pace over the coming months before picking up in the latter half of 2010 and into 2011. A substantial investment pipeline and a solid outlook for the broader Australian economy as national income receives a sizeable boost from the sharply higher terms of trade should support ongoing jobs growth. This should see the unemployment rate gradually ease through the course of 2010, and may dip below 5% by the end of the year.
- With domestic interest rates around average levels and renewed uncertainty now clouding the global outlook, we expect the RBA Board to sit on the sidelines in coming months and observe how the economy evolves. Today's mixed result for the ANZ Job Advertisements series adds to the case for the RBA to stay on hold for now. Nevertheless, ongoing solid employment growth, given Australia's already relatively low unemployment rate, would create significant upside risks to the RBA's already relatively high inflation forecasts. Provided the global environment does not significantly deteriorate, we therefore expect two further increase in the cash rate, to 4.75% by September and to 5% by December 2010.

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**Next release:** June 2010

**Expected release date:** Monday 5 July 2010

**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.

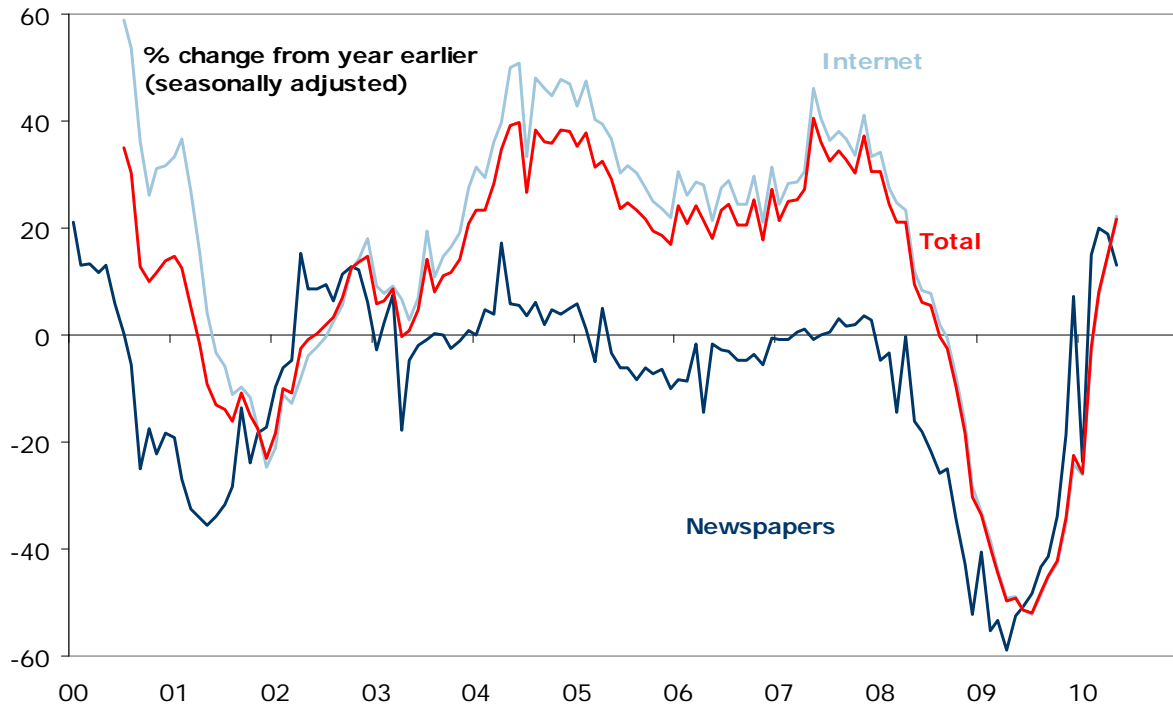


# Job Advertisements Series

## Monthly change in newspaper job advertisements and employment

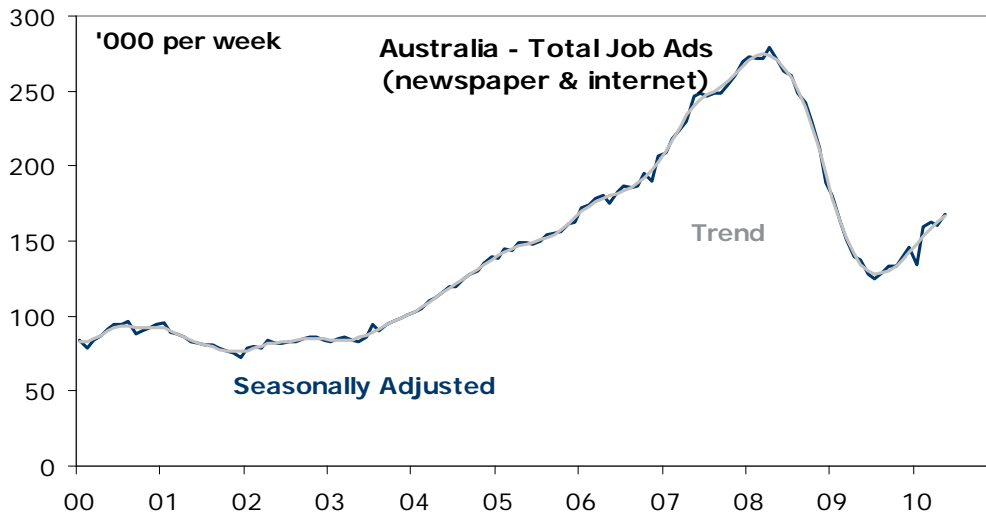


## Annual change in newspaper, internet and total job advertisements

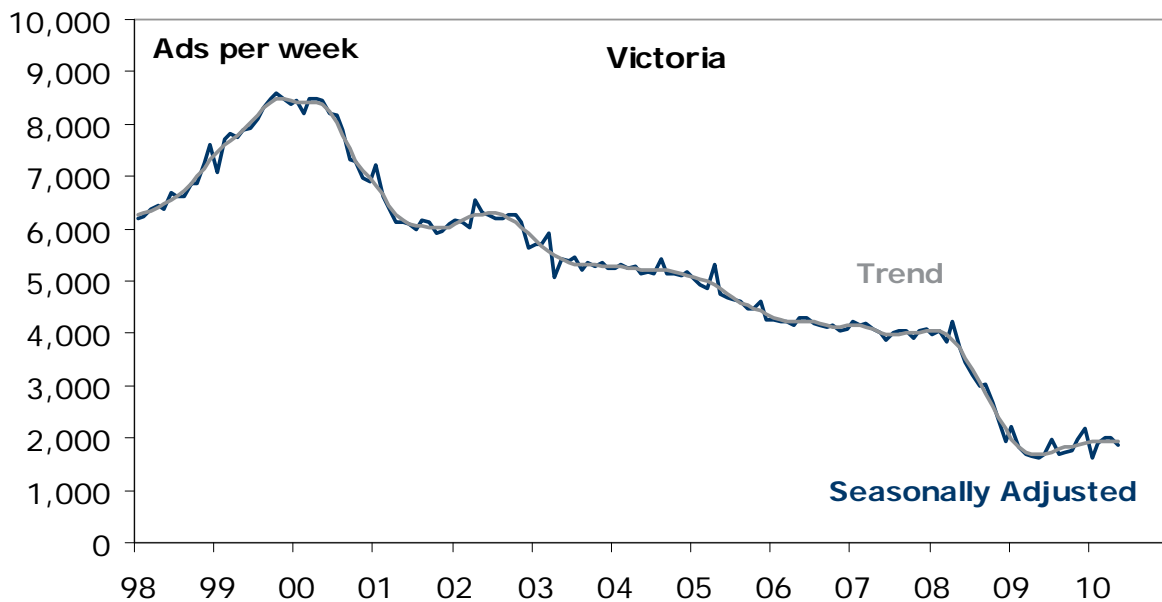
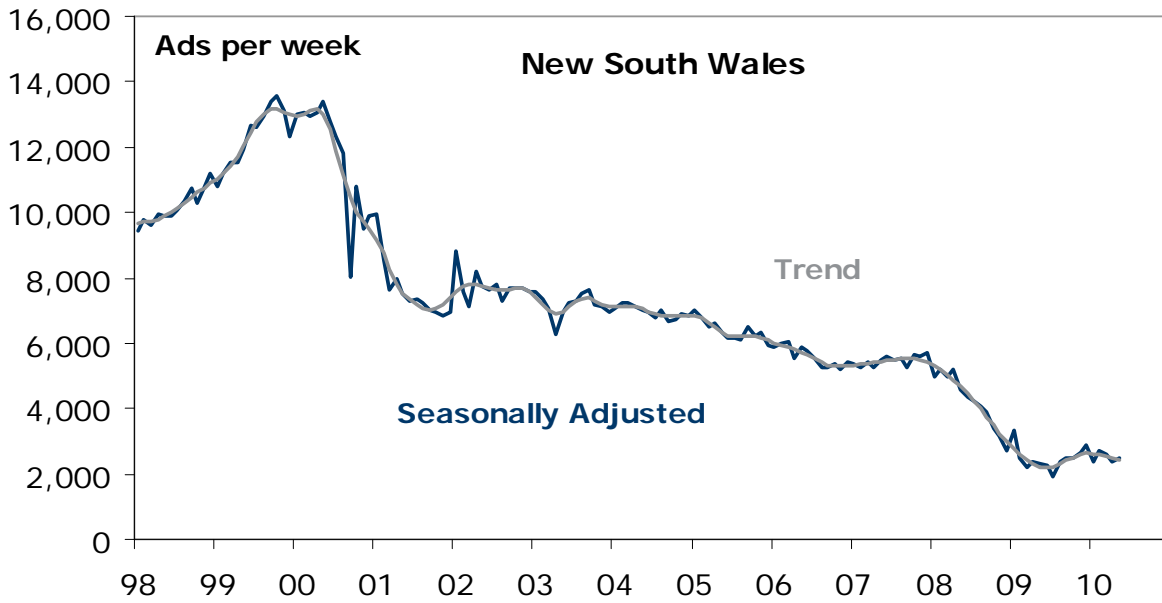


