

ANZ AUSTRALIAN JOB ADS MEDIA RELEASE

Monday 5 October 2015

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JOB ADVERTISEMENTS JUMP IN SEPTEMBER

	Seasonally adjusted			Trend	
	Number	% m/m	% y/y	% m/m	% y/y
Total Job Ads	153,778	3.9	12.8	1.0	10.5
-Internet	150,822	4.0	13.7	1.0	11.3
-Newspapers	2,956	-2.7	-19.6	-0.2	-18.4

- Job advertisements jumped 3.9% m/m in September in seasonally adjusted terms after rising by a solid 1.3% m/m in August. In trend terms, job ads were up 1.0% m/m and growth since mid year now appears a little stronger than previously.
- The number of internet job ads grew 4.0% m/m in September following an increase of 1.3% m/m in August. Internet job ads were 13.7% higher than a year earlier.
- The number of newspaper job ads (2% of total job ads) declined 2.7% m/m in September, after rising for two consecutive months.

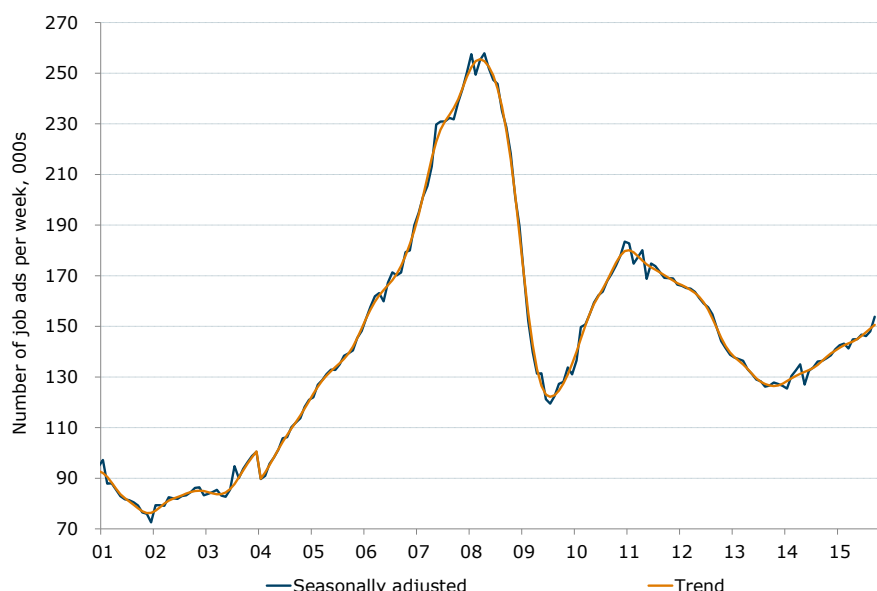
ANZ CHIEF ECONOMIST WARREN HOGAN SAID:

"The positive trend in job advertising is a sign that the economy is so far adjusting relatively well to significant headwinds from falling commodity prices and mining investment.

While non-mining firms remain fairly reticent to increase capital spending, the demand for labour in a range of services industries has strengthened. Activity in these industries has been supported by the sharp depreciation of the Australian dollar, which has redirected spending back towards the domestic economy, and by low interest rates, particularly through robust housing market activity and its flow on effects. Hiring in the services sector also looks to have displayed some 'catch up' over the past year or so following unusually weak outcomes.

While we expect momentum in non-mining activity to remain quite good in the near-term, our view is that the significant support to growth from the factors above will wane heading into 2016. For this reason, we expect employment growth to remain reasonably healthy over the remainder of 2015 but to then soften next year. This is likely to prompt the Reserve Bank to provide a little more monetary policy support to prevent the unemployment rate from rising further."

