



Media Release

For release: 11:30 am, 9 March 2010

Job Advertisements leap ahead in February

Highlights

- Total job advertisements on the internet and in newspapers increased by 19.1% in February, more than reversing their 8.1% fall in January.
- Newspaper job ads grew by 13.1%, while internet job ads grew by 19.6% in February.
- In trend terms, total job ads grew 2.3% MoM, slowing from last month's 2.6% trend growth.

Total job advertisements

The ANZ Job Advertisements Series shows the total number of jobs advertised in major metropolitan newspapers and on the internet grew by 19.1% in February to an average of 159,778 per week (seasonally adjusted). February's job advertisements are now just 2.3% lower than the same month a year earlier, while they were 26% lower in January.

Total job ads are now 27.5% higher than they were at their seasonal trough in July 2009 (125,258 ads), but they remain 42.6% below the all-time peak reached in April 2008 (278,609 ads).

In trend terms, the monthly growth rate in total job ads decelerated to 2.3% in February, which, while still firmly positive, was the slowest pace of growth since September 2009. Annual trend growth improved to the 'less bad' rate of -9.2% YoY, from -18.4% in January, and has now been improving each month since June 2009 (see table 1).

Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers grew by 13.1% to 9,947 per week in February, reversing the 16.6% fall recorded in January (seas. adj.). Newspaper job advertisements were 14.9% higher than they were in February 2009.

In trend terms, the number of newspaper job advertisements grew by 1.1% in February - their weakest monthly growth since June 2009. In annual trend growth rate terms however, newspaper job ads continued to improve, and were 7% higher than they were in February 2009. This was the first positive annual trend growth reading since December 2007 (see Table 2).

Newspaper job advertisements improved in all states and territories in February (seasonally adjusted) except Queensland, which recorded another fall (-6.3%). The best monthly growth rates were in WA (+22%), SA (+19.5%) and Victoria (+19.3%). All states and territories recorded newspaper job ad levels above those of February 2009 except Queensland (seas. adj.) (see Table 3).

Internet job advertisements

The number of internet job advertisements grew by 19.6% in February, to average 149,831 per week. This was 3.3% lower than in February 2009, but 27.9% above the July 2009 cyclical low point (seasonally adjusted) (see Table 4).

ANZ Chief Economist Warren Hogan, said:

- This month's growth suggests January's decline was probably just a seasonal anomaly. Total job advertisements are continuing to improve month on month from their cyclical low point last year. This has already translated into solid employment growth and reduced unemployment, even through a period of relatively strong labour force growth.
- Total employment in the Australian economy reached a record high of 10.966 million jobs in January 2010 (+1.7% YoY). A massive 194,600 jobs have been added to the labour market over the last five months (96,000 of them full-time), while 147,800 additional people joined the labour force.
- Even better, the unemployment rate has now been falling since it peaked at 5.8% in June and July 2009. This peak was well below the 6%+ unemployment rates that were widely feared earlier this year. We expect the unemployment rate will ease down from here.
- However, a record 30.2% of all jobs are now part-time (less than 35 hours per week) and despite the big surge in employed people, total aggregate hours worked across the economy remains near the level it was a year ago. This indicates a significant degree of spare capacity (or 'under-employment') still exists among current employees in terms of their potential to increase their work hours. Indeed, the latest ABS survey of under-employment (November 2009) indicates that a relatively high 7.8% of the labour force may be regarded as currently under-employed (that is, they are currently employed but are willing and able to work more hours). This 'under-employment' rate appears to have stabilised and is expected to fall in 2010, as business confidence and labour demand gain strength.
- In the near term, the forward indicators appear positive for more employment growth through the first half of 2010, although probably at a slower pace than seen over the past four months. The ANZ (and other) job ads surveys are improving, albeit at a softening pace, retail sales turnover appears to be holding up well in the 'post-stimulus' period (retail trade is currently Australia's second largest employing sector, just behind health services), business investment and construction are regrouping, and business sentiment and expectations remain relatively strong.
- The ABS' February *Labour Force* report, due Thursday 11 March, is likely to confirm this expectation, with another rise in total employment. With the labour force now growing by an average of 30,000 per month (average for the last five months), we will need to see net jobs growth of at least 30,000 in February in order to see a further immediate improvement in the number of unemployed or to move the unemployment rate from its current 5.3% (seas. adj.). Given the recent stellar performance of the labour market and the positive nature of current forward indicators of labour demand, we expect Australia can achieve 30,000 net new jobs this month. This would keep the unemployment rate stable at 5.3%.