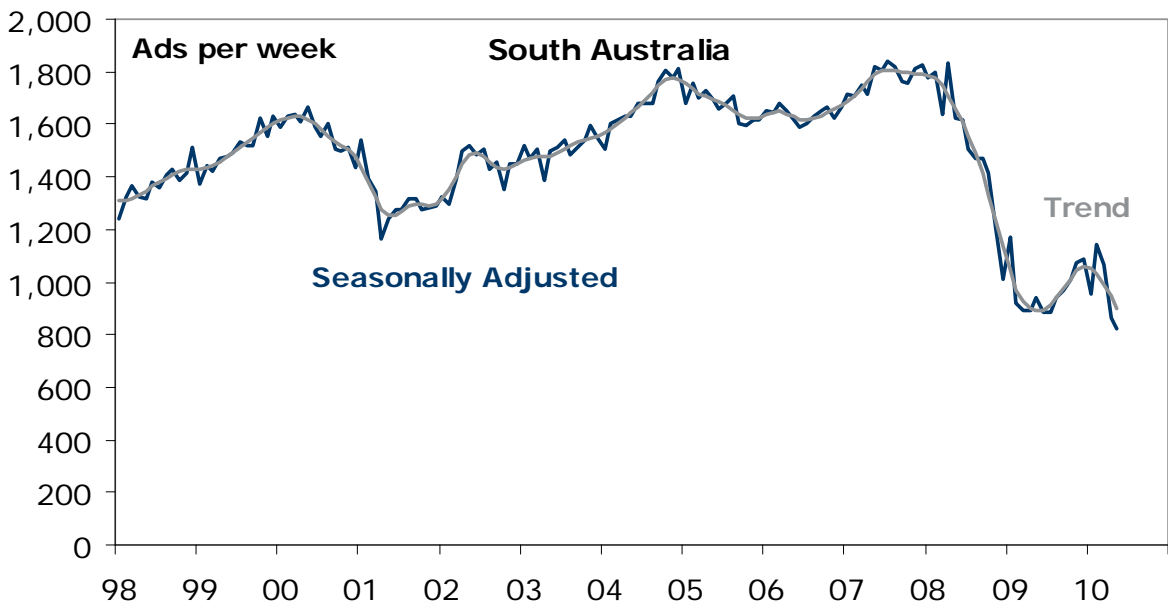
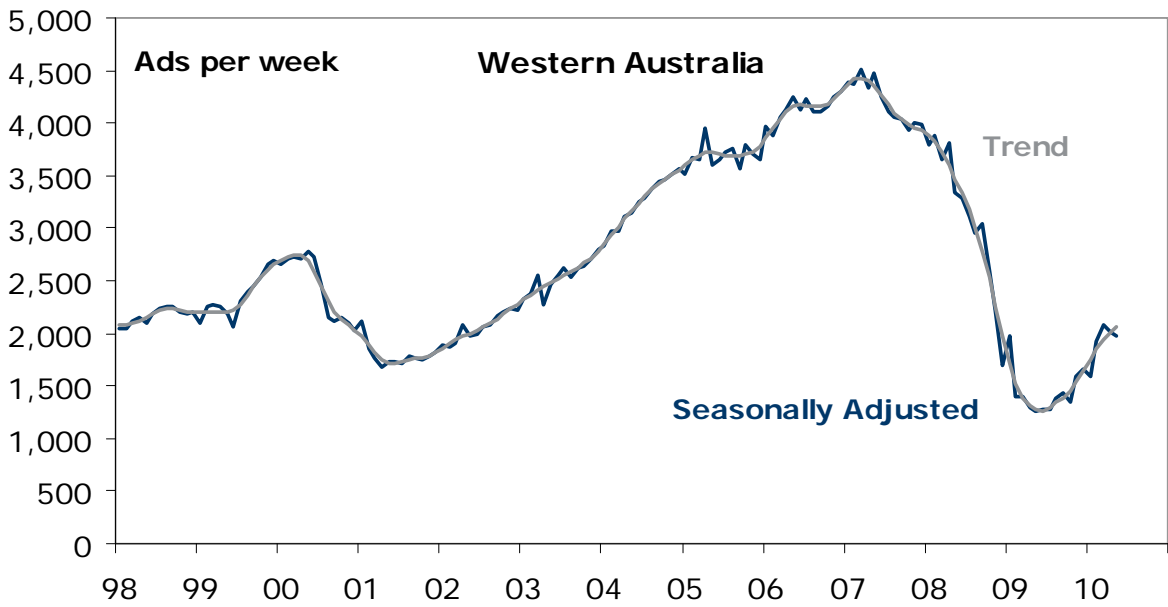
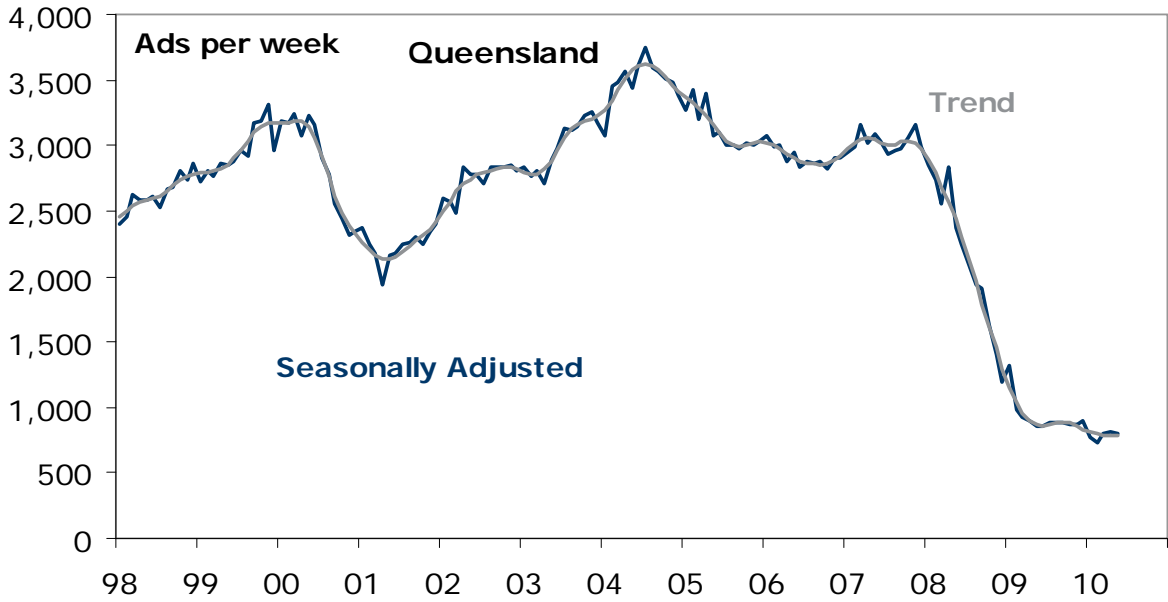