FIGURE 1. JOB ADVERTISEMENTS CONTINUE TO TREND HIGHER



Next release: October 2015

Expected release date: 9 November 2015

TABLE 1. AVERAGE TOTAL NUMBER OF NEWSPAPER AND INTERNET JOB ADVERTISEMENTS PER WEEK – AUSTRALIA

	Original		Seasonally adjusted (a)		Trend estimate (b)		
			Per cent change		Per cent change		
	Number	Number	Month	Year (c)	Number	Month	Year
2008-09	181,377	180,371		-26.5	180,247		-26.7
2009-10	139,554	139,640		-22.6	139,523		-22.6
2010-11	174,478	174,703		25.1	174,862		25.3
2011-12	166,698	166,563		-4.7	166,558		-4.7
2012-13	141,107	140,857		-15.4	140,785		-15.5
2013-14	128,888	128,781		-8.6	128,885		-8.5
2014-15	140,489	140,554		9.1	140,410		8.9
Sep 2013	136,622	126,586	0.3	-15.2	126,668	-0.4	-15.1
Oct 2013	133,923	127,796	1.0	-11.4	126,401	-0.2	-13.1
Nov 2013	129,359	127,251	-0.4	-10.0	126,639	0.2	-10.9
Dec 2013	111,930	126,474	-0.6	-8.9	127,366	0.6	-8.8
Jan 2014	98,847	125,438	-0.8	-8.9	128,380	0.8	-6.9
Feb 2014	135,130	130,390	3.9	-4.9	129,442	0.8	-5.1
Mar 2014	139,062	132,533	1.6	-2.9	130,410	0.7	-3.3
Apr 2014	132,507	134,973	1.8	1.4	131,265	0.7	-1.4
May 2014	129,794	127,024	-5.9	-3.1	132,011	0.6	0.6
Jun 2014	134,665	132,433	4.3	2.7	132,719	0.5	2.5
Jul 2014	137,344	133,805	1.0	4.3	133,578	0.6	4.3
Aug 2014	143,320	136,093	1.7	7.8	134,772	0.9	5.9
Sep 2014	147,218	136,339	0.2	7.7	136,343	1.2	7.6
Oct 2014	143,708	137,419	0.8	7.5	137,939	1.2	9.1
Nov 2014	140,580	138,551	0.8	8.9	139,320	1.0	10.0
Dec 2014	124,710	140,956	1.7	11.5	140,442	0.8	10.3
Jan 2015	111,936	142,519	1.1	13.6	141,537	0.8	10.2
Feb 2015	148,565	143,180	0.5	9.8	142,511	0.7	10.1
Mar 2015	149,911	141,278	-1.3	6.6	143,281	0.5	9.9
Apr 2015	141,063	144,853	2.5	7.3	144,015	0.5	9.7
May 2015	148,150	144,923	0.0	14.1	144,962	0.7	9.8
Jun 2015	149,359	146,732	1.2	10.8	146,217	0.9	10.2
Jul 2015	150,006	146,175	-0.4	9.2	147,669	1.0	10.5
Aug 2015	155,696	148,051	1.3	8.8	149,157	1.0	10.7
Sep 2015	166,041	153,778	3.9	12.8	150,617	1.0	10.5

(a) Concurrent seasonal adjustment method (see Technical Appendix for further details).

(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) Annual changes are on a year-average basis.

TABLE 2. AVERAGE NUMBER OF INTERNET JOB ADVERTISEMENTS PER WEEK – AUSTRALIA

	Original		Seasonally adjusted		Trend estimate		
			Per cent change		Per cent change		
	Number	Number	Month	Year (a)	Number	Month	Year
2008-09	170,191	169,303		-25.2	169,183		-25.4
2009-10	130,437	130,398		-23.0	130,294		-23.0
2010-11	165,275	165,510		26.9	165,680		27.2
2011-12	158,974	158,849		-4.0	158,847		-4.1
2012-13	135,729	135,491		-14.7	135,420		-14.7
2013-14	124,884	124,785		-7.9	124,883		-7.8
2014-15	137,139	137,215		10.0	137,066		9.8
Sep 2013	131,946	122,491	0.2	-14.5	122,586	-0.4	-14.4
Oct 2013	129,314	123,675	1.0	-10.6	122,343	-0.2	-12.4
Nov 2013	124,990	123,200	-0.4	-9.2	122,593	0.2	-10.2
Dec 2013	109,475	122,482	-0.6	-8.1	123,331	0.6	-8.1
Jan 2014	95,097	121,405	-0.9	-8.4	124,365	0.8	-6.3
Feb 2014	130,673	126,400	4.1	-4.4	125,463	0.9	-4.5
Mar 2014	134,713	128,482	1.6	-2.4	126,477	0.8	-2.8
Apr 2014	129,214	131,271	2.2	2.2	127,379	0.7	-0.9
May 2014	125,865	123,096	-6.2	-2.9	128,168	0.6	1.1
Jun 2014	131,058	128,644	4.5	3.3	128,915	0.6	3.0
Jul 2014	133,652	130,113	1.1	4.9	129,810	0.7	4.8
Aug 2014	139,181	132,311	1.7	8.3	131,054	1.0	6.5
Sep 2014	143,017	132,663	0.3	8.3	132,701	1.3	8.3
Oct 2014	139,663	133,793	0.9	8.2	134,398	1.3	9.9
Nov 2014	136,976	135,186	1.0	9.7	135,890	1.1	10.8
Dec 2014	122,664	137,632	1.8	12.4	137,114	0.9	11.2
Jan 2015	109,114	139,443	1.3	14.9	138,296	0.9	11.2
Feb 2015	144,912	139,883	0.3	10.7	139,338	0.8	11.1
Mar 2015	146,567	138,127	-1.3	7.5	140,157	0.6	10.8
Apr 2015	138,286	141,754	2.6	8.0	140,929	0.6	10.6
May 2015	145,128	141,898	0.1	15.3	141,909	0.7	10.7
Jun 2015	146,507	143,775	1.3	11.8	143,195	0.9	11.1
Jul 2015	146,984	143,161	-0.4	10.0	144,671	1.0	11.4
Aug 2015	152,377	145,014	1.3	9.6	146,179	1.0	11.5
Sep 2015	162,651	150,822	4.0	13.7	147,644	1.0	11.3

(a) Annual changes are on a year-average basis.