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Next release: Mar 2010

Expected release date: Tuesday 6 April 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.

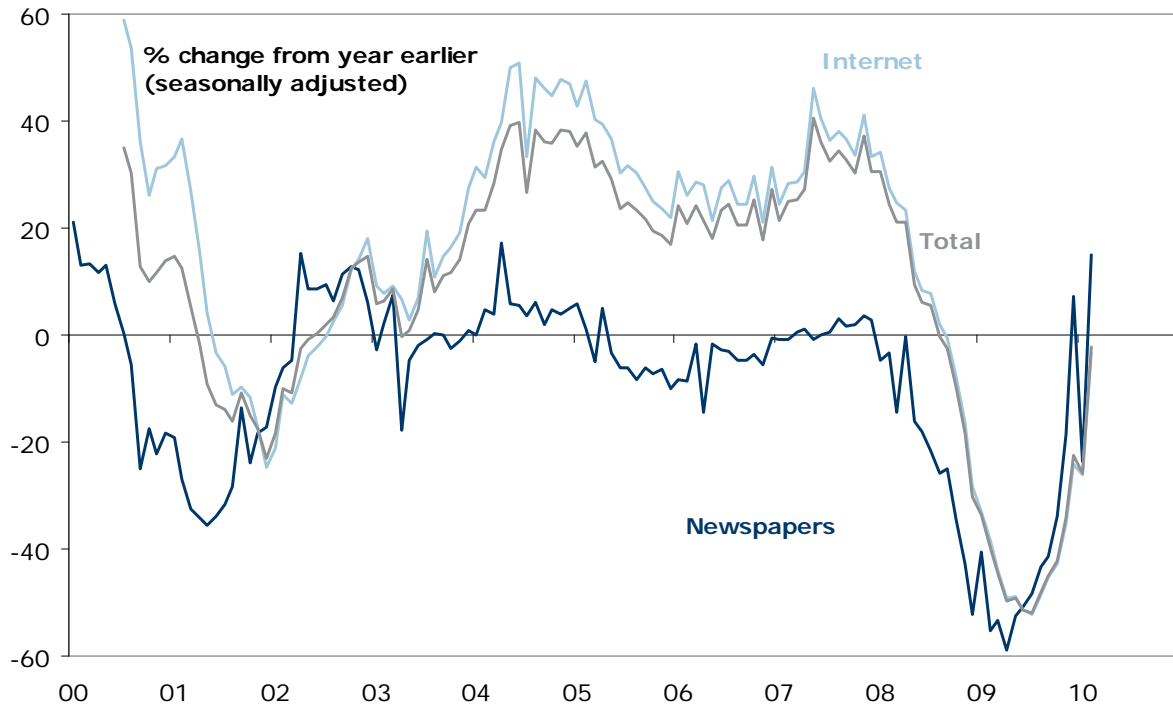


Job Advertisements Series