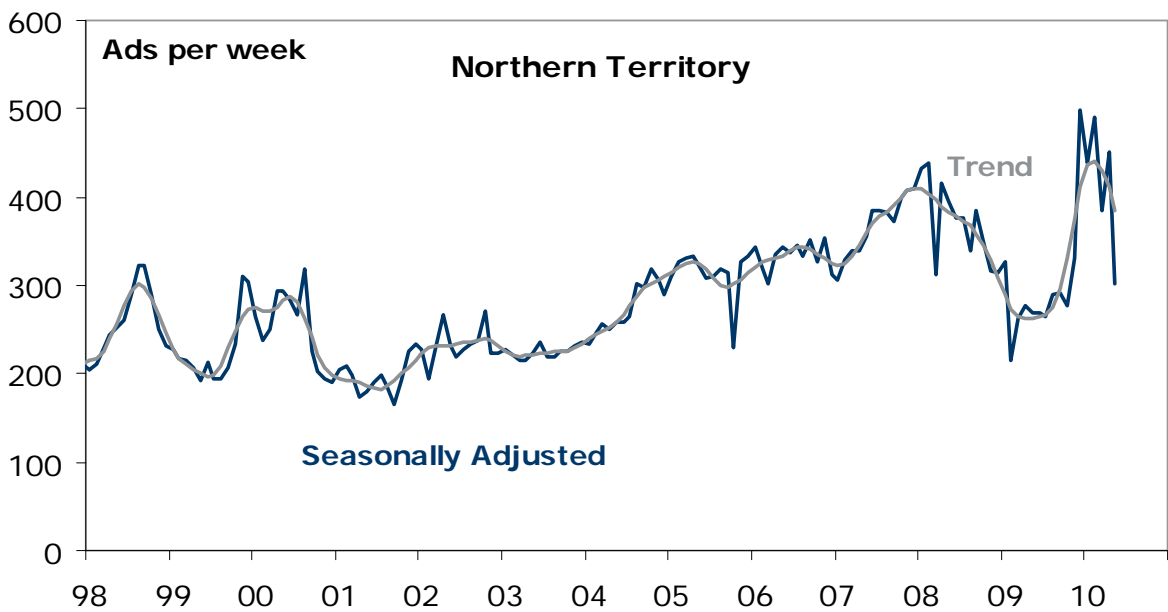
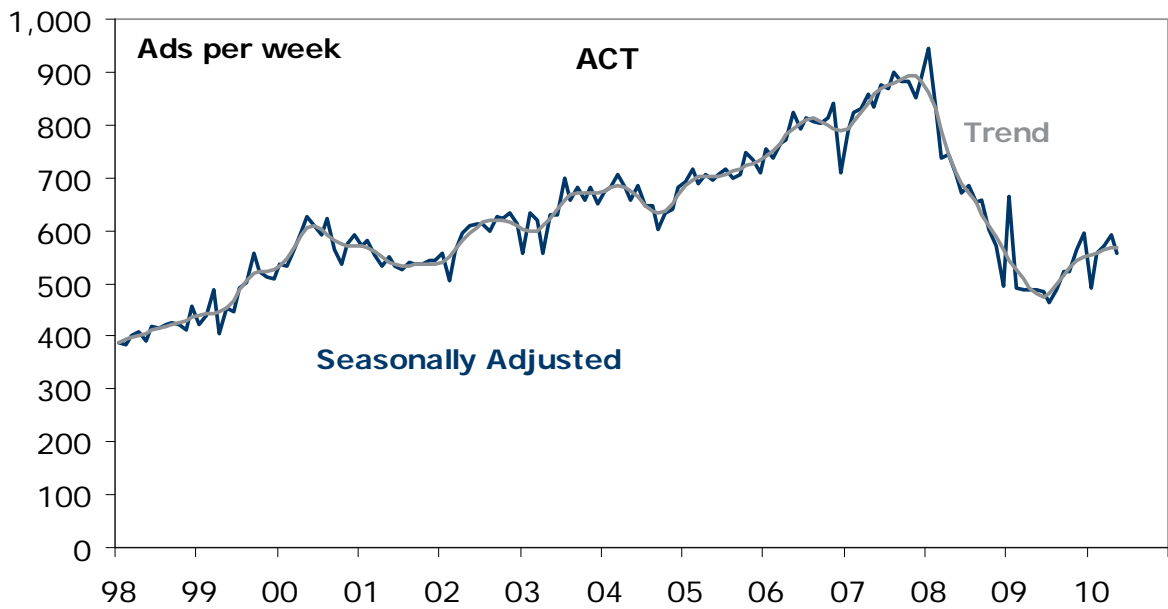