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; and the Department of Education's Australian JobSearch site, jobsearch.gov.au.

TABLE 3. AVERAGE NUMBER OF NEWSPAPER JOB ADVERTISEMENTS PER WEEK – AUSTRALIA

	Original		Seasonally adjusted (a)		Trend estimate (b)		
			Per cent change		Per cent change		
	Number	Number	Month	Year (c)	Number	Month	Year
2008-09	11,187	11,068		-42.7	11,064		-42.8
2009-10	9,117	9,243		-16.5	9,228		-16.6
2010-11	9,203	9,193		-0.5	9,183		-0.5
2011-12	7,724	7,715		-16.1	7,711		-16.0
2012-13	5,378	5,366		-30.4	5,365		-30.4
2013-14	4,004	3,996		-25.5	4,002		-25.4
2014-15	3,350	3,339		-16.4	3,344		-16.5
Sep 2013	4,676	4,095	1.8	-32.8	4,082	-1.2	-33.3
Oct 2013	4,609	4,121	0.7	-29.5	4,058	-0.6	-30.8
Nov 2013	4,369	4,051	-1.7	-28.0	4,046	-0.3	-28.1
Dec 2013	2,455	3,992	-1.5	-27.6	4,035	-0.3	-25.3
Jan 2014	3,750	4,033	1.0	-21.2	4,015	-0.5	-22.5
Feb 2014	4,457	3,990	-1.1	-18.7	3,979	-0.9	-20.0
Mar 2014	4,350	4,051	1.5	-16.5	3,933	-1.1	-17.7
Apr 2014	3,293	3,702	-8.6	-19.5	3,886	-1.2	-15.6
May 2014	3,930	3,928	6.1	-10.5	3,843	-1.1	-13.6
Jun 2014	3,607	3,789	-3.5	-14.5	3,804	-1.0	-11.9
Jul 2014	3,692	3,692	-2.6	-11.8	3,768	-0.9	-10.5
Aug 2014	4,138	3,782	2.4	-5.9	3,718	-1.3	-10.0
Sep 2014	4,201	3,676	-2.8	-10.2	3,642	-2.0	-10.8
Oct 2014	4,045	3,626	-1.3	-12.0	3,541	-2.8	-12.7
Nov 2014	3,605	3,365	-7.2	-16.9	3,430	-3.1	-15.2
Dec 2014	2,046	3,324	-1.2	-16.7	3,328	-3.0	-17.5
Jan 2015	2,822	3,076	-7.5	-23.7	3,241	-2.6	-19.3
Feb 2015	3,653	3,297	7.2	-17.4	3,173	-2.1	-20.3
Mar 2015	3,344	3,151	-4.4	-22.2	3,124	-1.5	-20.6
Apr 2015	2,777	3,099	-1.7	-16.3	3,086	-1.2	-20.6
May 2015	3,022	3,025	-2.4	-23.0	3,053	-1.1	-20.5
Jun 2015	2,852	2,957	-2.2	-21.9	3,022	-1.0	-20.5
Jul 2015	3,021	3,014	1.9	-18.4	2,998	-0.8	-20.4
Aug 2015	3,319	3,037	0.8	-19.7	2,978	-0.7	-19.9
Sep 2015	3,390	2,956	-2.7	-19.6	2,973	-0.2	-18.4

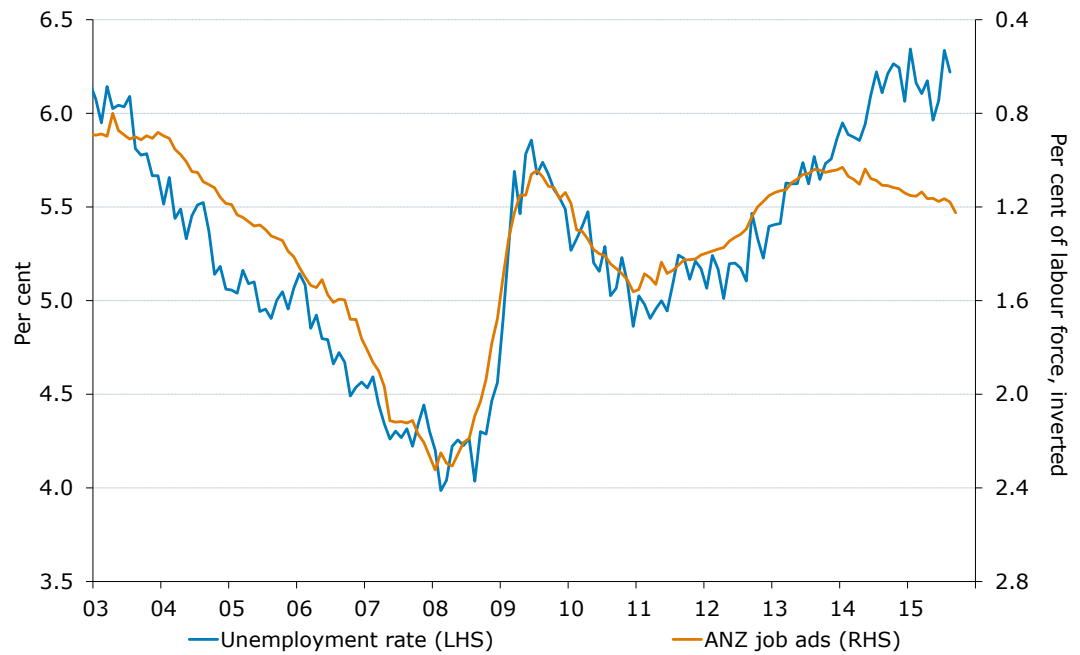
(a) Concurrent seasonal adjustment method (see Technical Appendix for further details).

