



## Media Release

For release: 11:30am, Monday 6 September 2010

# Job advertisements pick up again in August

### Highlights

- Total job advertisements on the internet and in newspapers increased by 2.6% in August, to be 36.1% higher than they were last August (seasonally adjusted).
- Newspaper job ads rose 1.5% from last month, while internet job ads rose 2.6% in August (seasonally adjusted).
- In trend terms, total job ads grew 0.8% MoM and 34.7% 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 2.6% in August, to an average of 176,239 per week (seasonally adjusted). This follows a 1.4% increase in July (originally reported as a 1.3% rise).

The monthly rise in job advertisements in August followed a strong 6.9% increase over the previous three months from April to June, meaning the series is now 36.1% higher than it was a year ago. This is just short of the historic high YoY growth rate of 40.2% that was achieved in May 2007. However the total number of job advertisements remains 36.6% below the all-time peak reached in April 2008.

In trend terms, growth in total job ads is strong at 0.8% MoM in August. This is slightly below the 1.8% MoM rise in July. Monthly trend growth in job ads remains above the 10-year average of 0.6% MoM. In annual terms, trend growth has accelerated to 34.7% and is running at its fastest pace since October 2007.

### Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers rose by 1.5% in August. This is the second consecutive rise after falls in April through to June. The rise in newspaper advertisements in August keeps yearly growth strong at 11.8%.

In trend terms, the number of newspaper job advertisements fell by 1.1% MoM in August but was 9.4% higher YoY (see Table 2).

Newspaper job ads saw the largest increases in New South Wales (6.6% MoM), Queensland (4.8% MoM) and the Northern Territory (13.0% MoM) with the greatest falls in South Australia (-6.4% MoM) and the ACT (-7.3% MoM). The other states of Victoria (-0.2% MoM), Western Australia (-0.7% MoM) and Tasmania (0.5% MoM) saw little change in the number of newspaper job ads in August.

In annual growth terms, newspaper job advertisements are rising in New South Wales, Victoria, Western Australia and the Territories but falling in Queensland, South Australia and Tasmania. The strength in annual job ads growth is most pronounced in Western

Australia (+42.1% YoY) and the Northern Territory (+32.5% YoY), followed by New South Wales (+16.4% YoY) and Victoria (+16%) (see Table 3).

### **Internet job advertisements**

The number of internet job advertisements rose by a strong 2.6% in August - an acceleration from the 1.4% rise in July. Internet job advertisements are now 37.8% higher than they were a year ago and are growing at their fastest annual pace since November 2007.

In trend terms, internet job advertisements grew by 0.9% MoM and 36.5% YoY in August (see Table 4). Monthly growth in internet job advertisements remains well above its historical average of 0.9%.

### **ANZ Chief Economist Warren Hogan said:**

- ANZ Job Advertisements rose 2.6% in August and are now 36.1% above the levels of a year ago. This is the fourth consecutive monthly rise in job advertisements. The increase in job advertisements in August reflected a 1.5% rise in newspaper job advertisements and a 2.6% increase in internet job advertisements.
- The solid rise in total job advertisements does disguise some sharp disparities in the performance of different States and Territories. There were some big monthly rises in job advertisements in the Northern Territory, New South Wales and Queensland. Tasmanian job advertisements were also slightly higher. This helped to offset falls in job advertisements in the ACT, South Australia, Western Australia and Victoria. We expect regional disparities in job advertisements to persist in the coming period, with the resource states of Western Australia, Queensland and potentially New South Wales likely to outperform.
- The pick up in job advertisements in recent months suggests Australian businesses are confident about the local outlook despite the uncertain global economic environment. This suggests the Australian economy is maintaining good momentum into the second half of 2010.
- We expect these positive employment intentions will translate into solid employment growth, of an average of at least 25,000 persons per month, in the short-term. The August employment report from the ABS, due on Thursday 9 September, is expected to show even stronger employment growth due to the impact of over 70,000 temporary workers employed by the Australian Electoral Office for the Commonwealth Government election. Note that this boost to temporary employment will also likely boost the labour force participation rate, and therefore the unemployment rate will not be affected.
- The pick up in job advertisements in recent months also suggests the unemployment rate is now likely to fall below 5% before year-end. This will provide solid support for Australian households. But it also has potential consequences for Australia's already relatively high rate of inflation. Anecdotal evidence of skills shortages and increased upward pressure on wages is emerging. Moreover, this labour market tightening is occurring at a very early stage in Australia's economic cycle given the expectation that a business investment boom will see growth accelerate further over 2011.
- A faster than expected fall in the unemployment rate is a key upside risk to the RBA's already high inflation outlook. The recent pick up in job advertisements is a vote of confidence in the Australian economic outlook. But it will also raise concerns for policymakers. We continue to expect the upside inflation risks, generated from a strong labour market and household sector and the ongoing terms of trade boom, will prompt the RBA to lift interest rates to 5.00% by year-end.