Monthly growth in newspaper job advertisements and employment

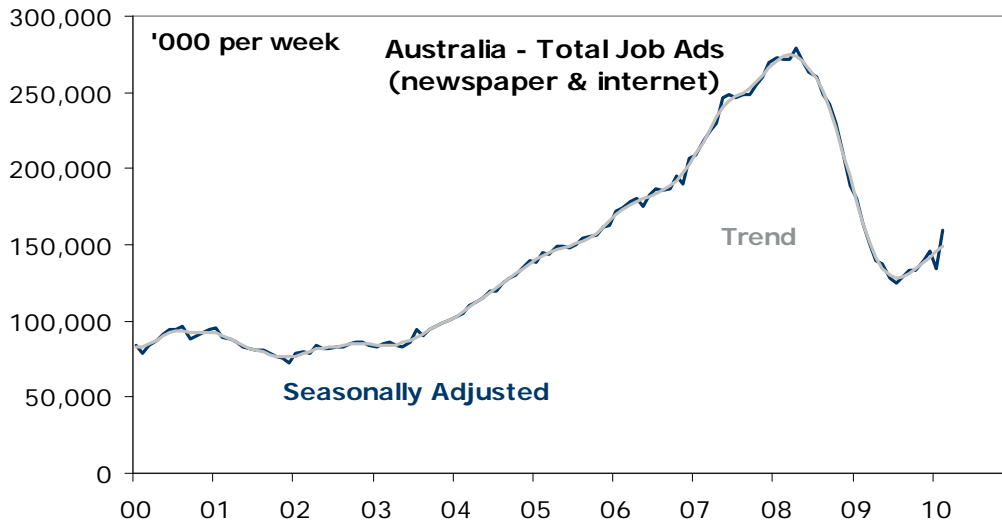


Annual change in newspaper, internet and total job advertisements

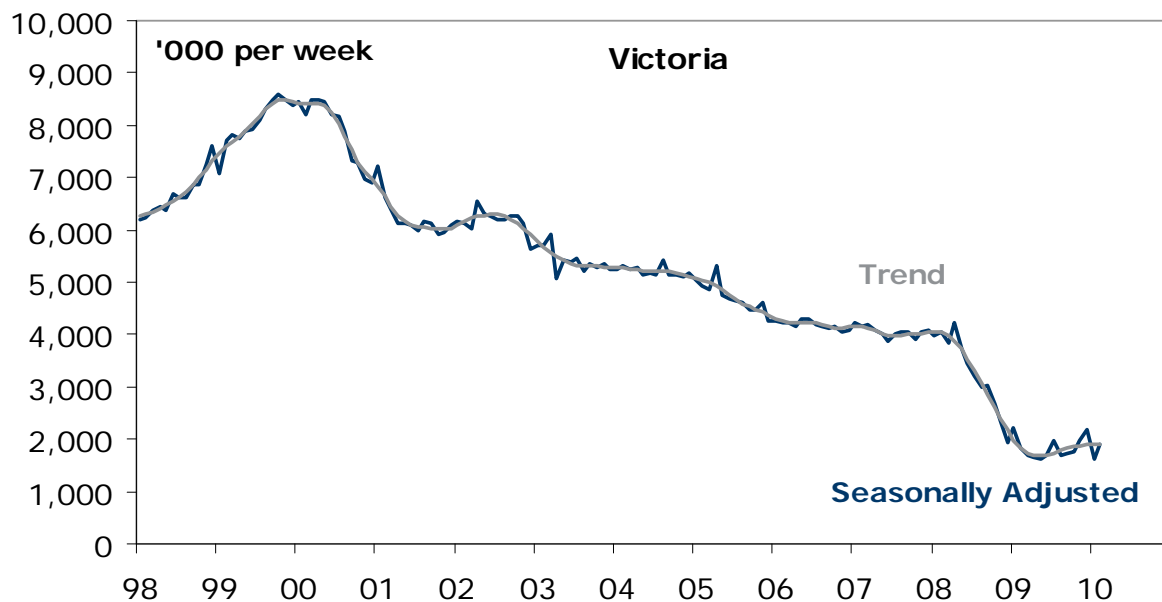
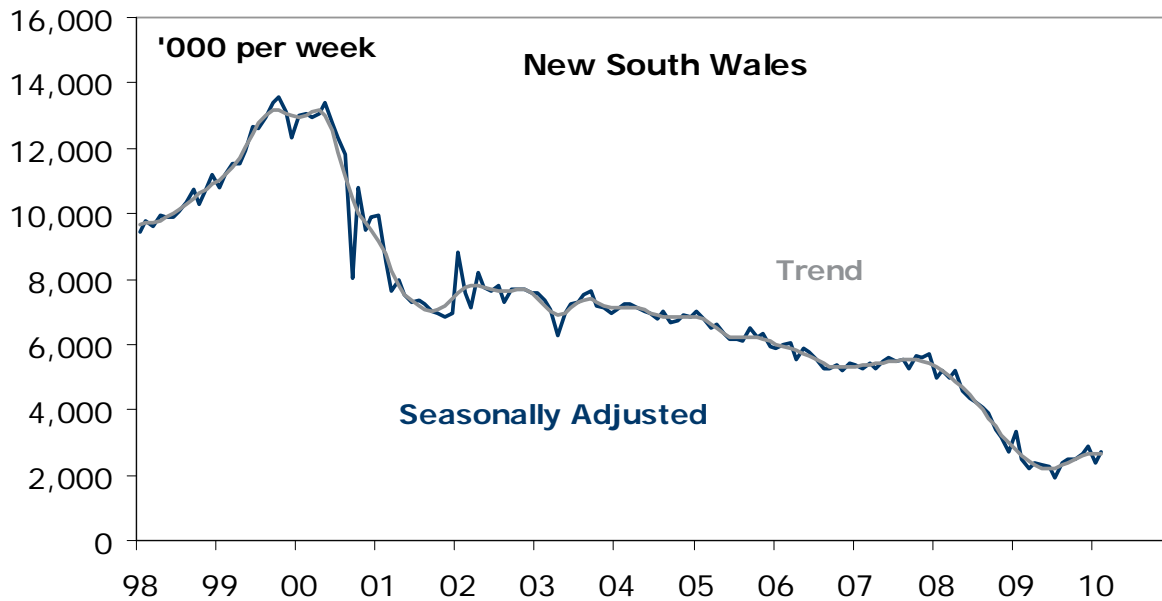