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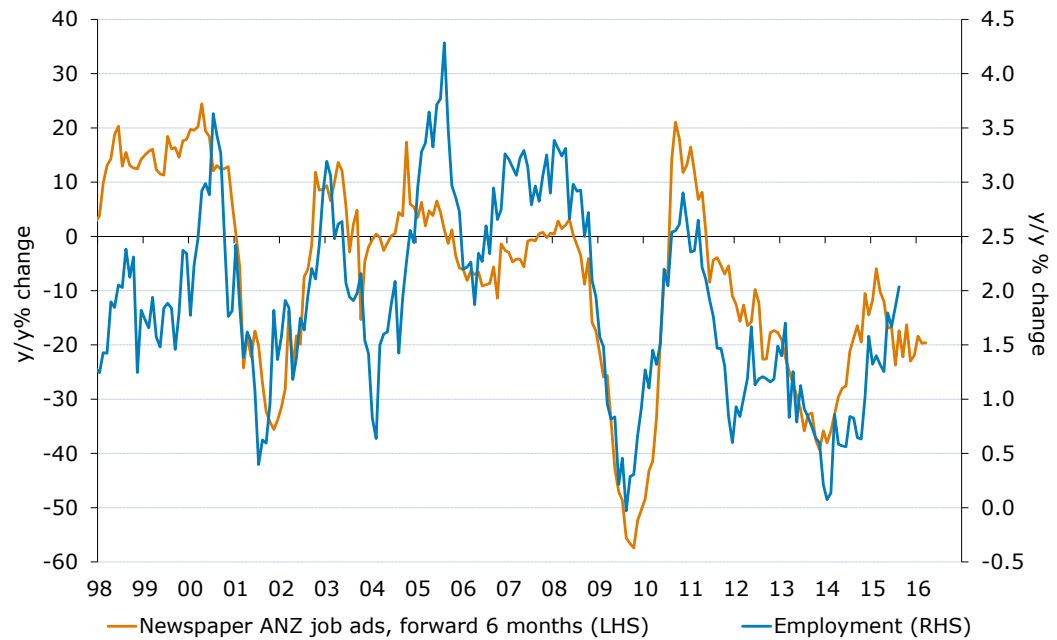
ANZ JOB ADVERTISEMENTS SERIES