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**Next release:** September 2010    **Expected release date:** Tuesday 5 October 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.

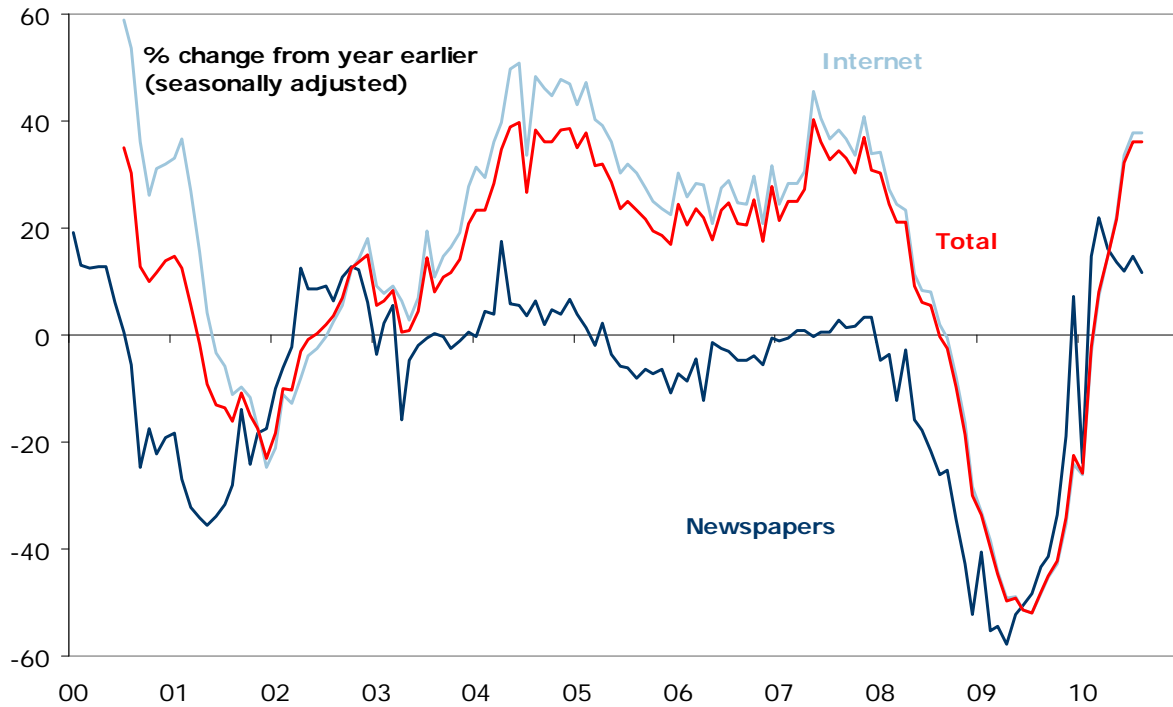


# Job Advertisements Series

## Monthly change in newspaper job advertisements and employment

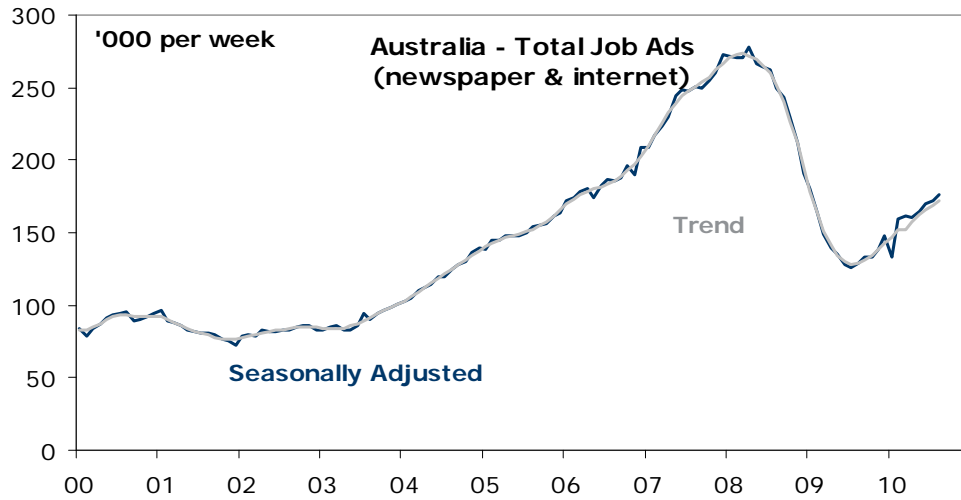


## Annual change in newspaper, internet