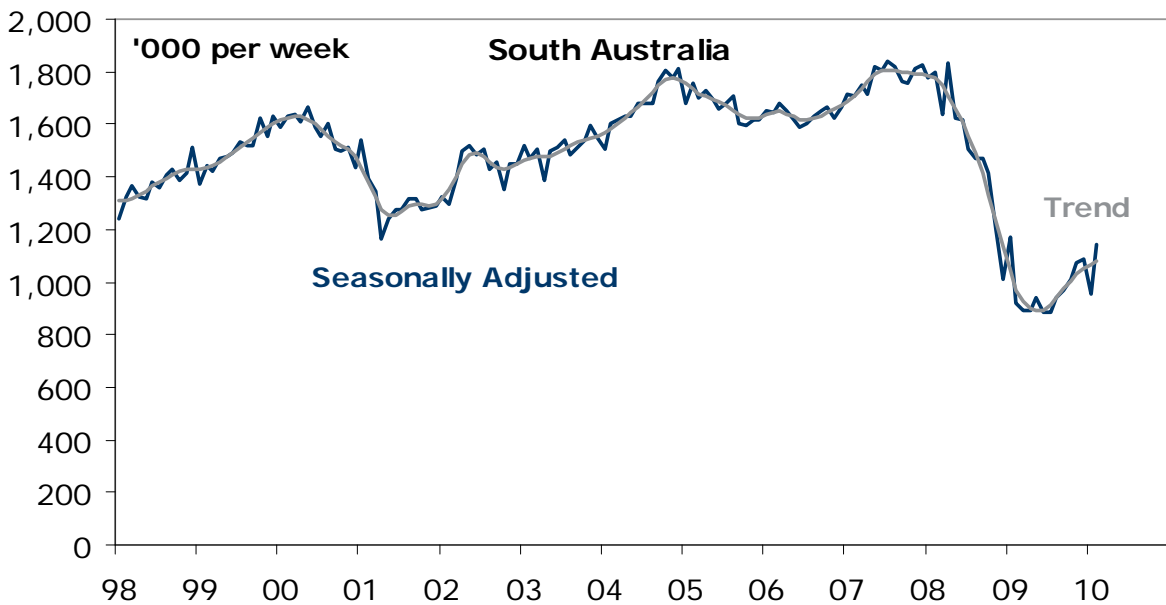
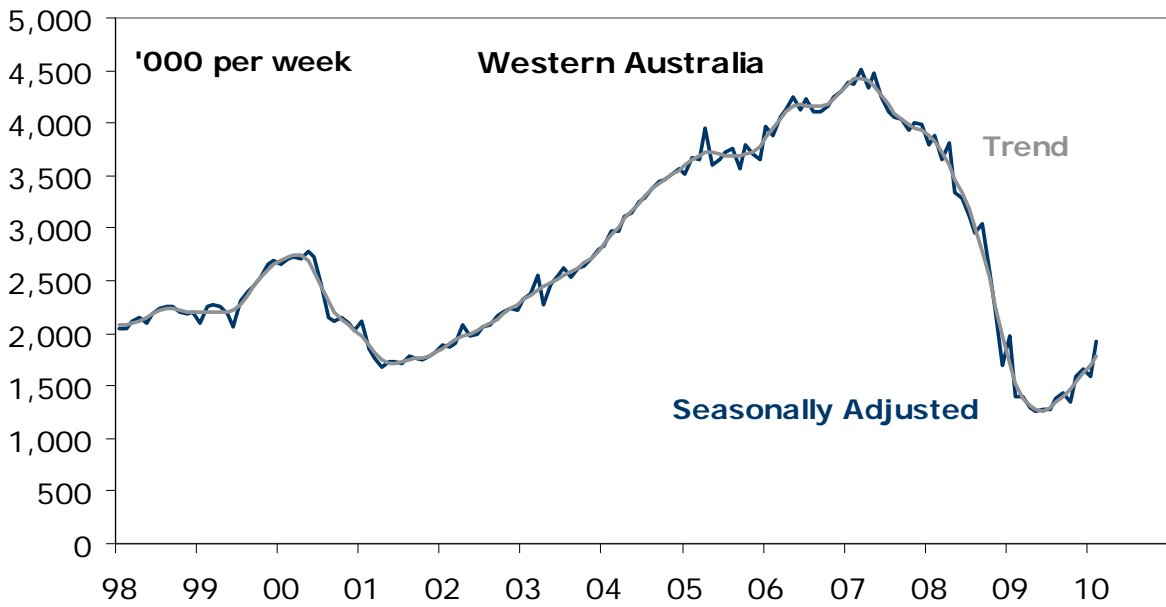
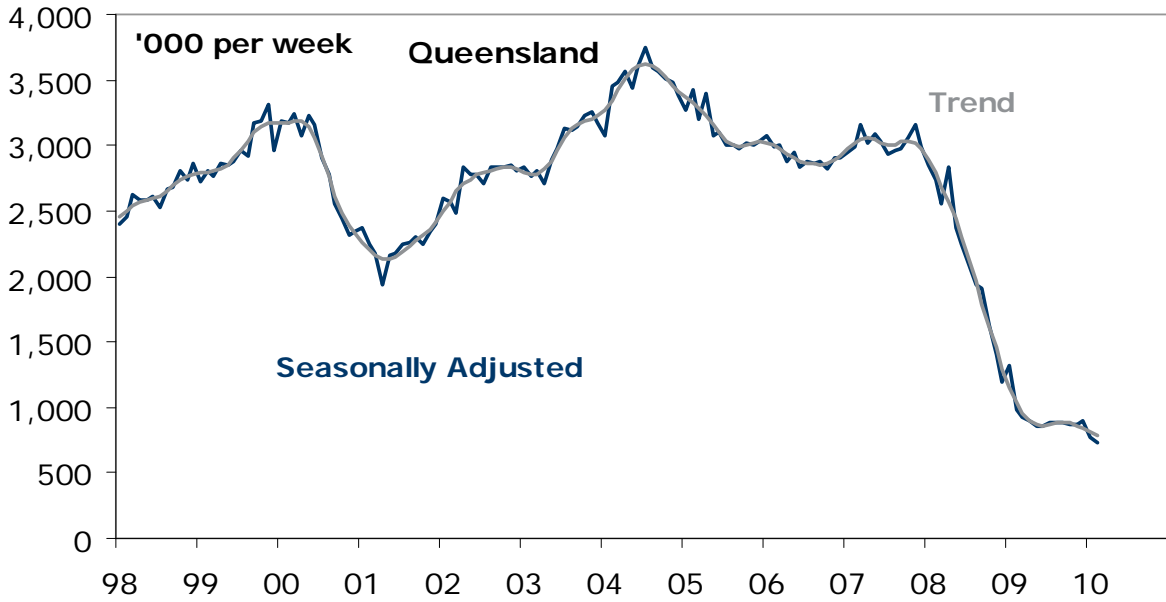