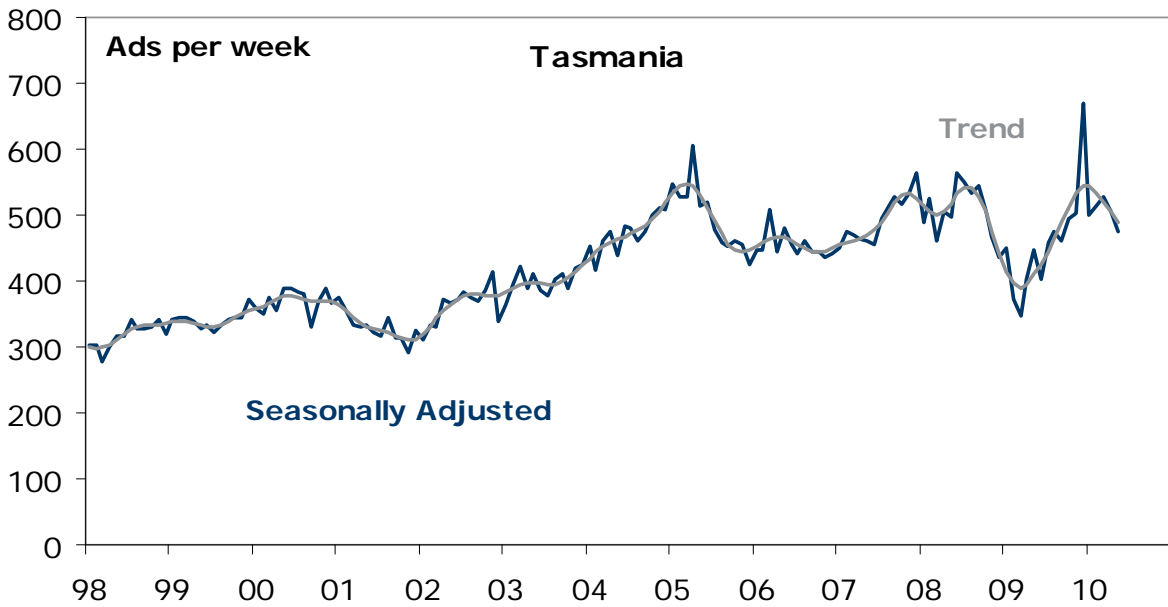
# Job Advertisements Series



