

ANZ Australian Job Advertisement Series

Media Release

1 August 2022



This is not personal advice nor financial advice about any product or service. It does not take into account your financial situation or goals. Please refer to the Important Notice.

Contributors

Catherine Birch

Senior Economist

+61 439 627 968

Catherine.Birch@anz.com

Arindam Chakraborty

Junior Economist

Arindam.Chakraborty@anz.com

Media & distribution enquiries

ANZ Media Relations

mediarel@anz.com

Contact

research@anz.com

Twitter: @ANZ_Research

Next release:

August 2022 data

Expected release date:

Monday 5 September 2022

ANZ Job Ads: past the peak?

ANZ Australian Job Ads¹ decreased 1.1% m/m in July, following a slight downward revision of the June number. We may have passed the peak in job ads, but the large volume of unfilled demand means the labour market will likely continue to tighten. We now expect the **unemployment rate to fall below 3%** by early-2023.

	Seasonally adjusted		
	Number	% m/m	% on Jan 2020 (pre-COVID)
Total job ads	237,047	-1.1	54.4

See page 4 for [technical details](#)

ANZ Senior Economist, Catherine Birch, commented:

ANZ Job Ads decreased 1.1% m/m in July, a signal that we may be past the peak. But even if labour demand growth is starting to ease, we don't think that will translate immediately into rising unemployment and underemployment.

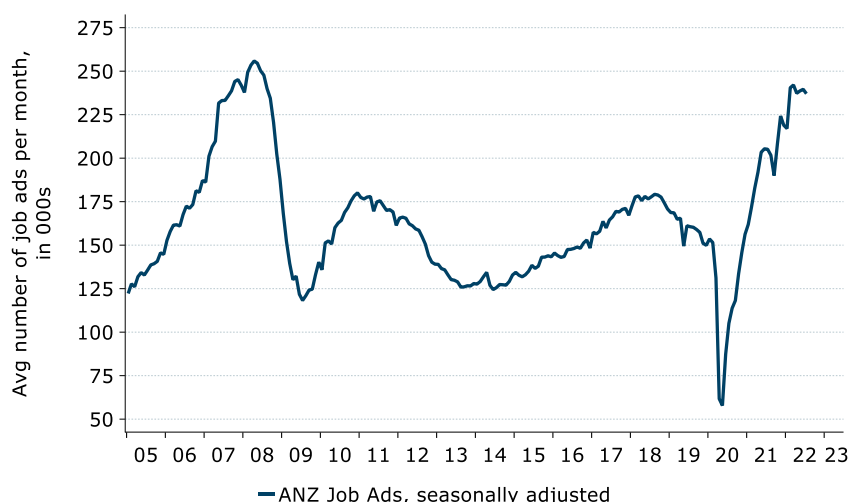
In fact, **we now forecast unemployment to fall below 3% by early-2023.**

This reflects both the sharp improvement in the June data, with employment rising by 88,400 and unemployment dropping 0.4ppt to 3.5%, as well as the record high job vacancy rate. ABS job vacancies have significantly outpaced ANZ Job Ads during the pandemic recovery, as discussed in [last month's report](#), but both point to a significant volume of unfilled labour demand.

There are 480,000 job vacancies across the economy, with sharp rises evident in most industries and geographies. Consequently, as higher inflation and rising rates curtail demand growth, it will take time for the gap between labour demand and supply to close enough to put upward pressure on unemployment.

Newly arrived skilled migrants, temporary visa holders, students and backpackers are adding to the supply of workers, but also to already strong demand. So, while the return of migration improves labour mobility and matching, it doesn't mean the gap is going to close quickly.

ANZ Job Ads decreased 1.1% m/m in July



Source: SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

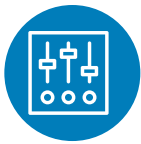
1. Large swings in the data during the pandemic are resulting in larger-than-usual revisions to recent historical seasonally adjusted data.