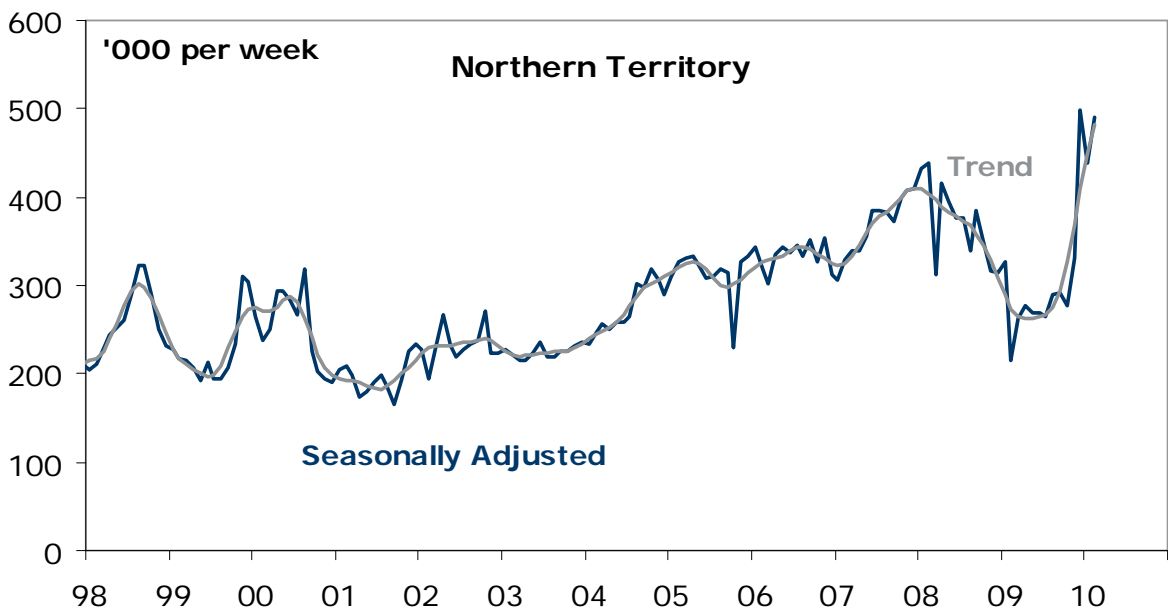
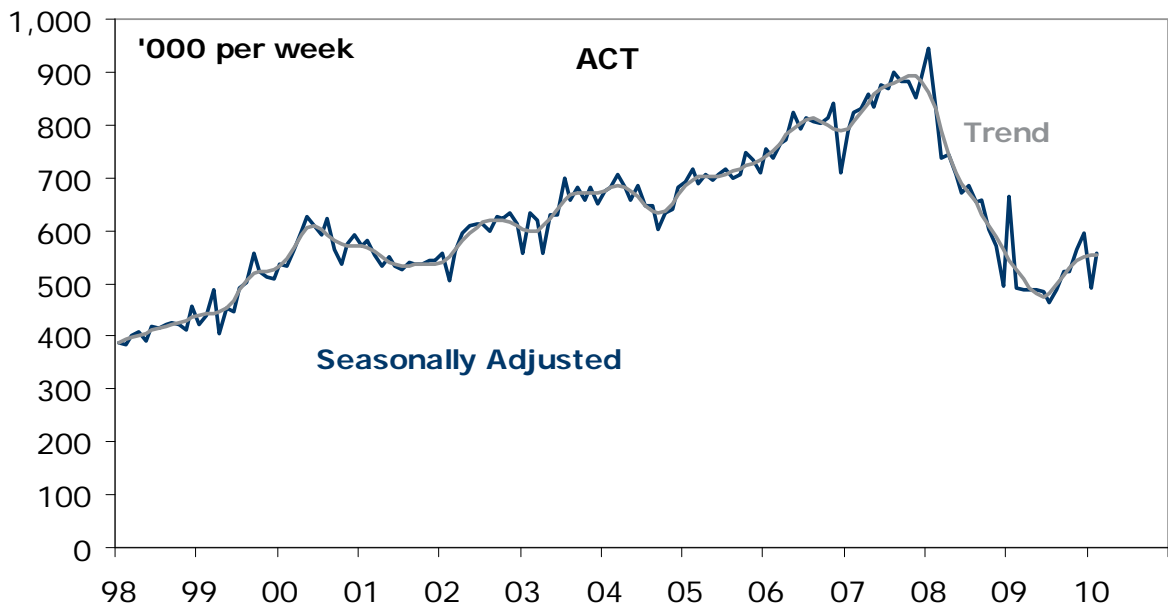
