

## MEDIA RELEASE

For Release: 11:30am, Monday 6 August 2012

### JOB ADVERTISING FALLS 0.8% IN JULY

#### Highlights

- The number of job advertisements on the internet and in newspapers fell 0.8% in July after falling 1.1% in June. This was the fourth consecutive monthly fall and advertisements are now 9.1% below year-ago levels. In trend terms, total job advertisements fell 1.1% m/m in July.
- The number of job advertisements in newspapers fell 3.2% in July with over half of the fall in the Northern Territory that tends to have high monthly volatility. The trend in newspaper job advertising, nevertheless, remains in decline. Newspaper advertisements fell in all states and territories in the month except Victoria where job ads largely reversed the previous monthly decline. In trend terms, newspaper advertising is falling in all states except New South Wales and South Australia.
- The number of internet job advertisements fell 0.7% in July, after falling 1.0% in June. Internet job advertisements were 8.6% below year-earlier levels in July and have fallen for four consecutive months.

#### ANZ Head of Australian Economics and Property Research Ivan Colhoun said:

- The number of jobs advertised in Australian newspapers and online in July declined moderately for the fourth consecutive month. Newspaper job advertising fell more than Internet job advertisements - analysis of the trend for newspaper advertising remains difficult due to the ongoing shift to online advertising and company and aggregator jobs boards.
- Recent trends in job advertising continue to suggest that there has been a mild softening in overall labour demand in Australia, notwithstanding the strength of labour demand in the mining sector. Online advertisements have trended lower in all states and territories, including in WA, Queensland and the Northern Territory, the regions most exposed to the mining boom. Job advertising, however, does remain considerably stronger in these regions than in other states and the ACT, though advertising in NSW and SA continues to show some resilience.
- The ABS releases July labour force data on Thursday. Recent months' data have remained volatile clouding the assessment of the true trends for both employment growth and unemployment. The slight declining trend for job advertising in recent months together with a pick up in job losses due to restructuring and businesses' productivity initiatives is likely to be consistent with a slight further rise in the unemployment rate. ANZ forecasts 10,000 net new jobs to have been created in July (reversing part of the 27,000 drop recorded in June) and a further slight rise in the unemployment rate to 5.3%.
- The trend in employment growth and unemployment over coming months is expected to be important in the Reserve Bank's future deliberations on monetary policy. While the Bank is clearly happy to assess for the next few months the impact of recent interest rate reductions on the economy, we expect that later in the year, slower than desirable employment growth will allow modest further interest rate reductions.

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**Next release:** August 2012

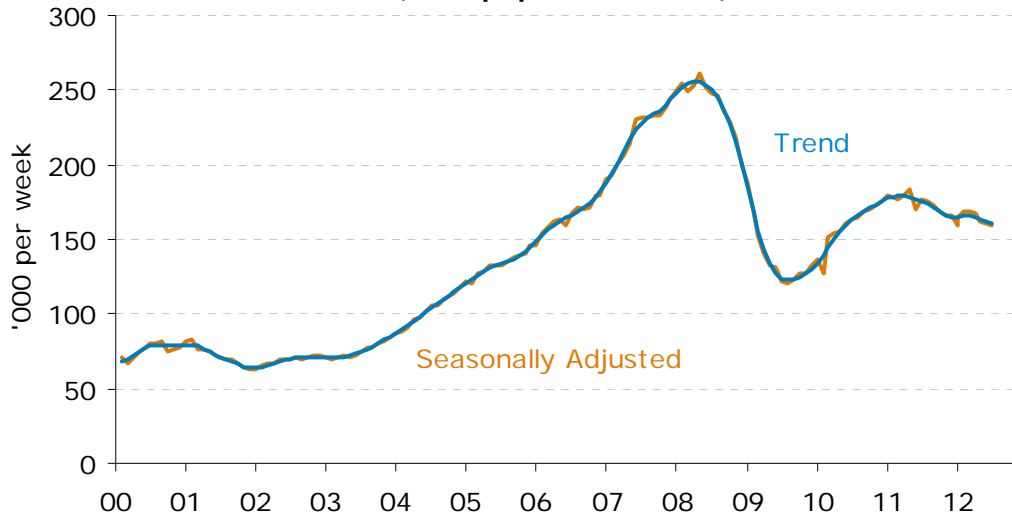
**Expected release date:** Monday 3 September 2012

