



Media Release

For release: 11:30 am, 11 January 2010

Job Advertisements continue to accelerate

Highlights

- Job ads on the internet and in newspapers increased by 6.0% in December.
- Newspaper job ads rose by 11.6%, while internet job ads rose by 5.6%.
- Total job advertisements experienced their strongest monthly growth rate since May 2007, but the level of total job ads remains 22.6% 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 rose by 6.0% in December to an average of 149,063 per week.¹

Total job advertisements are now 19.1% higher than the cyclical trough recorded in July 2009, but they remain 22.6% lower than in December 2008.

In trend terms, growth in job advertisements accelerated to 2.6% in December – the fastest monthly growth rate since May 2007.

Newspaper job advertisements

The number of job advertisements in major metropolitan newspapers grew by 11.6% in December to an average of 10,631 per week (seas. adj.). This followed a strong 8.3% rise in November. Newspaper job advertisements are now 4.8% higher than year ago levels.

In trend terms, the number of newspaper job advertisements grew by 3.7% in December. This was slightly weaker than the previous two months, indicating the newspaper job ads growth rate may be temporarily decelerating. In annual trend growth rate terms however, newspaper job ad numbers continued to improve. In December they were 9.8% lower than a year ago compared with 21.1% lower last month and 52% lower six months ago (see Table 2).

The biggest increase in seasonally adjusted newspaper job advertisements in December was in the NT (+62.6%), followed by NSW (+13.9%), Victoria (+11.6%), the ACT (+10.6%), Queensland (+9.5%) and Western Australia (+4.0%). South Australia and Tasmania both experienced a fall in newspaper job advertisements in December, following good growth in November. All states bar Queensland and Western Australia now have a higher (seasonally adjusted) level of job advertisements than they did at the same time last year (see Table 3).

¹ ANZ Job Ads data for December include ANZ estimates for newspaper advertisements in Tasmania, based on partial survey data returns. These data will be revised in the next release.

Internet job advertisements

The number of internet job advertisements grew by 5.6% to average 138,432 per week, but they remained 24.1% lower than 12 months earlier. In trend terms, internet job advertisements grew by 2.5% in December. (See Table 4)

ANZ Acting Chief Economist Warren Hogan, said:

- Total job advertisements are now well past the low reached in July 2009 and are continuing to improve month on month. This is already translating into employment growth and helping to keep the unemployment rate relatively stable, despite accelerating population and labour force growth.
- This sustained improvement in job advertisements and actual employment has come relatively early in this economic recovery cycle, indicating the 'mildness' of the downturn Australia has experienced over the past 18 months.
- As of November, total employment in the Australian economy was already at a record high, of 10.898 million jobs (+0.6% YoY). A substantial 99.5k jobs were added to the labour market in just the last three months, 71k of them full-time.
- With the labour market already tightening at this relatively early stage in the economic recovery cycle, it should be noted that total aggregate hours worked by all employees remains a touch lower than a year ago, despite the increase in headcount. Average hours worked have fallen and 29.8% of jobs are now part-time (under 35 hours per week), up from 26.3% 10 years ago. This indicates some capacity (i.e. under-employment) still exists among current employees, in terms of their potential to increase work hours as well as headcount.
- In the near term, the forward indicators appear positive for some solid employment growth in December and over the summer months, although probably at a slower pace than seen in the past three months. The ANZ (and other) job ads surveys are improving rapidly, retail sales turnover grew strongly in November (retail trade is currently Australia's second largest employing sector, behind health services), business investment and construction are regrouping, and the AiG's three industry surveys (manufacturing, services and construction) all indicated net expansion of employment in December.
- The December *Labour Force* report, due on Thursday, is likely to confirm this expectation. ANZ is expecting a further increase in net employment of 30,000 in the month (seasonally adjusted). This would keep pace with population and labour force growth and help hold the unemployment rate stable at around 5.7%.
- The surprising strength of recent jobs growth has seen forecasts for 'peak' unemployment in 2010 come down considerably in recent months. Accelerating labour force growth in 2010 however, could still mean we will see a further increase in the national unemployment rate from here. On current trends, it will probably peak at no more than 6% by mid-2010 – considerably better than the 7% to 8% peak unemployment rates that were widely feared just a year ago.