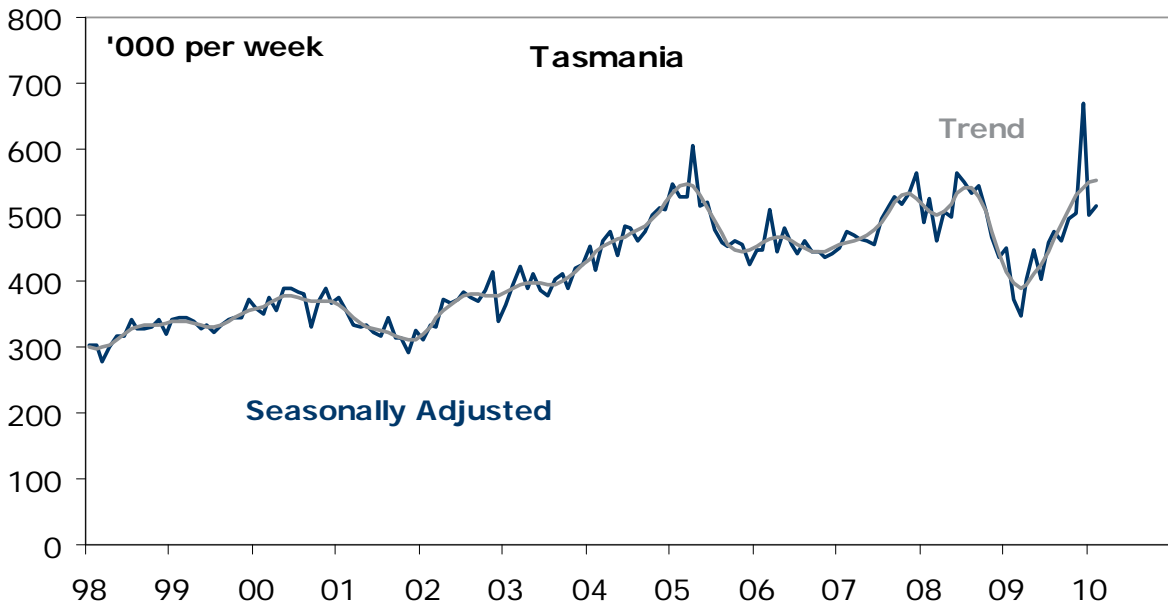
Job Advertisements Series