and total job advertisements

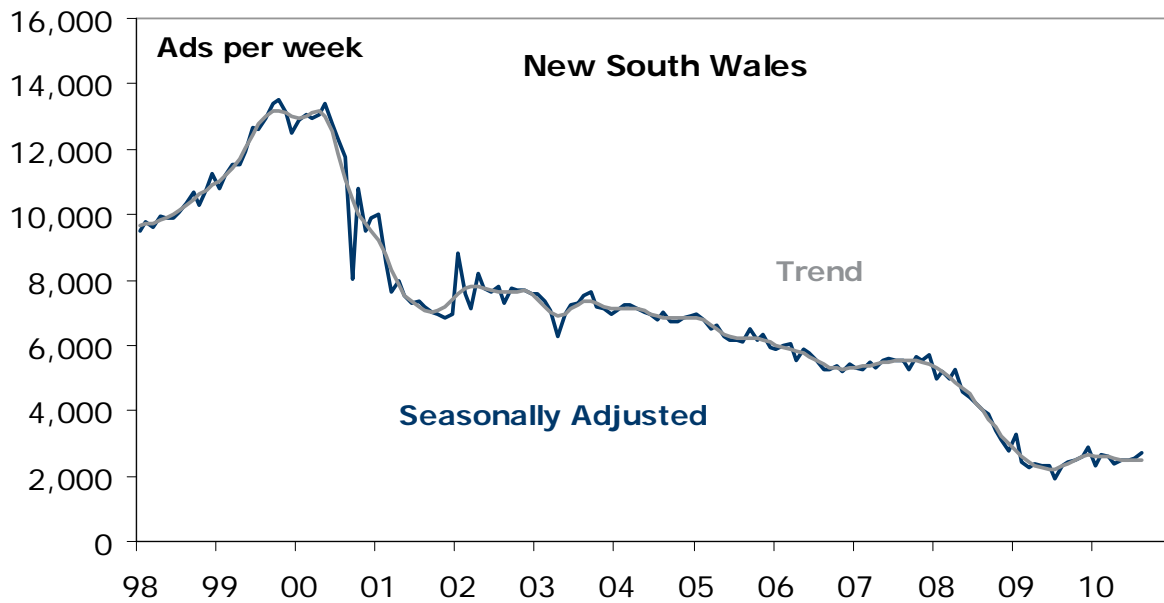


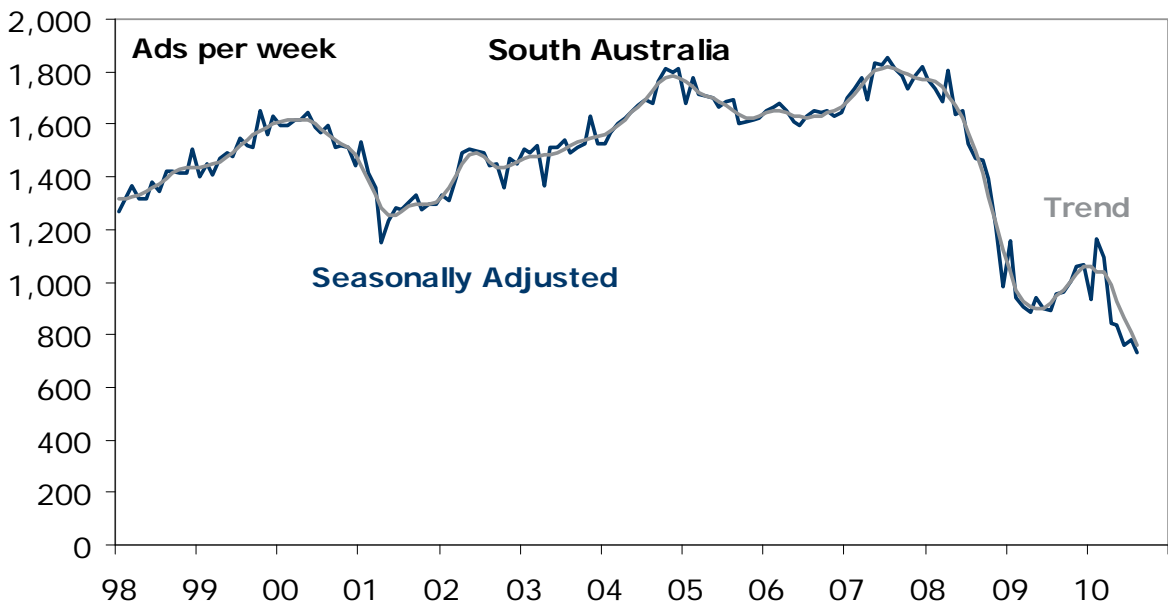
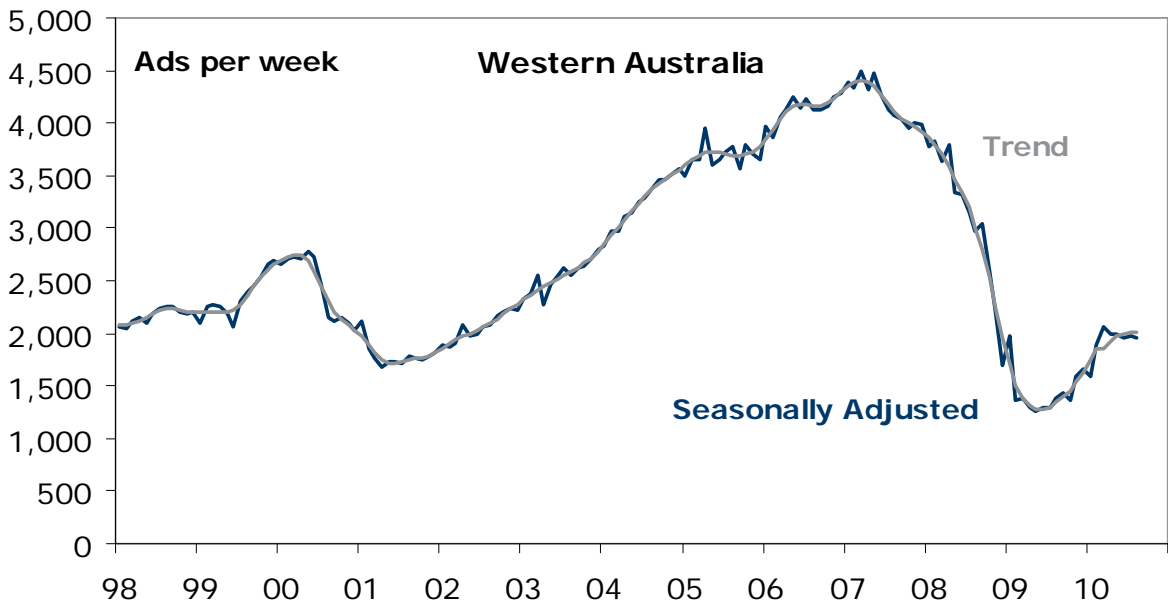
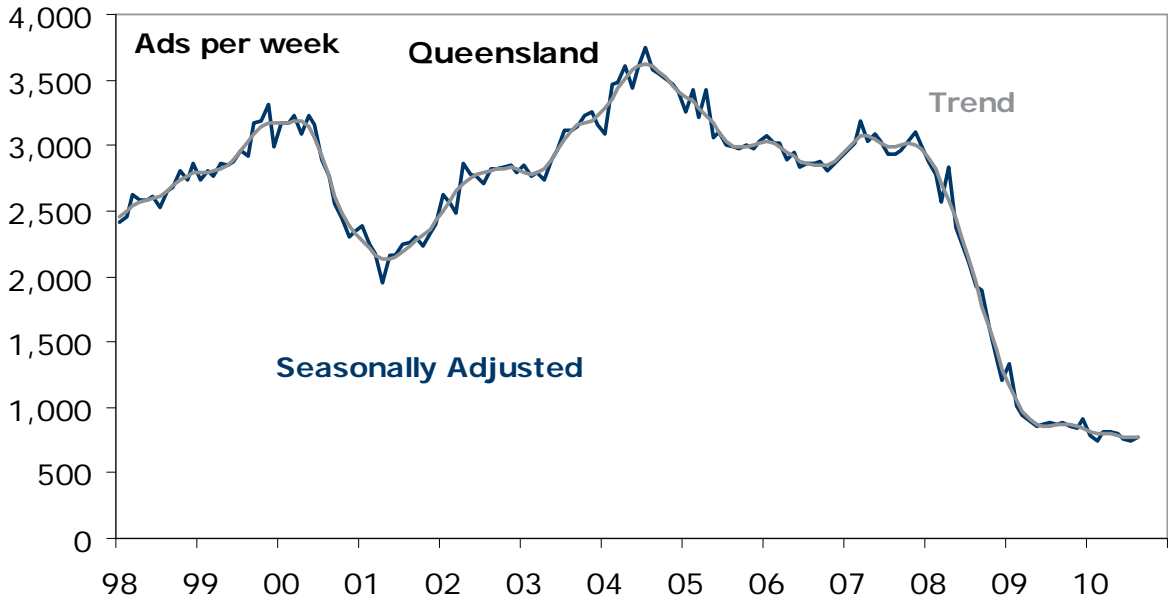