## State and Territory newspaper data









## Job Advertisements Series

**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>Number</i>	<i>Month</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		
Apr 2008	269,473	278,609	2.6	21.1	273,279	-0.4	17.0
May 2008	273,731	270,169	-3.0	9.5	270,333	-1.1	12.6
Jun 2008	266,272	263,453	-2.5	6.2	265,829	-1.7	8.7
Jul 2008	266,384	260,416	-1.2	5.4	259,398	-2.4	4.7
Aug 2008	262,902	248,163	-4.7	-0.4	250,598	-3.4	0.2
Sep 2008	264,056	242,383	-2.3	-2.5	239,405	-4.5	-5.3
Oct 2008	251,150	229,892	-5.2	-9.8	226,085	-5.6	-11.9
Nov 2008	220,670	212,353	-7.6	-18.4	210,879	-6.7	-19.3
Dec 2008	170,288	188,596	-11.2	-30.2	194,619	-7.7	-26.9
Jan 2009	147,176	180,897	-4.1	-33.7	178,690	-8.2	-34.0
Feb 2009	162,334	163,613	-9.6	-39.7	164,144	-8.1	-40.0
Mar 2009	150,555	150,633	-7.9	-44.5	151,639	-7.6	-44.7
Apr 2009	134,927	139,829	-7.2	-49.8	141,762	-6.5	-48.1
May 2009	139,470	137,698	-1.5	-49.0	134,510	-5.1	-50.2
Jun 2009	129,392	127,951	-7.1	-51.4	129,846	-3.5	-51.2
Jul 2009	128,159	125,258	-2.1	-51.9	128,131	-1.3	-50.6
Aug 2009	136,287	128,620	2.7	-48.2	128,696	0.4	-48.6
Sep 2009	145,352	133,229	3.6	-45.0	130,588	1.5	-45.5
Oct 2009	145,134	132,754	-0.4	-42.3	133,620	2.3	-40.9
Nov 2009	145,010	139,642	5.2	-34.2	137,614	3.0	-34.7
Dec 2009	131,158	145,997	4.6	-22.6	142,319	3.4	-26.9
Jan 2010	109,177	134,106	-8.1	-25.9	147,410	3.6	-17.5
Feb 2010	158,611	159,778	19.1	-2.3	152,943	3.8	-6.8
Mar 2010	162,488	162,692	1.8	8.0	158,133	3.4	4.3
Apr 2010 (c)	154,981	160,763	-1.2	15.0	162,843	3.0	14.9
May 2010	169,769	167,633	4.3	21.7	166,488	2.2	23.8

(a) Seasonal adjustment factors are revised in January each year by the ABS.

(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.

(c) April 2010 data has been revised to incorporate extra data that were unavailable at the time of last month's publication. As a result of these extra data, there have been minor upward revisions to the level and growth rates of newspaper and total job advertisements in April 2010.