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>	<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			
Jan 2008	222,019	272,738	1.0	30.5	270,688	1.6	29.2
Feb 2008	270,110	271,220	-0.6	24.5	273,523	1.0	25.7
Mar 2008	271,263	271,494	0.1	21.2	274,424	0.3	21.5
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	130,965	1.8	-45.3
Oct 2009	145,134	132,754	-0.4	-42.3	134,345	2.6	-40.6
Nov 2009	145,010	139,642	5.2	-34.2	138,247	2.9	-34.4
Dec 2009	131,158	145,997	4.6	-22.6	142,009	2.7	-27.0
Jan 2010	109,177	134,106	-8.1	-25.9	145,731	2.6	-18.4
Feb 2010	158,611	159,778	19.1	-2.3	149,019	2.3	-9.2

(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.



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>Number</i>	<i>P.c. change over -</i>	
			<i>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
2005-06	20,450			-6.5			
2006-07	20,024			-2.1			
2007-08	19,273			-3.7			
2008-09	11,265			-41.6			
Jan 2008	18,412	19,369	-5.6	-4.6	19,709	-1.3	-2.0
Feb 2008	21,578	19,389	0.1	-3.3	19,347	-1.8	-4.4
Mar 2008	17,526	17,554	-9.5	-14.5	18,859	-2.5	-7.2
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	8,758	3.3	-37.8
Oct 2009	10,122	8,742	-0.3	-33.8	9,058	3.4	-30.6
Nov 2009	10,180	9,459	8.2	-18.7	9,333	3.0	-22.2
Dec 2009	6,229	10,543	11.5	7.3	9,546	2.3	-12.5
Jan 2010	8,339	8,796	-16.6	-23.5	9,712	1.7	-2.4
Feb 2010	11,027	9,947	13.1	14.9	9,816	1.1	7.0

(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.