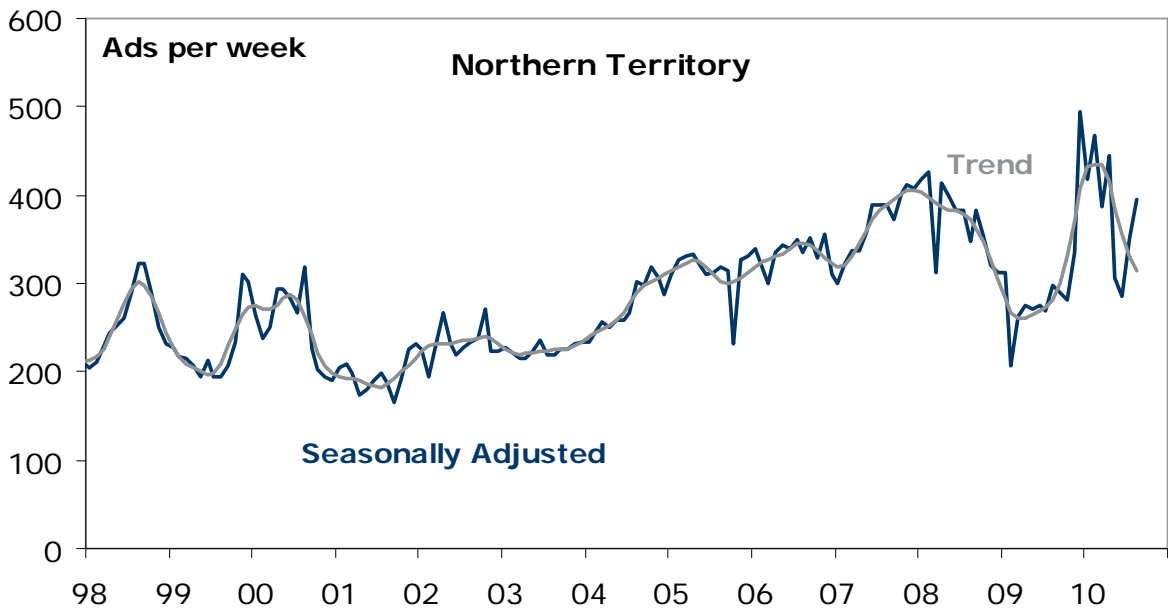
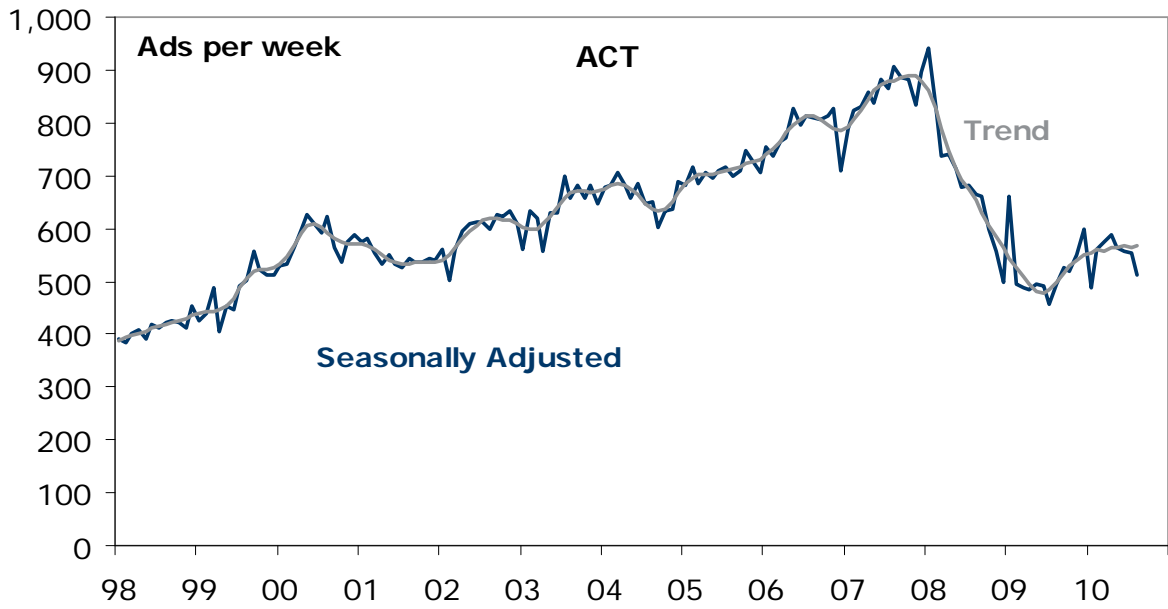
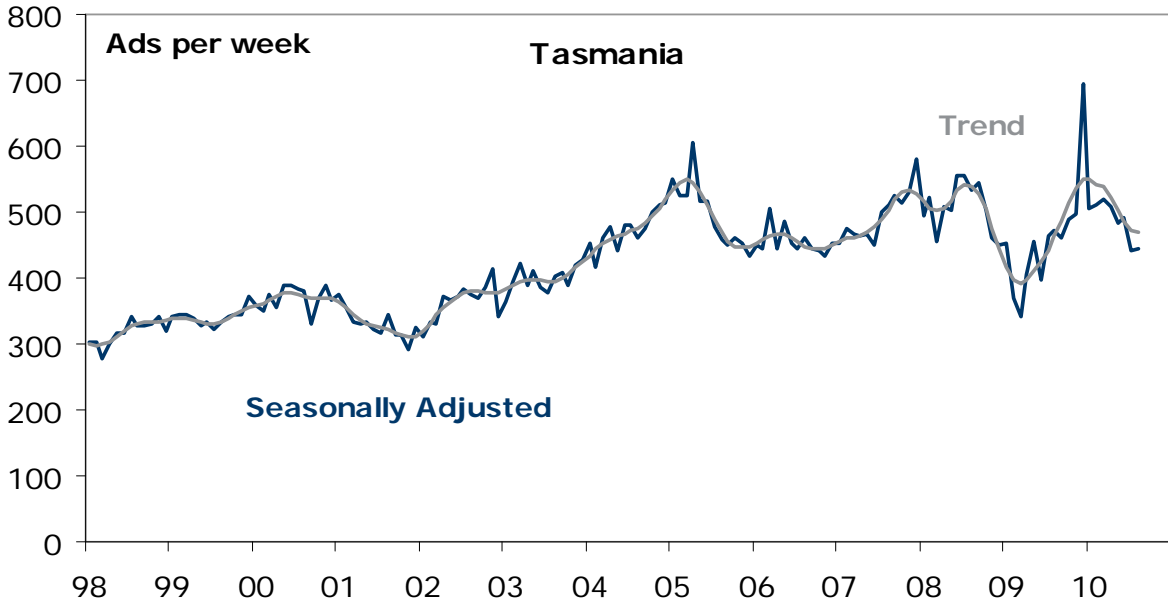
# Job Advertisements Series