FIGURE 2. UNEMPLOYMENT RATE AND ANZ JOB ADS

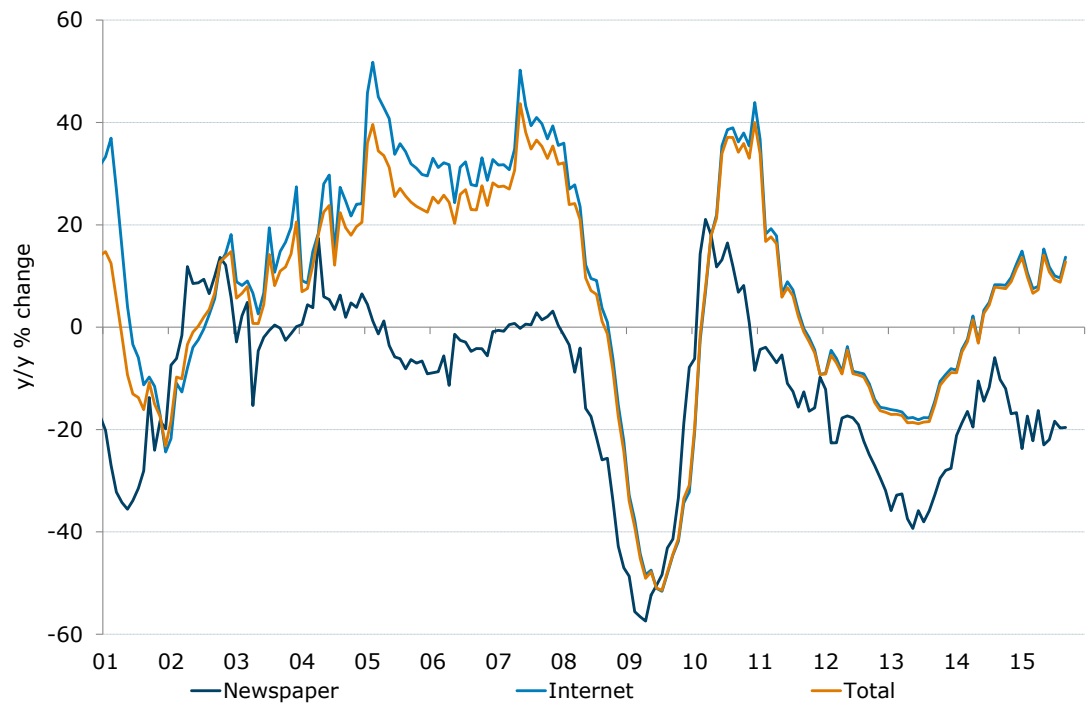


Source: ABS, ANZ Research

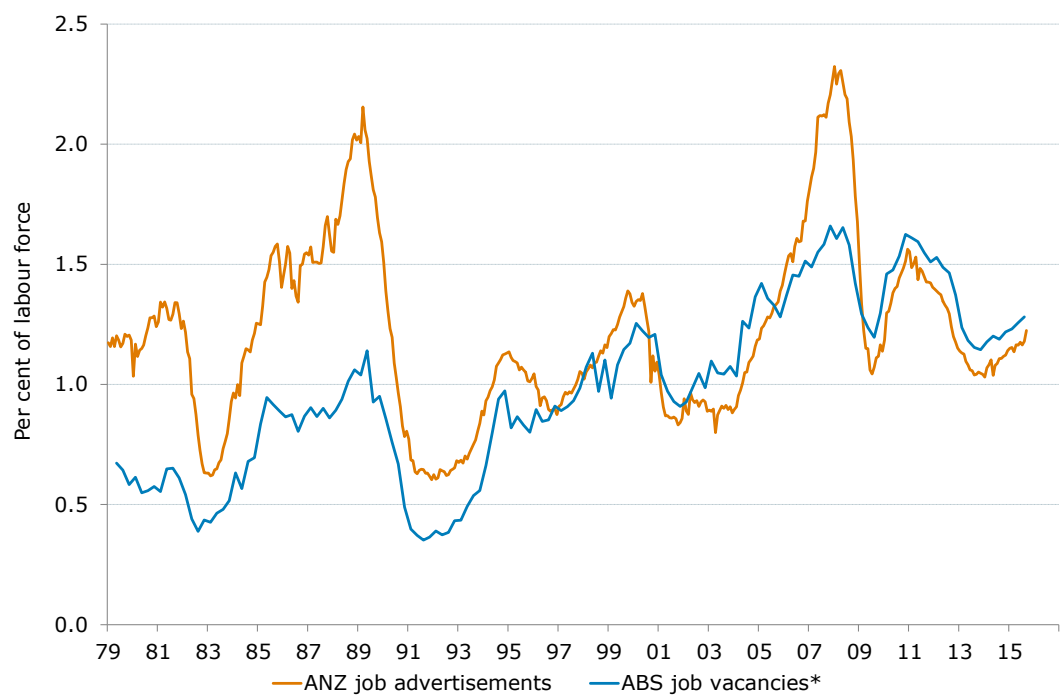
FIGURE 3. GROWTH IN EMPLOYMENT AND ANZ NEWSPAPER JOB ADS



Source: ABS, ANZ Research

FIGURE 4. GROWTH IN NEWSPAPER, INTERNET AND TOTAL JOB ADS

Source: ANZ Research

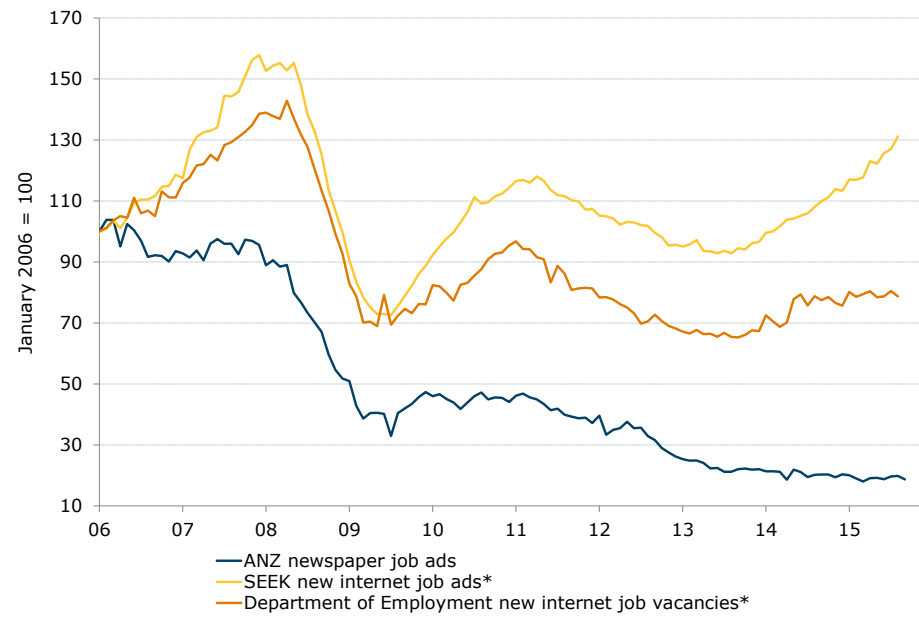
FIGURE 5. ANZ JOB ADS AND ABS JOB VACANCIES