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>							
Sep 2009	2,829	2,460	4.2	-37.1	2,402	4.3	-35.8
Oct 2009	2,865	2,490	1.2	-27.1	2,503	4.2	-28.4
Nov 2009	2,878	2,635	5.8	-16.6	2,585	3.3	-20.5
Dec 2009	1,680	2,876	9.1	5.3	2,633	1.9	-12.4
Jan 2010	2,087	2,360	-17.9	-28.9	2,663	1.2	-4.6
Feb 2010	2,976	2,699	14.4	9.1	2,657	-0.2	2.0
<i>Victoria -</i>							
Sep 2009	1,975	1,735	2.9	-42.5	1,819	2.2	-35.9
Oct 2009	2,069	1,751	0.9	-34.9	1,850	1.7	-29.2
Nov 2009	2,038	1,961	12.0	-16.9	1,874	1.3	-21.8
Dec 2009	1,294	2,198	12.1	14.3	1,891	0.9	-13.3
Jan 2010	1,475	1,607	-26.9	-27.4	1,898	0.4	-4.4
Feb 2010	2,174	1,916	19.3	5.3	1,911	0.7	4.2
<i>Queensland -</i>							
Sep 2009	1,057	886	-0.4	-53.5	884	0.5	-50.6
Oct 2009	1,052	869	-1.9	-46.7	879	-0.7	-45.8
Nov 2009	906	868	-0.1	-38.3	861	-2.0	-41.0
Dec 2009	524	904	4.1	-24.0	836	-2.9	-35.6
Jan 2010	762	772	-14.6	-41.4	807	-3.4	-30.2
Feb 2010	762	724	-6.3	-26.5	779	-3.5	-25.2
<i>South Australia -</i>							
Sep 2009	1,088	967	3.0	-34.2	973	3.3	-31.3
Oct 2009	1,116	1,012	4.7	-28.6	1,003	3.2	-24.6
Nov 2009	1,164	1,073	6.0	-11.3	1,031	2.8	-16.6
Dec 2009	666	1,088	1.4	8.0	1,052	2.0	-7.3
Jan 2010	991	954	-12.3	-18.4	1,069	1.6	2.5
Feb 2010	1,260	1,140	19.5	23.6	1,081	1.1	11.3

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>							
Sep 2009	1,619	1,431	4.2	-52.9	1,393	4.1	-50.0
Oct 2009	1,580	1,352	-5.5	-47.6	1,462	4.9	-42.3
Nov 2009	1,751	1,592	17.7	-28.0	1,541	5.4	-31.6
Dec 2009	999	1,659	4.3	-1.9	1,622	5.3	-17.6
Jan 2010	1,573	1,584	-4.6	-19.7	1,704	5.0	-0.7
Feb 2010	2,124	1,931	22.0	38.8	1,775	4.2	16.9
<i>Tasmania -</i>							
Sep 2009	508	462	-2.9	-15.3	487	4.7	-7.9
Oct 2009	541	493	6.8	-2.4	509	4.6	0.8
Nov 2009	534	503	2.1	7.8	529	3.9	11.6
Dec 2009	470	671	33.2	53.7	543	2.5	22.7
Jan 2010	552	499	-25.6	11.0	550	1.3	32.5
Feb 2010	572	515	3.3	38.6	553	0.5	39.4
<i>ACT -</i>							
Sep 2009	595	524	7.3	-20.4	515	3.3	-18.4
Oct 2009	570	522	-0.4	-13.3	531	3.1	-12.9
Nov 2009	579	564	8.1	-1.3	543	2.2	-7.6
Dec 2009	317	594	5.3	20.0	549	1.2	-2.8
Jan 2010	496	492	-17.1	-25.9	553	0.6	1.4
Feb 2010	658	558	13.3	13.2	552	-0.1	4.9
<i>Northern Territory -</i>							
Sep 2009	320	293	0.9	-24.1	295	6.8	-17.9
Oct 2009	329	278	-4.9	-20.6	327	11.0	-5.2
Nov 2009	331	331	19.2	4.7	369	12.6	12.2
Dec 2009	281	498	50.3	58.2	410	11.3	32.9
Jan 2010	404	439	-11.9	34.5	450	9.6	55.5
Feb 2010	501	491	11.8	127.8	483	7.3	76.5

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			
Jan 2008	203,607	253,368	1.5	34.2	250,979	1.9	32.5
Feb 2008	248,532	251,831	-0.6	27.4	254,175	1.3	28.8
Mar 2008	253,737	253,940	0.8	24.8	255,565	0.5	24.3
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	122,206	1.7	-45.8
Oct 2009	135,012	124,012	-0.4	-42.8	125,287	2.5	-41.2
Nov 2009	134,831	130,183	5.0	-35.1	128,914	2.9	-35.2
Dec 2009	124,929	135,453	4.0	-24.2	132,463	2.8	-27.9
Jan 2010	100,837	125,310	-7.5	-26.0	136,019	2.7	-19.4
Feb 2010	147,584	149,831	19.6	-3.3	139,202	2.3	-10.2

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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