## 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>Month</i>	<i>Year</i>	
2006-07	210,092			21.4			
2007-08	262,552			25.0			
2008-09	191,609			-27.0			
2009-10	146,434			-23.6			
Jul 2008	266,384	262,086	-0.7	5.7	259,720	-2.2	4.8
Aug 2008	262,902	249,622	-4.8	-0.3	251,310	-3.2	0.3
Sep 2008	264,056	243,081	-2.6	-2.5	240,294	-4.4	-5.3
Oct 2008	251,150	230,004	-5.4	-9.8	226,872	-5.6	-11.8
Nov 2008	220,670	211,500	-8.0	-18.5	211,406	-6.8	-19.3
Dec 2008	170,288	191,047	-9.7	-30.0	194,831	-7.8	-26.9
Jan 2009	147,176	180,310	-5.6	-33.7	178,623	-8.3	-34.0
Feb 2009	162,334	163,287	-9.4	-39.6	163,785	-8.3	-40.0
Mar 2009	150,555	149,442	-8.5	-44.7	151,058	-7.8	-44.7
Apr 2009	134,927	140,001	-6.3	-49.7	141,126	-6.6	-48.1
May 2009	139,470	135,590	-3.2	-49.1	134,063	-5.0	-50.3
Jun 2009	129,392	128,253	-5.4	-51.4	129,719	-3.2	-51.2
Jul 2009	128,159	126,206	-1.6	-51.8	128,344	-1.1	-50.6
Aug 2009	136,287	129,465	2.6	-48.1	129,116	0.6	-48.6
Sep 2009	145,352	133,631	3.2	-45.0	131,114	1.5	-45.4
Oct 2009	145,134	132,817	-0.6	-42.3	134,102	2.3	-40.9
Nov 2009	145,010	138,960	4.6	-34.3	137,981	2.9	-34.7
Dec 2009	131,158	147,913	6.4	-22.6	142,467	3.3	-26.9
Jan 2010	109,177	133,643	-9.6	-25.9	147,359	3.4	-17.5
Feb 2010	158,611	159,451	19.3	-2.3	152,501	3.5	-6.9
Mar 2010	162,488	161,483	1.3	8.1	157,508	3.3	4.3
Apr 2010	155,012	160,777	-0.4	14.8	161,985	2.8	14.8
May 2010	169,769	164,973	2.6	21.7	166,041	2.5	23.9
Jun 2010	171,050	169,504	2.7	32.2	169,391	2.0	30.6
Jul 2010	174,362	171,832	1.4	36.2	172,484	1.8	34.4
Aug 2010	185,495	176,239	2.6	36.1	173,903	0.8	34.7

(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.