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Next release: Jan 2010

Expected release date: Monday 01 Feb 2010

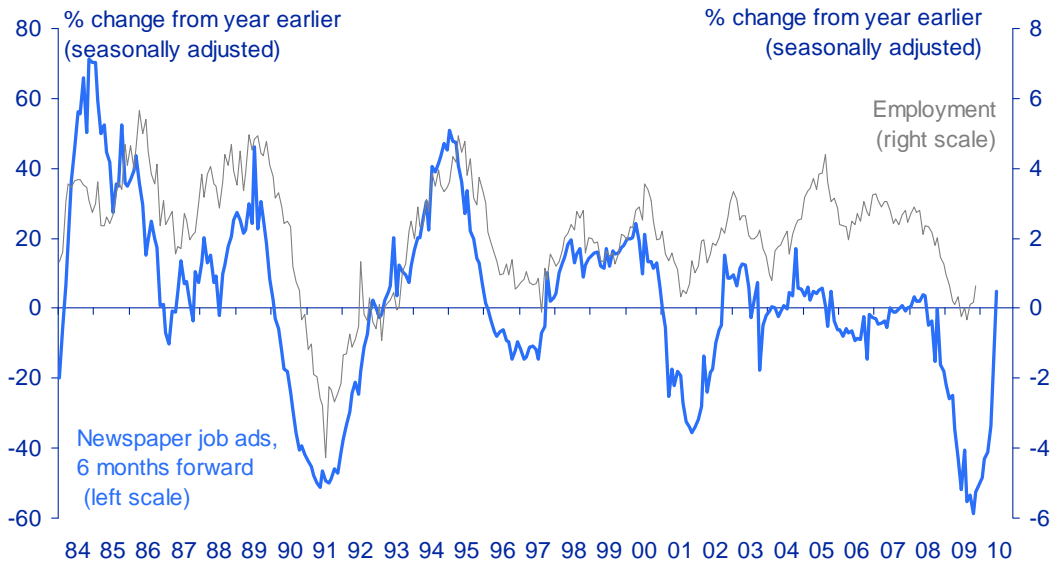
Note for editors:

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.