**Note for editors:**

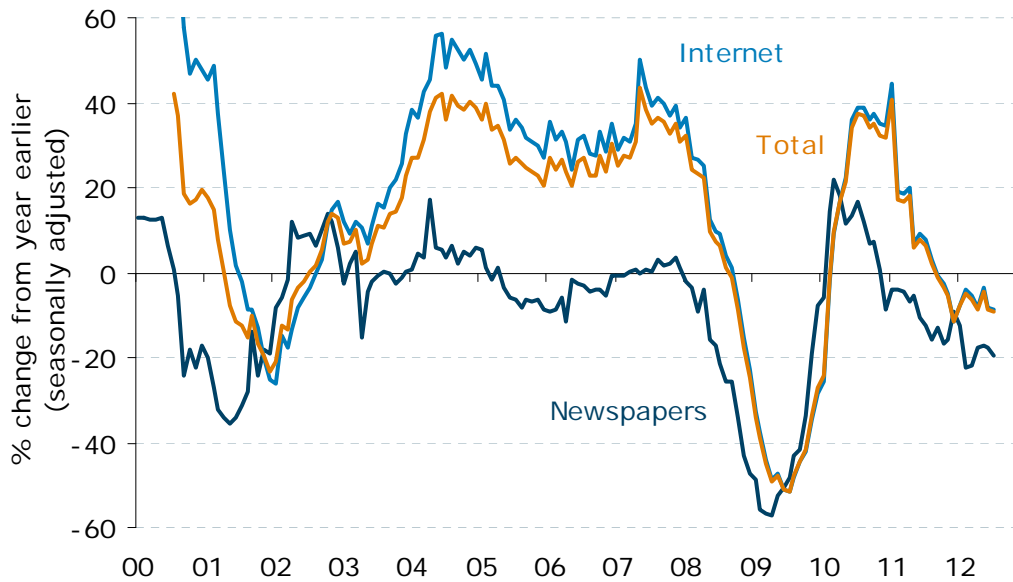
For some of the newspapers surveyed, the ANZ Job Advertisements series counts the number of advertisement 'bookings'. Each 'booking' may contain multiple advertisements. In addition, the ANZ series counts classified advertisements only, and does not include display advertisements. For these reasons, 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.

ANZ JOB ADVERTISEMENTS SERIES

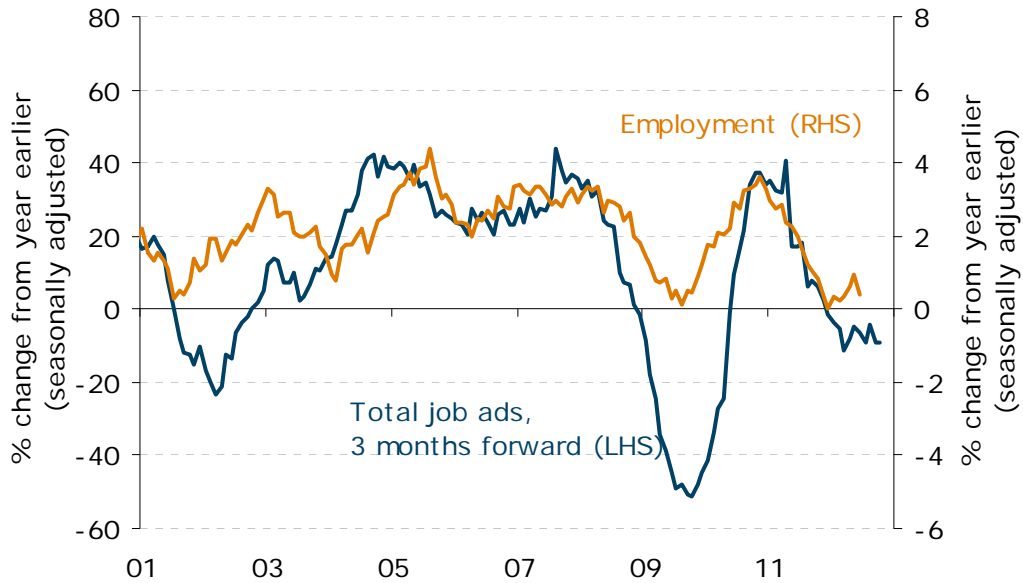
Australia - Total Job Ads  
(newspaper & internet)