* Latest data are for August 2015

Source: ABS, ANZ Research

STATE & TERRITORY JOB ADVERTISING DATA

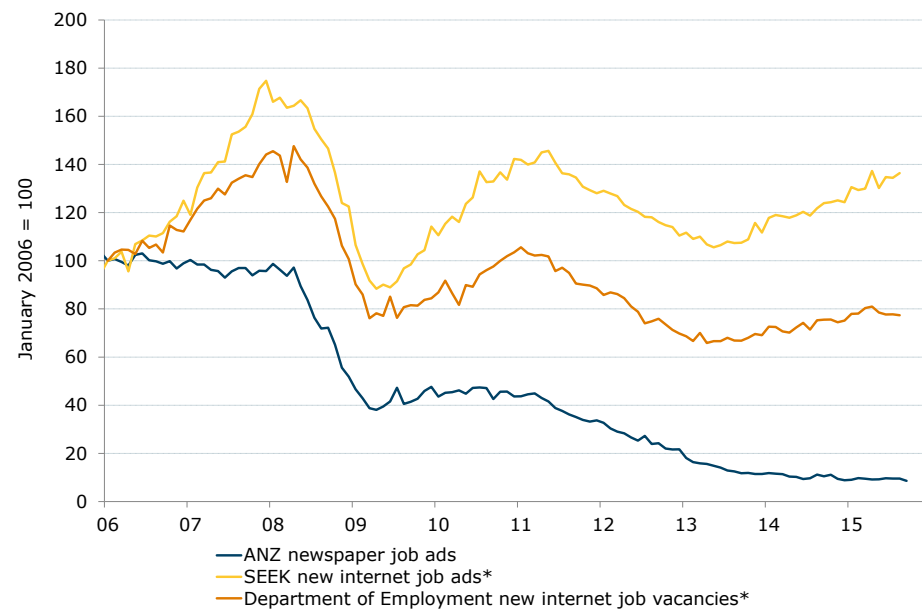
FIGURE 6. NEW SOUTH WALES



Source: Department of Employment, SEEK, ANZ Research

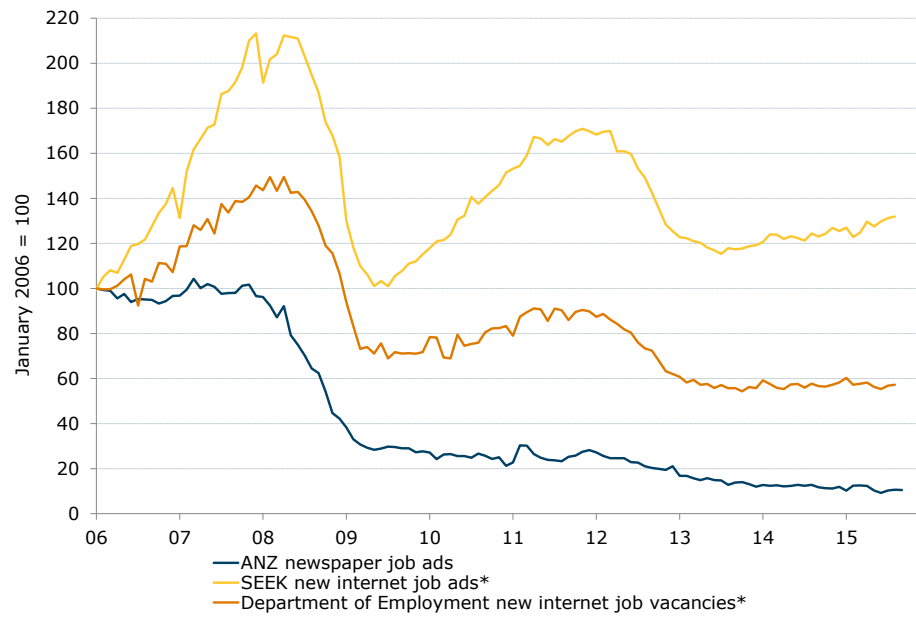
* Latest data are for August 2015

FIGURE 7. VICTORIA



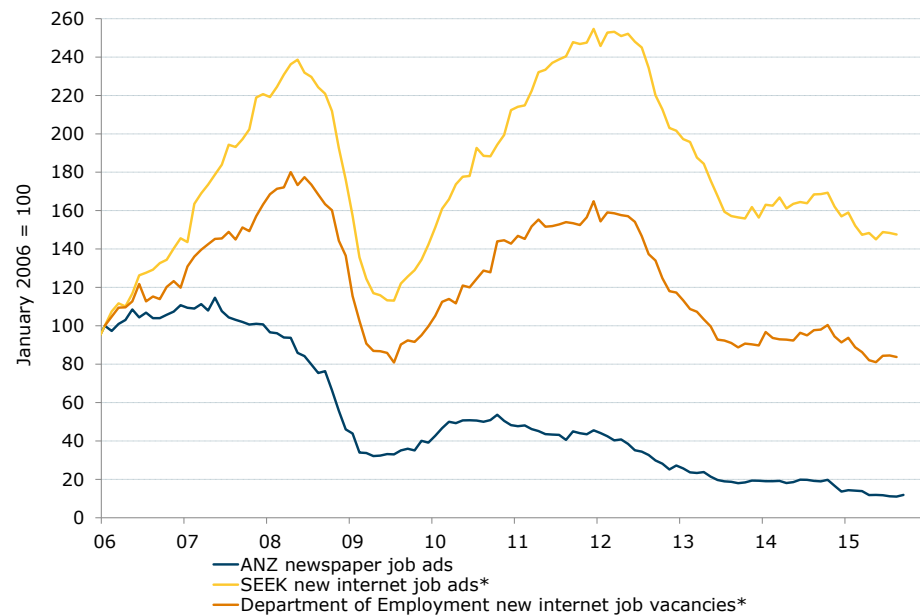