## 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>	
2005-06	20,450						
2006-07	20,024						
2007-08	19,273						
2008-09	11,265						
Apr 2008	18,099	20,207	15.1	-0.1	18,266	-3.1	-10.2
May 2008	17,522	17,174	-15.0	-16.1	17,608	-3.6	-13.3
Jun 2008	16,033	16,571	-3.5	-18.0	16,899	-4.0	-16.5
Jul 2008	15,858	15,785	-4.7	-21.7	16,057	-5.0	-20.5
Aug 2008	16,293	14,941	-5.3	-26.0	15,098	-6.0	-25.2
Sep 2008	17,035	14,965	0.2	-25.1	14,089	-6.7	-30.4
Oct 2008	15,284	13,203	-11.8	-34.5	13,049	-7.4	-35.5
Nov 2008	12,520	11,630	-11.9	-42.8	11,989	-8.1	-40.5
Dec 2008	5,781	9,823	-15.5	-52.1	10,910	-9.0	-45.4
Jan 2009	10,917	11,505	17.1	-40.6	9,949	-8.8	-49.5
Feb 2009	9,608	8,656	-24.8	-55.4	9,175	-7.8	-52.6
Mar 2009	8,466	8,202	-5.2	-53.3	8,621	-6.0	-54.3
Apr 2009	7,174	8,314	1.4	-58.9	8,281	-4.0	-54.7
May 2009	8,334	8,169	-1.8	-52.4	8,101	-2.2	-54.0
Jun 2009	7,906	8,166	0.0	-50.7	8,067	-0.4	-52.3
Jul 2009	8,183	8,151	-0.2	-48.4	8,210	1.8	-48.9
Aug 2009	9,259	8,476	4.0	-43.3	8,475	3.2	-43.9
Sep 2009	9,990	8,770	3.5	-41.4	8,759	3.3	-37.8
Oct 2009	10,122	8,742	-0.3	-33.8	9,063	3.5	-30.5
Nov 2009	10,180	9,459	8.2	-18.7	9,359	3.3	-21.9
Dec 2009	6,229	10,543	11.5	7.3	9,578	2.3	-12.2
Jan 2010	8,339	8,796	-16.6	-23.5	9,695	1.2	-2.6
Feb 2010	11,027	9,947	13.1	14.9	9,736	0.4	6.1
Mar 2010	10,149	9,849	-1.0	20.1	9,722	-0.1	12.8
Apr 2010 (c)	8,522	9,884	0.4	18.9	9,687	-0.4	17.0
May 2010	9,433	9,245	-6.5	13.2	9,602	-0.9	18.5

(a) Seasonal adjustment factors are revised in January each year by the ABS.

(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.

(c) April 2010 data has been revised to incorporate extra data that were unavailable at the time of last month's publication. As a result of these extra data, there have been minor upward revisions to the level and growth rates of newspaper and total job advertisements in April 2010.



## Job Advertisements Series

**Table 3: Average number of newspaper job advertisements per week - States and Territories**

	Original Number	Seasonally adjusted		Trend estimate (a)			
		Number	P.c. change over -		Number	P.c. change over -	
			Month	Year		Month	Year
<i>New South Wales -</i>							
Dec 2009	1,680	2,876	9.1	5.3	2,639	1.4	-12.2
Jan 2010	2,087	2,360	-17.9	-28.9	2,623	-0.6	-6.0
Feb 2010	2,976	2,699	14.4	9.1	2,585	-1.5	-0.8
Mar 2010	2,748	2,599	-3.7	16.4	2,542	-1.7	4.0
Apr 2010	2,067	2,384	-8.3	1.1	2,500	-1.7	8.2
May 2010	2,527	2,460	3.2	6.6	2,454	-1.8	10.7
<i>Victoria -</i>							
Dec 2009	1,294	2,198	12.1	14.3	1,901	1.4	-12.9
Jan 2010	1,475	1,607	-26.9	-27.4	1,923	1.2	-3.1
Feb 2010	2,174	1,916	19.3	5.3	1,934	0.6	5.5
Mar 2010	1,965	2,024	5.6	19.0	1,937	0.2	11.3
Apr 2010 (c)	1,768	2,022	-0.1	22.8	1,940	0.2	14.0
May 2010	1,974	1,860	-8.0	14.5	1,932	-0.4	14.1
<i>Queensland -</i>							
Dec 2009	524	904	4.1	-24.0	835	-2.9	-35.7
Jan 2010	762	772	-14.6	-41.4	811	-2.8	-29.8
Feb 2010	762	724	-6.3	-26.5	794	-2.1	-23.7
Mar 2010	797	794	9.7	-14.4	785	-1.2	-18.0
Apr 2010	684	814	2.5	-10.0	782	-0.4	-13.5
May 2010	783	801	-1.6	-6.6	782	0.0	-10.3
<i>South Australia -</i>							
Dec 2009	666	1,088	1.4	8.0	1,062	1.7	-6.4
Jan 2010	991	954	-12.3	-18.4	1,056	-0.6	1.2
Feb 2010	1,260	1,140	19.5	23.6	1,029	-2.5	5.9
Mar 2010	1,091	1,067	-6.4	20.0	990	-3.7	7.2
Apr 2010	767	863	-19.1	-3.1	946	-4.5	5.2
May 2010	813	825	-4.4	-12.2	899	-5.0	1.1

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).