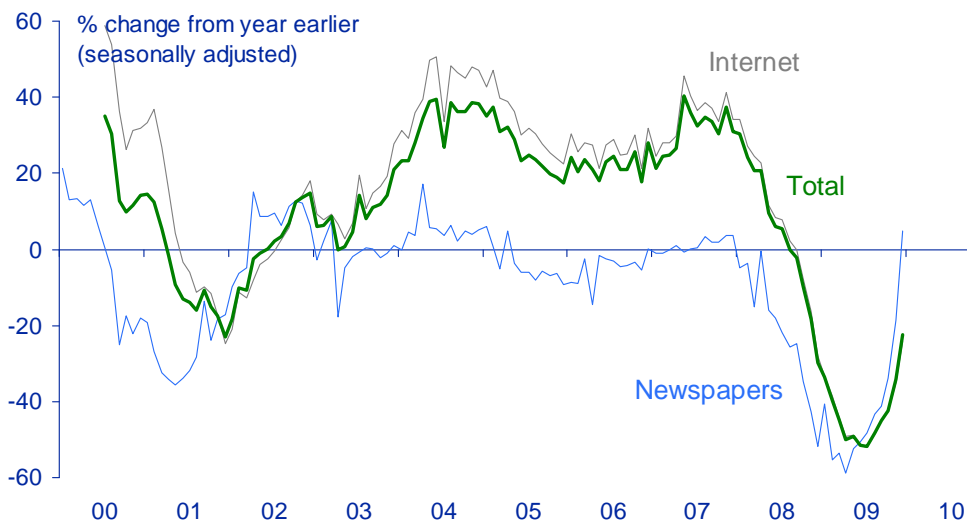
Job Advertisements Series

Monthly trend growth in newspaper job advertisements and employment



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

Annual changes in newspaper and internet job advertisements

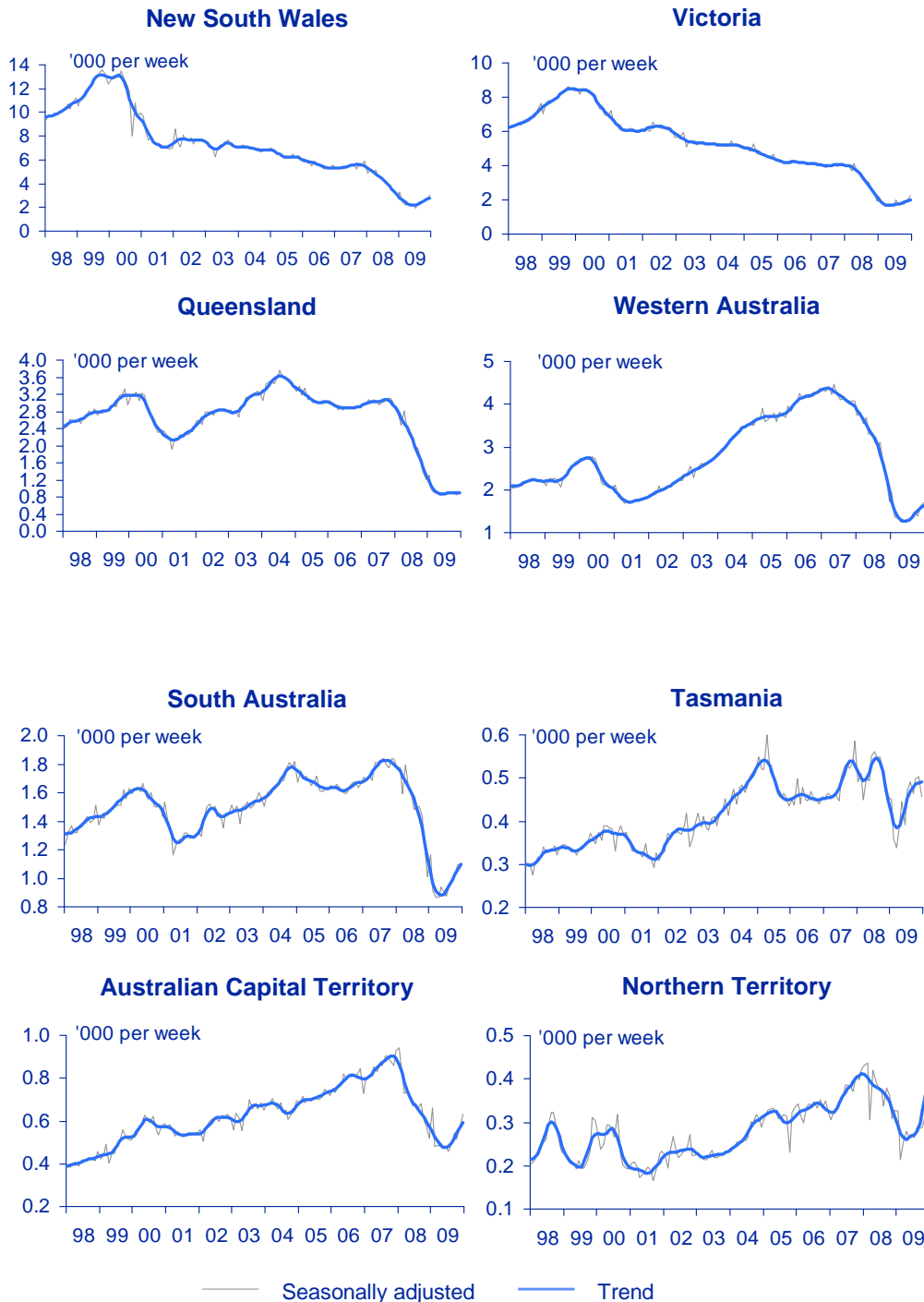


Note: Seasonal adjustment now done by ABS. Source: ANZ.