## 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>Number</i>	<i>Month</i>	<i>Year</i>
2006-07	20,024						
2007-08	19,293						
2008-09	11,570						
2009-10	9,189						
Jul 2008	15,858	15,828	-5.3	-21.6	16,069	-5.0	-20.6
Aug 2008	16,293	14,957	-5.5	-26.0	15,103	-6.0	-25.2
Sep 2008	17,035	14,892	-0.4	-25.2	14,082	-6.8	-30.3
Oct 2008	15,284	13,158	-11.6	-34.5	13,023	-7.5	-35.4
Nov 2008	12,520	11,599	-11.8	-42.7	11,941	-8.3	-40.5
Dec 2008	5,781	9,820	-15.3	-52.1	10,867	-9.0	-45.5
Jan 2009	10,917	11,404	16.1	-40.7	9,919	-8.7	-49.6
Feb 2009	9,608	8,666	-24.0	-55.2	9,162	-7.6	-52.6
Mar 2009	8,466	8,262	-4.7	-54.6	8,627	-5.8	-54.3
Apr 2009	7,174	8,236	-0.3	-57.8	8,303	-3.8	-54.6
May 2009	8,334	8,256	0.2	-52.3	8,135	-2.0	-53.8
Jun 2009	7,906	8,243	-0.2	-50.7	8,102	-0.4	-52.1
Jul 2009	8,183	8,160	-1.0	-48.4	8,239	1.7	-48.7
Aug 2009	9,259	8,494	4.1	-43.2	8,489	3.0	-43.8
Sep 2009	9,990	8,732	2.8	-41.4	8,750	3.1	-37.9
Oct 2009	10,122	8,743	0.1	-33.6	9,038	3.3	-30.6
Nov 2009	10,180	9,418	7.7	-18.8	9,326	3.2	-21.9
Dec 2009	6,229	10,532	11.8	7.3	9,563	2.5	-12.0
Jan 2010	8,339	8,670	-17.7	-24.0	9,708	1.5	-2.1
Feb 2010	11,027	9,935	14.6	14.6	9,745	0.4	6.4
Mar 2010	10,149	10,086	1.5	22.1	9,690	-0.6	12.3
Apr 2010	8,522	9,568	-5.1	16.2	9,589	-1.0	15.5
May 2010	9,433	9,373	-2.0	13.5	9,498	-0.9	16.8
Jun 2010	8,831	9,223	-1.6	11.9	9,429	-0.7	16.4
Jul 2010	9,358	9,354	1.4	14.6	9,390	-0.4	14.0
Aug 2010	10,383	9,496	1.5	11.8	9,291	-1.1	9.4

(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>							
Mar 2010	2,748	2,623	-1.9	16.7	2,539	-1.7	3.5
Apr 2010	2,067	2,396	-8.7	0.8	2,509	-1.2	7.8
May 2010	2,527	2,492	4.0	6.8	2,506	-0.1	12.1
Jun 2010	2,379	2,477	-0.6	7.3	2,524	0.7	15.0
Jul 2010	2,575	2,544	2.7	32.1	2,556	1.3	15.1
Aug 2010	2,992	2,711	6.6	16.4	2,574	0.7	11.9
<i>Victoria -</i>							
Mar 2010	1,965	2,015	4.7	19.1	1,933	0.0	11.2
Apr 2010	1,768	1,987	-1.4	22.4	1,936	0.2	13.7
May 2010	1,974	1,892	-4.8	14.7	1,946	0.5	14.7
Jun 2010	1,898	1,938	2.4	13.1	1,955	0.5	14.7
Jul 2010	2,014	1,969	1.6	-0.1	1,965	0.5	13.2
Aug 2010	2,121	1,965	-0.2	16.0	1,952	-0.7	9.6
<i>Queensland -</i>							
Mar 2010	797	808	8.8	-14.0	792	-1.4	-18.3
Apr 2010	684	808	0.0	-10.3	785	-0.9	-13.9
May 2010	783	801	-0.8	-6.5	780	-0.7	-11.1
Jun 2010	728	762	-4.9	-12.0	775	-0.6	-10.0
Jul 2010	756	742	-2.7	-16.7	771	-0.6	-10.7
Aug 2010	890	778	4.8	-11.0	766	-0.7	-12.3
<i>South Australia -</i>							
Mar 2010	1,091	1,096	-6.1	21.0	992	-4.5	6.8
Apr 2010	767	841	-23.2	-5.3	930	-6.3	2.4
May 2010	813	839	-0.2	-10.7	864	-7.1	-3.9
Jun 2010	711	759	-9.5	-15.7	805	-6.8	-10.7
Jul 2010	758	783	3.1	-12.1	757	-5.9	-17.7
Aug 2010	804	733	-6.4	-23.1	710	-6.2	-24.9