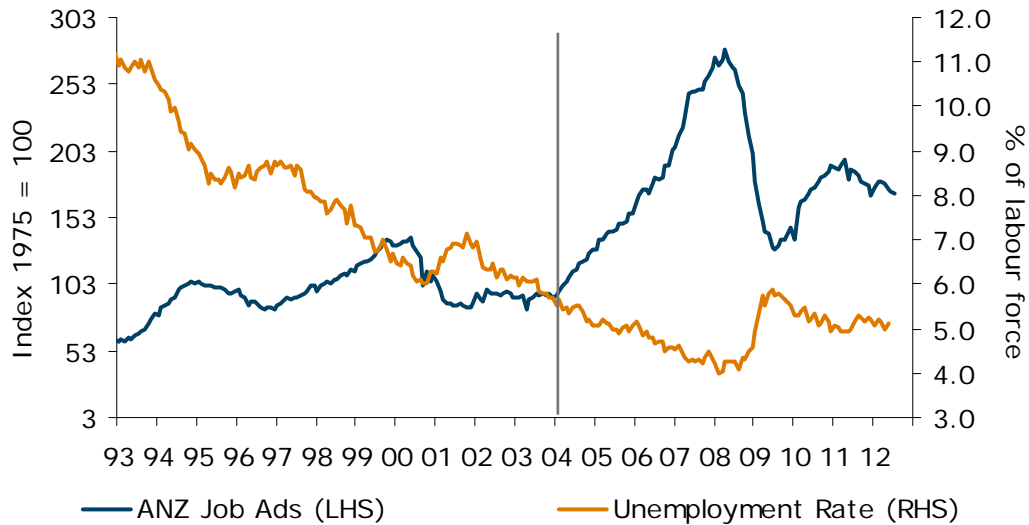
Change in newspaper, internet  
and total job advertisements



**Growth in total job advertisements and employment**



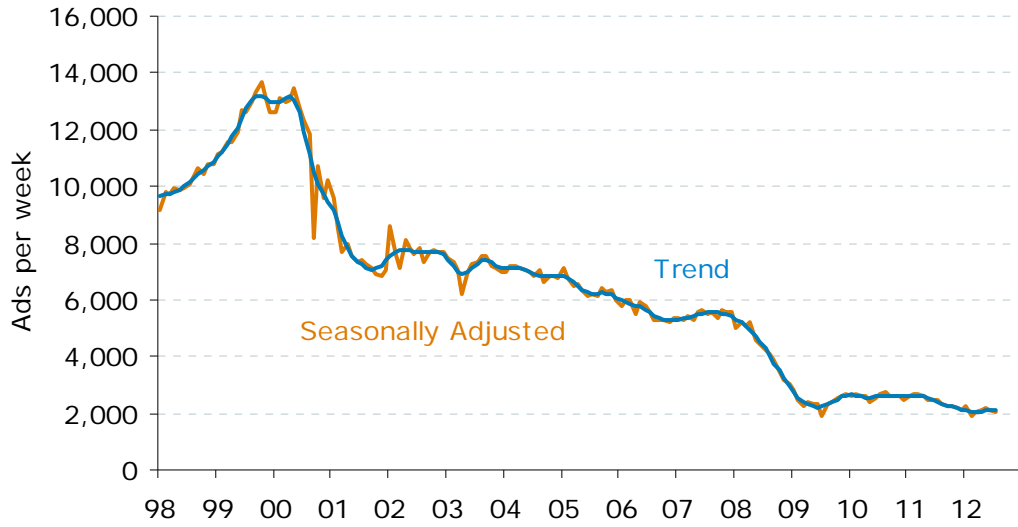
**Job advertisements and unemployment rate**



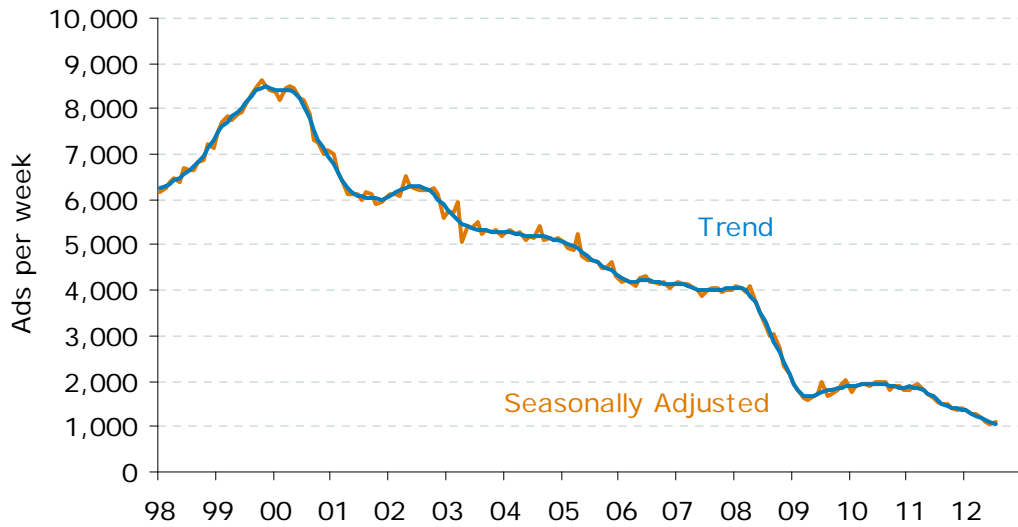
\* Newspaper Job Ads until 2004. Total Job Ads from 2004.