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>	<u>Seasonally adjusted</u>		<u>Trend estimate (a)</u>			
	<i>Number</i>	<i>Number</i>	<u>P.c. change over -</u>		<u>P.c. change over -</u>		
			<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			
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	133,346	-4.8	-50.1
Jun 2009	129,392	127,346	-6.7	-51.4	129,641	-2.8	-51.0
Jul 2009	128,159	125,207	-1.7	-51.9	128,520	-0.9	-50.5
Aug 2009	136,287	130,326	4.1	-48.1	130,338	1.4	-48.4
Sep 2009	145,352	136,070	4.4	-44.9	133,329	2.3	-45.0
Oct 2009	145,134	133,709	-1.7	-42.3	136,773	2.6	-40.3
Nov 2009	145,010	140,658	5.2	-34.2	140,268	2.6	-34.3
Dec 2009*	130,994	149,063	6.0	-22.6	143,947	2.6	-26.6

* ANZ estimate based on partial survey data. Revised data will be available in the February release of ANZ Job Ads.



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						
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	8,056	-1.6	-53.8
Jun 2009	7,906	8,192	0.9	-50.7	8,101	0.6	-52.0
Jul 2009	8,183	8,162	-0.4	-48.4	8,254	1.9	-48.8
Aug 2009	9,259	8,613	5.5	-43.1	8,538	3.4	-44.0
Sep 2009	9,990	8,929	3.7	-41.3	8,856	3.7	-38.0
Oct 2009	10,122	8,800	-1.4	-33.8	9,210	4.0	-30.4
Nov 2009	10,180	9,530	8.3	-18.7	9,582	4.0	-21.1
Dec 2009*	6,065	10,631	11.6	4.8	9,935	3.7	-9.8

* ANZ estimate based on partial survey data. Revised data will be available in the February release of ANZ Job Ads.

(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>							
Jul 2009	1,947	1,941	-14.8	-54.6	2,225	1.3	-48.0
Aug 2009	2,556	2,410	24.1	-41.7	2,312	3.9	-42.7
Sep 2009	2,829	2,451	1.7	-37.2	2,424	4.8	-36.0
Oct 2009	2,865	2,502	2.1	-27.2	2,555	5.4	-27.7
Nov 2009	2,878	2,652	6.0	-16.7	2,690	5.3	-18.1
Dec 2009	1,680	3,020	13.9	5.6	2,819	4.8	-6.8
<i>Victoria -</i>							
Jul 2009	2,015	1,995	15.4	-38.1	1,738	1.5	-47.8
Aug 2009	1,832	1,692	-15.2	-43.8	1,783	2.6	-42.5
Sep 2009	1,975	1,758	3.9	-42.4	1,832	2.8	-36.2
Oct 2009	2,069	1,754	-0.2	-35.0	1,891	3.2	-28.4
Nov 2009	2,038	1,999	14.0	-16.8	1,962	3.7	-19.0
Dec 2009	1,294	2,231	11.6	14.6	2,029	3.5	-7.6
<i>Queensland -</i>							
Jul 2009	908	899	4.6	-57.7	877	1.2	-59.3
Aug 2009	995	910	1.2	-54.2	889	1.4	-55.4
Sep 2009	1,057	907	-0.3	-53.4	893	0.4	-51.0
Oct 2009	1,052	886	-2.3	-46.6	894	0.1	-45.7
Nov 2009	906	847	-4.4	-38.4	895	0.1	-39.3
Dec 2009	524	928	9.5	-23.8	894	0.0	-31.4
<i>South Australia -</i>							
Jul 2009	870	872	-2.1	-41.3	915	2.8	-41.5
Aug 2009	1,023	954	9.3	-36.2	951	4.0	-37.0
Sep 2009	1,088	996	4.5	-34.0	989	4.0	-31.3
Oct 2009	1,116	1,023	2.7	-28.5	1,027	3.8	-24.1
Nov 2009	1,164	1,097	7.2	-11.1	1,063	3.4	-15.4
Dec 2009	666	1,094	-0.3	8.1	1,096	3.1	-4.2