Average total number of job ads per month: Australia

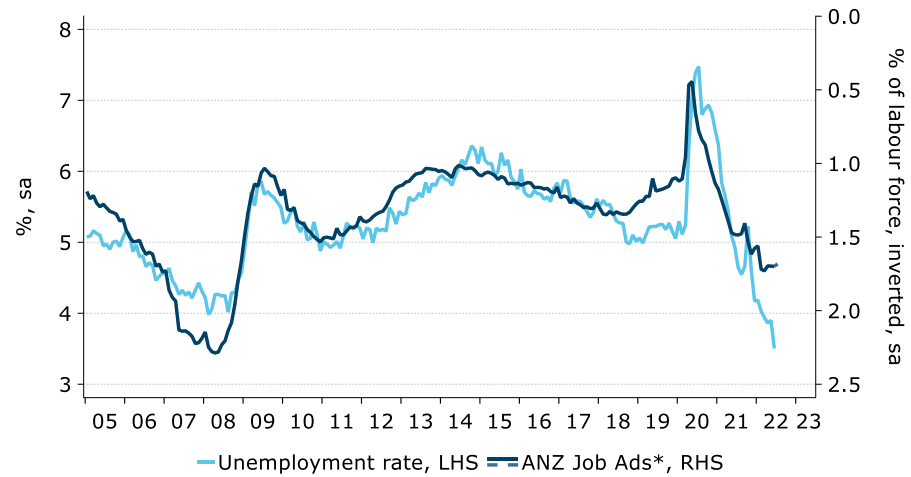
Date	Original	Seasonally adjusted		
	Number	Number	Per cent change	
			Month	Year
2009-10	139,554	139,526		
2010-11	174,478	174,362		25.0
2011-12	166,698	166,574		-4.5
2012-13	141,107	140,969		-15.4
2013-14	128,162	128,027		-9.2
2014-15	131,138	131,211		2.5
2015-16	143,244	143,250		9.2
2016-17	154,844	154,803		8.1
2017-18	172,763	172,711		11.6
2018-19	169,905	169,736		-1.7
2019-20	131,970	131,766		-22.4
2020-21	157,599	157,476		19.5
Jan 2019	136,971	168,743	-1.2	-2.3
Feb 2019	174,999	168,591	-0.1	-5.1
Mar 2019	173,697	164,856	-2.2	-7.5
Apr 2019	164,923	165,498	0.4	-5.7
May 2019	154,097	149,448	-9.7	-16.1
Jun 2019	161,805	161,143	7.8	-8.7
Jul 2019	162,673	160,605	-0.3	-9.7
Aug 2019	164,305	160,268	-0.2	-10.6
Sep 2019	167,310	158,987	-0.8	-11.1
Oct 2019	162,688	157,339	-1.0	-11.4
Nov 2019	157,876	151,048	-4.0	-13.3
Dec 2019	135,055	149,924	-0.7	-12.2
Jan 2020	121,223	153,573	2.4	-9.0
Feb 2020	157,283	151,526	-1.3	-10.1
Mar 2020	141,911	131,073	-13.5	-20.5
Apr 2020	62,218	61,708	-52.9	-62.7
May 2020	61,546	57,804	-6.3	-61.3
Jun 2020	89,555	87,331	51.1	-45.8
Jul 2020	107,765	105,105	20.4	-34.6
Aug 2020	115,238	113,727	8.2	-29.0
Sep 2020	126,148	118,176	3.9	-25.7
Oct 2020	136,763	133,473	12.9	-15.2
Nov 2020	152,918	145,750	9.2	-3.5
Dec 2020	143,285	156,254	7.2	4.2
Jan 2021	127,452	161,939	3.6	5.4
Feb 2021	176,684	171,896	6.1	13.4
Mar 2021	195,106	182,709	6.3	39.4
Apr 2021	192,908	191,919	5.0	211.0
May 2021	208,158	203,398	6.0	251.9
Jun 2021	208,768	205,366	1.0	135.2
Jul 2021	206,760	205,107	-0.1	95.1
Aug 2021	201,896	201,682	-1.7	77.3
Sep 2021	197,340	189,997	-5.8	60.8
Oct 2021	208,906	207,818	9.4	55.7
Nov 2021	232,565	224,232	7.9	53.8
Dec 2021	207,245	218,913	-2.4	40.1
Jan 2022	182,722	217,014	-0.9	34.0
Feb 2022	245,454	240,466	10.8	39.9
Mar 2022	255,536	242,068	0.7	32.5
Apr 2022	237,453	237,292	-2.0	23.6
May 2022	244,349	238,638	0.6	17.3
Jun 2022	244,000	239,585	0.4	16.7
Jul 2022	237,607	237,047	-1.1	15.6

Note: the methodology changed in November 2020 and resulted in revisions to the historical series. Newspaper job ads have not been included since January 2019, and the seasonal adjustment process was modified from November 2020. See Appendix.