(c) April 2010 data has been revised to incorporate extra data that were unavailable at the time of last month's publication. As a result of these extra data, there have been minor upward revisions to the level and growth rates of newspaper advertisements in April 2010.



## 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>							
Dec 2009	999	1,659	4.3	-1.9	1,636	6.6	-16.9
Jan 2010	1,573	1,584	-4.6	-19.7	1,745	6.7	1.7
Feb 2010	2,124	1,931	22.0	38.8	1,853	6.2	22.1
Mar 2010	2,086	2,073	7.3	49.1	1,942	4.8	40.4
Apr 2010	1,780	2,017	-2.7	55.7	2,015	3.8	54.2
May 2010	1,980	1,980	-1.8	58.2	2,060	2.2	62.3
<i>Tasmania -</i>							
Dec 2009	470	671	33.2	53.7	545	2.2	23.2
Jan 2010	552	499	-25.6	11.0	544	-0.2	31.1
Feb 2010	572	515	3.3	38.6	534	-1.8	34.8
Mar 2010	517	528	2.4	52.2	520	-2.8	33.2
Apr 2010	442	505	-4.2	25.2	504	-2.9	27.4
May 2010	458	474	-6.2	5.7	489	-3.0	19.4
<i>ACT -</i>							
Dec 2009	317	594	5.3	20.0	551	1.5	-2.6
Jan 2010	496	492	-17.1	-25.9	555	0.7	1.8
Feb 2010	658	558	13.3	13.2	558	0.7	6.1
Mar 2010	584	572	2.6	16.9	562	0.7	10.7
Apr 2010	551	590	3.1	21.3	567	0.8	15.3
May 2010	569	557	-5.6	14.4	569	0.4	18.7
<i>Northern Territory -</i>							
Dec 2009	281	498	50.3	58.2	413	10.4	33.7
Jan 2010	404	439	-11.9	34.5	436	5.7	50.8
Feb 2010	501	491	11.8	127.8	441	1.1	61.3
Mar 2010	361	385	-21.5	46.7	430	-2.5	62.9
Apr 2010	462	452	17.2	62.5	411	-4.4	57.1
May 2010	329	302	-33.1	12.6	386	-6.2	46.3

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>P.c. change over -</i>		<i>P.c. change over -</i>		
	<i>Number</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			
Apr 2008	251,374	258,402	1.8	23.2	255,013	-0.2	19.5
May 2008	256,208	252,995	-2.1	11.8	252,725	-0.9	15.0
Jun 2008	250,239	246,881	-2.4	8.3	248,930	-1.5	11.0
Jul 2008	250,527	244,631	-0.9	7.9	243,341	-2.2	7.0
Aug 2008	246,609	233,222	-4.7	1.9	235,500	-3.2	2.5
Sep 2008	247,021	227,418	-2.5	-0.5	225,316	-4.3	-3.1
Oct 2008	235,866	216,689	-4.7	-7.7	213,036	-5.5	-9.9
Nov 2008	208,150	200,723	-7.4	-16.4	198,890	-6.6	-17.5
Dec 2008	164,507	178,773	-10.9	-28.4	183,709	-7.6	-25.4
Jan 2009	136,259	169,392	-5.2	-33.1	168,740	-8.1	-32.8
Feb 2009	152,726	154,958	-8.5	-38.5	154,968	-8.2	-39.0
Mar 2009	142,089	142,431	-8.1	-43.9	143,018	-7.7	-44.0
Apr 2009	127,754	131,515	-7.7	-49.1	133,481	-6.7	-47.7
May 2009	131,136	129,529	-1.5	-48.8	126,409	-5.3	-50.0
Jun 2009	121,486	119,785	-7.5	-51.5	121,779	-3.7	-51.1
Jul 2009	119,976	117,107	-2.2	-52.1	119,921	-1.5	-50.7
Aug 2009	127,028	120,144	2.6	-48.5	120,221	0.3	-49.0
Sep 2009	135,362	124,459	3.6	-45.3	121,829	1.3	-45.9
Oct 2009	135,012	124,012	-0.4	-42.8	124,557	2.2	-41.5
Nov 2009	134,831	130,183	5.0	-35.1	128,255	3.0	-35.5
Dec 2009	124,929	135,453	4.0	-24.2	132,741	3.5	-27.7
Jan 2010	100,837	125,310	-7.5	-26.0	137,716	3.7	-18.4
Feb 2010	147,584	149,831	19.6	-3.3	143,208	4.0	-7.6
Mar 2010	152,339	152,843	2.0	7.3	148,411	3.6	3.8
Apr 2010	146,459	150,880	-1.3	14.7	153,156	3.2	14.7
May 2010	160,337	158,389	5.0	22.3	156,886	2.4	24.1

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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