Source: Department of Employment, SEEK, ANZ Research

* Latest data are for August 2015

FIGURE 8. QUEENSLAND

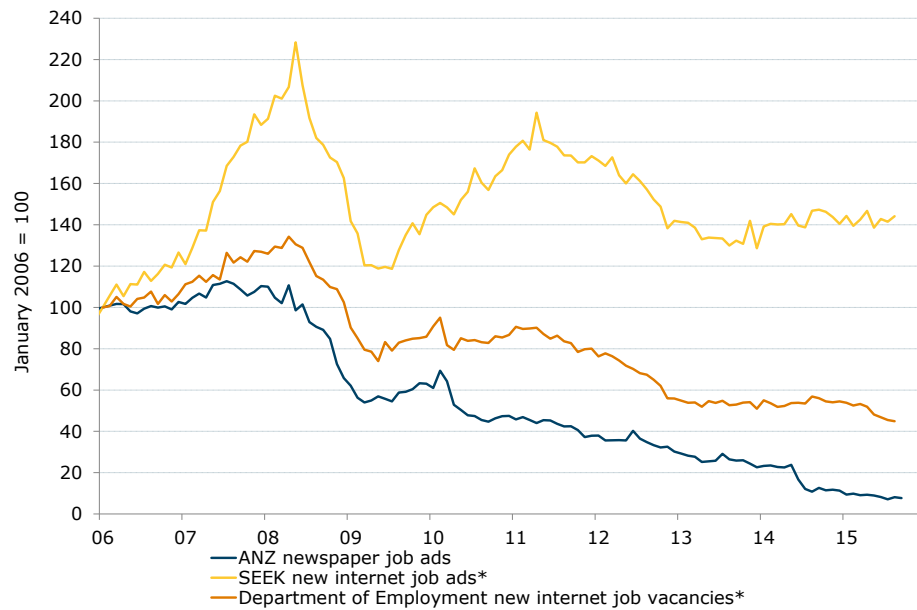
Source: Department of Employment, SEEK, ANZ Research

* Latest data are for August 2015

FIGURE 9. WESTERN AUSTRALIA

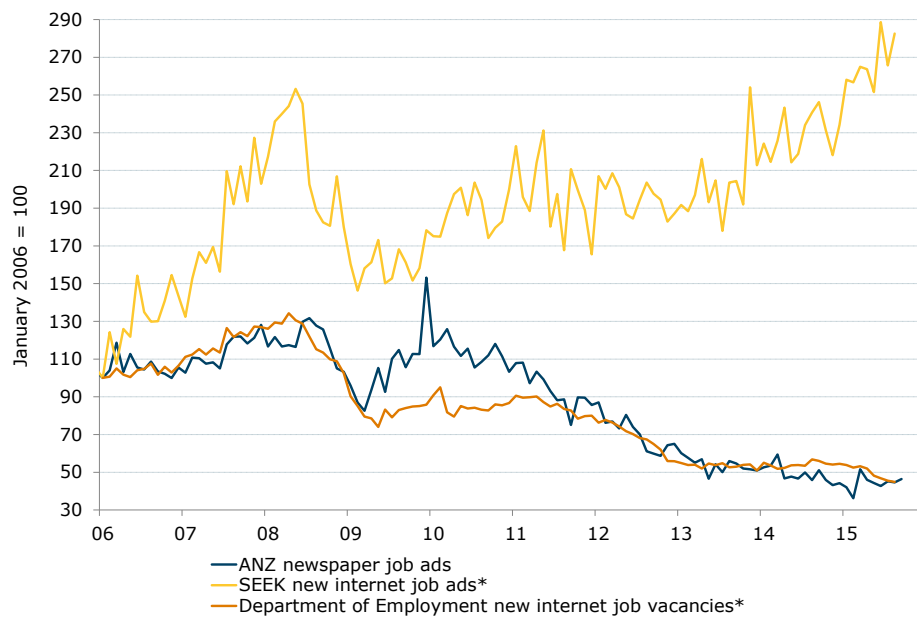
Source: Department of Employment, SEEK, ANZ Research