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>							
Mar 2010	2,086	2,064	9.1	49.3	1,933	4.4	40.5
Apr 2010	1,780	1,999	-3.2	55.5	1,977	2.3	51.7
May 2010	1,980	1,995	-0.2	58.8	1,995	0.9	57.1
Jun 2010	1,835	1,954	-2.1	51.3	1,995	0.0	57.2
Jul 2010	1,907	1,970	0.9	52.4	1,989	-0.3	53.2
Aug 2010	2,132	1,957	-0.7	42.1	1,966	-1.1	46.1
<i>Tasmania -</i>							
Mar 2010	517	520	1.6	52.0	523	-3.4	33.7
Apr 2010	442	507	-2.5	25.2	502	-3.9	26.7
May 2010	458	483	-4.8	6.1	485	-3.4	18.3
Jun 2010	450	492	1.9	24.2	473	-2.6	11.2
Jul 2010	439	442	-10.2	-4.6	462	-2.2	4.4
Aug 2010	491	444	0.5	-6.3	449	-2.7	-3.0
<i>ACT -</i>							
Mar 2010	584	573	2.4	17.0	564	0.8	10.9
Apr 2010	551	587	2.4	21.2	566	0.3	14.7
May 2010	569	565	-3.7	14.5	564	-0.4	16.9
Jun 2010	529	556	-1.6	13.3	558	-1.0	16.8
Jul 2010	553	554	-0.3	21.1	550	-1.4	13.6
Aug 2010	552	513	-7.3	3.5	537	-2.3	7.7
<i>Northern Territory -</i>							
Mar 2010	361	388	-17.1	47.0	414	-4.5	59.5
Apr 2010	462	444	14.6	61.9	385	-7.2	47.7
May 2010	329	306	-31.1	12.8	359	-6.6	35.3
Jun 2010	302	286	-6.7	3.8	345	-4.0	28.0
Jul 2010	356	350	22.4	29.6	339	-1.7	24.0
Aug 2010	402	395	13.0	32.5	336	-0.8	19.4

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>Month</i>	<i>Year</i>	
2006-07	190,068			26.7			
2007-08	243,279			28.0			
2008-09	180,344			-25.9			
2009-10	137,245			-23.9			
Jul 2008	250,527	246,258	-0.4	8.1	243,651	-2.0	7.0
Aug 2008	246,609	234,665	-4.7	2.0	236,207	-3.1	2.5
Sep 2008	247,021	228,188	-2.8	-0.5	226,211	-4.2	-3.1
Oct 2008	235,866	216,847	-5.0	-7.7	213,849	-5.5	-9.8
Nov 2008	208,150	199,901	-7.8	-16.5	199,465	-6.7	-17.5
Dec 2008	164,507	181,228	-9.3	-28.2	183,964	-7.8	-25.5
Jan 2009	136,259	168,906	-6.8	-33.2	168,704	-8.3	-32.8
Feb 2009	152,726	154,621	-8.5	-38.4	154,623	-8.3	-39.0
Mar 2009	142,089	141,180	-8.7	-44.0	142,431	-7.9	-44.0
Apr 2009	127,754	131,765	-6.7	-49.0	132,823	-6.7	-47.7
May 2009	131,136	127,334	-3.4	-48.9	125,927	-5.2	-50.0
Jun 2009	121,486	120,010	-5.8	-51.5	121,617	-3.4	-51.1
Jul 2009	119,976	118,045	-1.6	-52.1	120,105	-1.2	-50.7
Aug 2009	127,028	120,971	2.5	-48.4	120,627	0.4	-48.9
Sep 2009	135,362	124,899	3.2	-45.3	122,364	1.4	-45.9
Oct 2009	135,012	124,074	-0.7	-42.8	125,064	2.2	-41.5
Nov 2009	134,831	129,542	4.4	-35.2	128,655	2.9	-35.5
Dec 2009	124,929	137,381	6.1	-24.2	132,903	3.3	-27.8
Jan 2010	100,837	124,973	-9.0	-26.0	137,651	3.6	-18.4
Feb 2010	147,584	149,516	19.6	-3.3	142,756	3.7	-7.7
Mar 2010	152,339	151,397	1.3	7.2	147,818	3.5	3.8
Apr 2010	146,490	151,209	-0.1	14.8	152,397	3.1	14.7
May 2010	160,337	155,600	2.9	22.2	156,543	2.7	24.3
Jun 2010	162,219	160,281	3.0	33.6	159,962	2.2	31.5
Jul 2010	165,003	162,478	1.4	37.6	163,095	2.0	35.8
Aug 2010	175,112	166,743	2.6	37.8	164,612	0.9	36.5

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

## Technical Appendix

The ANZ Job Advertisement series now uses a concurrent seasonal adjustment methodology to derive the seasonal adjustment factors. This means that data from the current month are used in estimating seasonal factors for the current and previous months. Concurrent seasonal adjustment replaced the forward factor methodology from the June 2010 reference month.

The concurrent adjustment methodology uses the most recent data every month whereas the forward factor approach only used it once a year. Under concurrent adjustment, the seasonal factors will also be more responsive to underlying dynamic changes than forward factors.

Concurrent adjustment can result in revisions to the seasonal factors each month to estimates for earlier periods. However, in most instances, the only noticeable revisions will be to the seasonal adjustment factors for the current month, the previous month and the same month a year ago.

The concurrent seasonal adjustment brings the ANZ Job Advertisements series in line with the methodology used by the ABS for its monthly employment data.

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