Charts

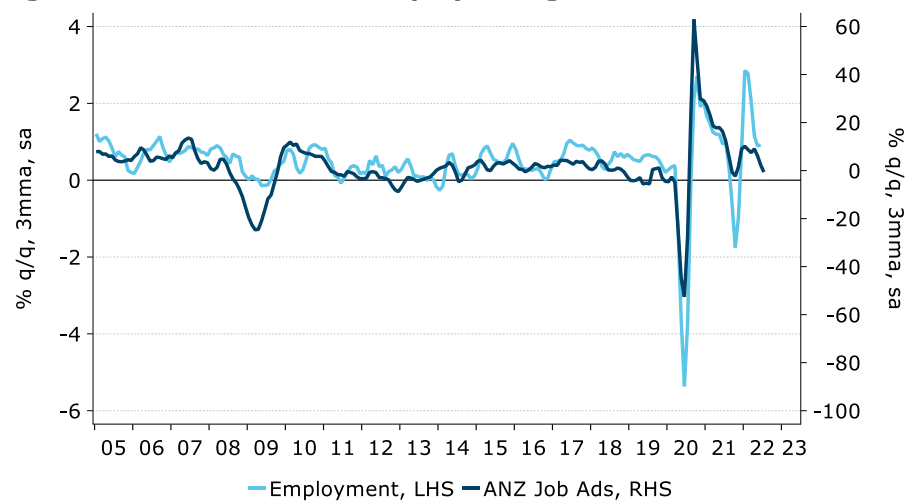
Figure 1. ANZ Job Ads and the unemployment rate



*Last observation uses previous month's labour force as proxy.

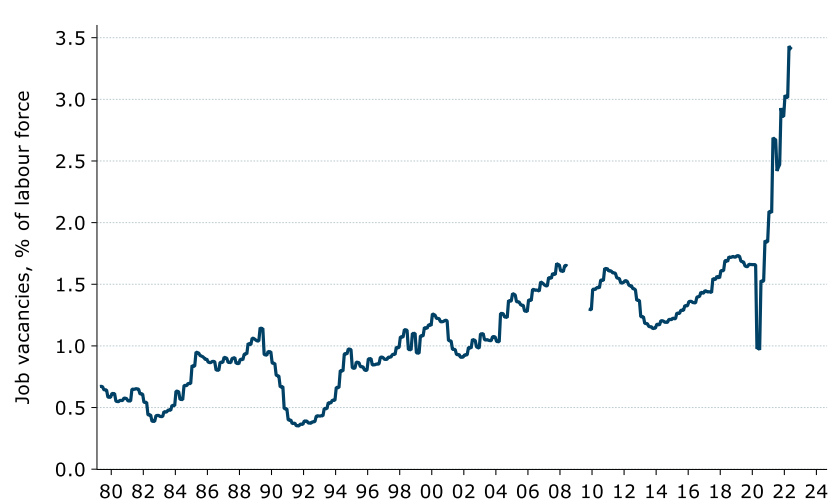
Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

Figure 2. ANZ Job Ads and employment growth

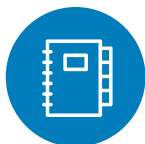


Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

Figure 3. ABS job vacancy rate



Source: ABS, Macrobond, ANZ Research



Data sources

The internet series counts the average number of job ads 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 data are based on information provided by the operators of the following sites:

- [Seek.com.au](https://www.seek.com.au)
- Department of Education, Skills and Employment's Australian JobSearch site ([Jobsearch.gov.au](https://www.jobsearch.gov.au)).

As of the November 2020 release, newspaper job ads have been excluded from the series from January 2019 onwards, and the historical data were revised. Prior to this, for some of the newspapers surveyed, the ANZ Job Ads series counts the number of advertisement 'bookings'. Each booking may contain multiple advertisements. In addition, the 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 Job Ads series regarding advertising volumes or revenues from employment advertising in the newspapers surveyed. The series is not intended as and should not be used as a tool to assess the financial performance of any of the newspapers it draws information from.

Seasonal adjustment and trend

The X-11 ARIMA seasonal adjustment method has been used since the November 2020 release. Note that new and revised original data can result in revisions to the seasonal factors applied to historical estimates.

Note that the trend data series has been suspended during the COVID-19 period. This is in line with the ABS's suspension of trend data series as "the interpretation of trend estimates during the period affected by COVID-19 could be misleading".



Important notice

[4 April 2019]

This publication is published by Australia and New Zealand Banking Group Limited ABN 11 005 357 522 ("ANZBGL") in Australia. This publication is intended as thought-leadership material. It is not published with the intention of providing any direct or indirect recommendations relating to any financial product, asset class or trading strategy.

The information in this publication is not intended to influence any person to make a decision in relation to a financial product or class of financial products. It is general in nature and does not take account of the circumstances of any individual or class of individuals. Nothing in this publication constitutes a recommendation, solicitation or offer by ANZBGL or its branches or subsidiaries (collectively "ANZ") to you to acquire a product or service, or an offer by ANZ to provide you with other products or services. All information contained in this publication is based on information available at the time of publication. While this publication has been prepared in good faith, no representation, warranty, assurance or undertaking is or will be made, and no responsibility or liability is or will be accepted by ANZ in relation to the accuracy or completeness of this publication or the use of information contained in this publication. ANZ does not provide any financial, investment, legal or taxation advice in connection with this publication.