* Latest data are for August 2015

FIGURE 10. SOUTH AUSTRALIA

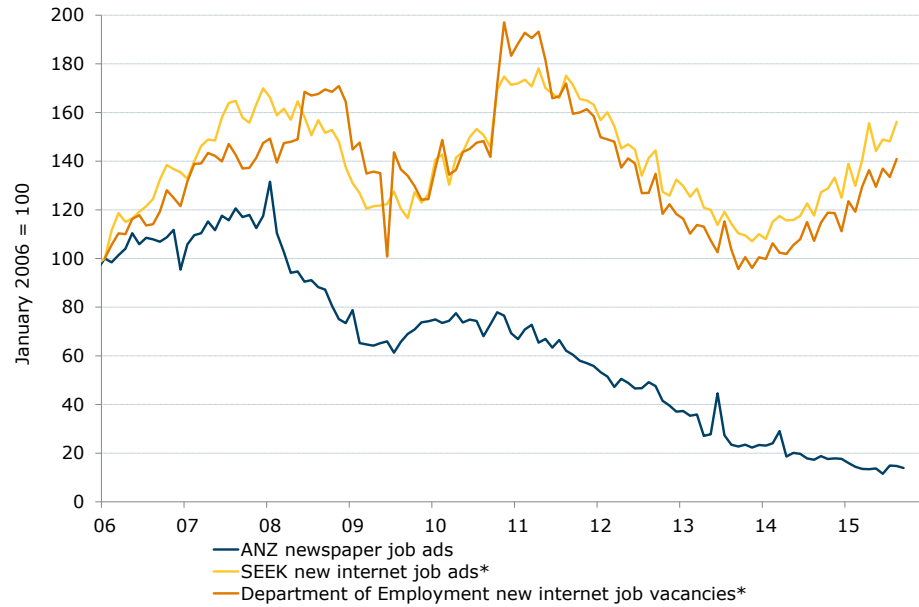
Source: Department of Employment, SEEK, ANZ Research

* Latest data are for August 2015

FIGURE 11. TASMANIA

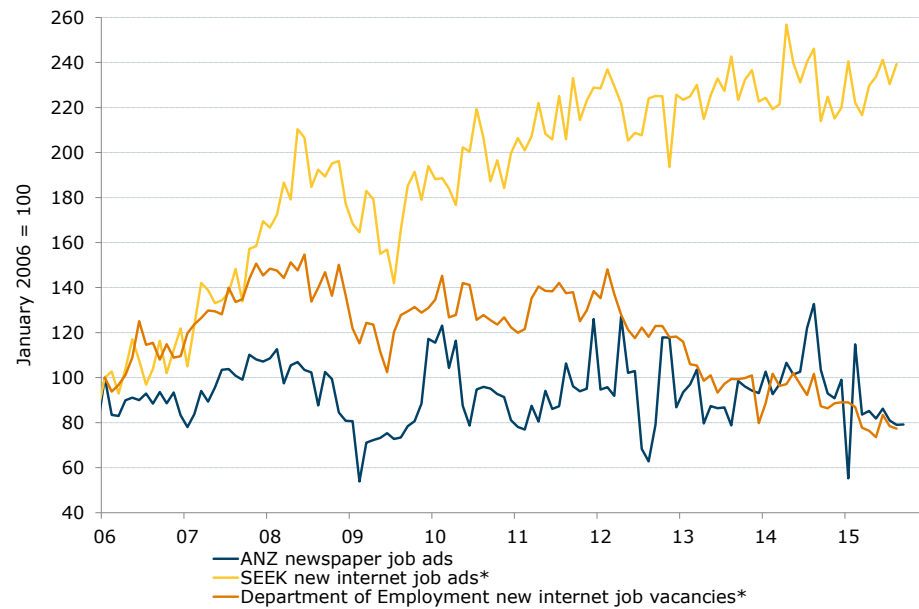
Source: Department of Employment, SEEK, ANZ Research

* Latest data are for August 2015

FIGURE 12. AUSTRALIAN CAPITAL TERRITORY

Source: Department of Employment, SEEK, ANZ Research

* Latest data are for August 2015

FIGURE 13. NORTHERN TERRITORY

Source: Department of Employment, SEEK, ANZ Research

* Latest data are for August 2015

TECHNICAL APPENDIX

The ANZ Job Advertisements 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.

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.

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