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>P.c. change over -</i>		
			<i>Month</i>	<i>Year</i>	<i>Number</i>	<i>Month</i>	<i>Year</i>
<i>Western Australia -</i>							
Jul 2009	1,254	1,272	-0.9	-59.1	1,301	3.0	-59.3
Aug 2009	1,495	1,402	10.2	-53.5	1,366	5.0	-55.1
Sep 2009	1,619	1,473	5.1	-52.8	1,435	5.0	-49.6
Oct 2009	1,580	1,380	-6.3	-47.5	1,503	4.8	-41.9
Nov 2009	1,751	1,634	18.4	-27.9	1,571	4.5	-31.7
Dec 2009	999	1,699	4.0	-1.8	1,631	3.8	-18.3
<i>Tasmania -</i>							
Jul 2009	459	470	19.9	-16.3	453	5.8	-16.8
Aug 2009	521	490	4.3	-10.5	470	3.8	-14.0
Sep 2009	508	465	-5.1	-15.3	480	2.1	-10.6
Oct 2009	541	499	7.4	-2.4	486	1.2	-5.5
Nov 2009	534	503	0.8	7.5	489	0.6	1.1
Dec 2009 *	306	458	-8.9	0.6	491	0.5	9.8
<i>ACT -</i>							
Jul 2009	456	457	-5.4	-32.6	481	1.4	-28.3
Aug 2009	533	493	7.8	-25.3	498	3.6	-24.0
Sep 2009	595	543	10.3	-20.1	520	4.3	-18.6
Oct 2009	570	516	-5.0	-13.6	544	4.7	-12.0
Nov 2009	579	569	10.3	-1.5	569	4.5	-4.6
Dec 2009	317	630	10.6	20.9	592	4.1	3.5
<i>Northern Territory -</i>							
Jul 2009	275	264	-3.3	-29.8	269	-0.1	-28.0
Aug 2009	304	289	9.2	-14.4	279	3.7	-24.4
Sep 2009	320	287	-0.5	-24.4	299	7.4	-16.8
Oct 2009	329	290	1.1	-20.0	329	9.9	-5.2
Nov 2009	331	321	10.5	4.2	365	10.8	10.0
Dec 2009	281	521	62.6	58.7	401	10.0	28.8

* ANZ estimate based on partial survey data. Revised data will be available in the February release of ANZ Job Ads.

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>	<u>Seasonally adjusted</u>		<u>Trend estimate (a)</u>			
	<i>Number</i>	<i>Number</i>	<u>P.c. change over -</u>		<u>P.c. change over -</u>		
			<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			
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	125,290	-5.0	-49.9
Jun 2009	121,486	119,154	-7.2	-51.5	121,540	-3.0	-50.9
Jul 2009	119,976	117,046	-1.8	-52.1	120,266	-1.0	-50.7
Aug 2009	127,028	121,713	4.0	-48.4	121,799	1.3	-48.7
Sep 2009	135,362	127,141	4.5	-45.1	124,473	2.2	-45.4
Oct 2009	135,012	124,909	-1.8	-42.8	127,563	2.5	-40.9
Nov 2009	134,831	131,128	5.0	-35.1	130,686	2.4	-35.1
Dec 2009	124,929	138,432	5.6	-24.1	134,012	2.5	-27.6

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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