### State and Territory newspaper data

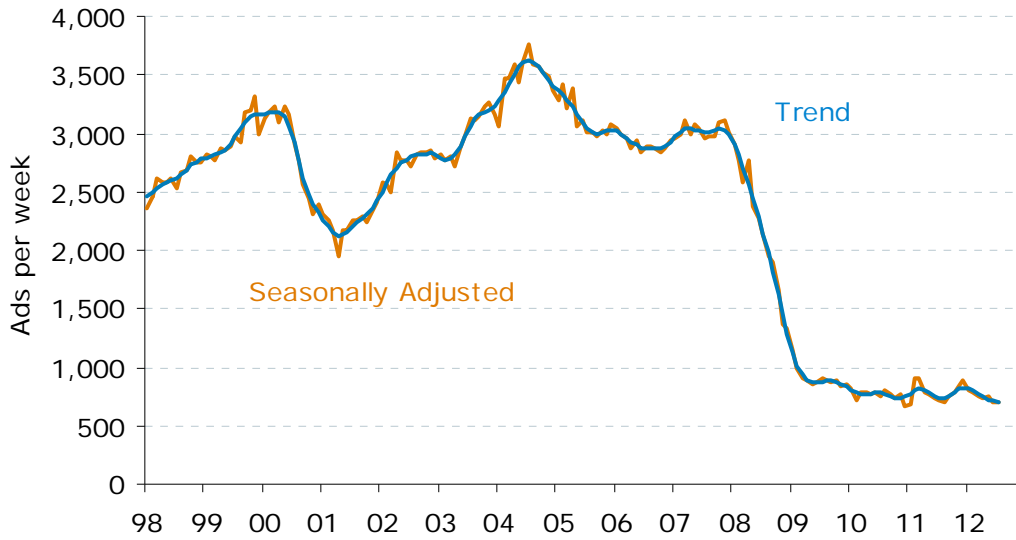
#### New South Wales



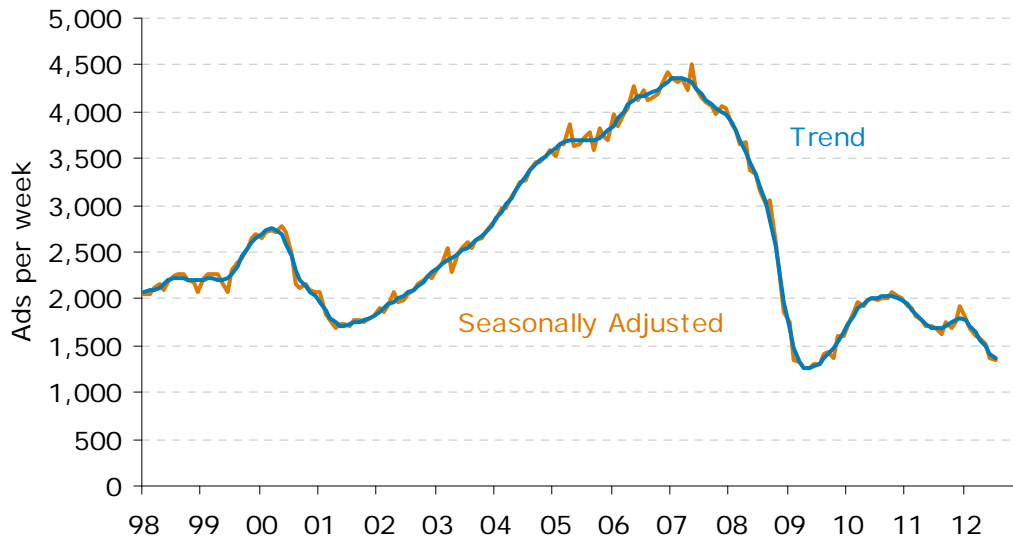
#### Victoria

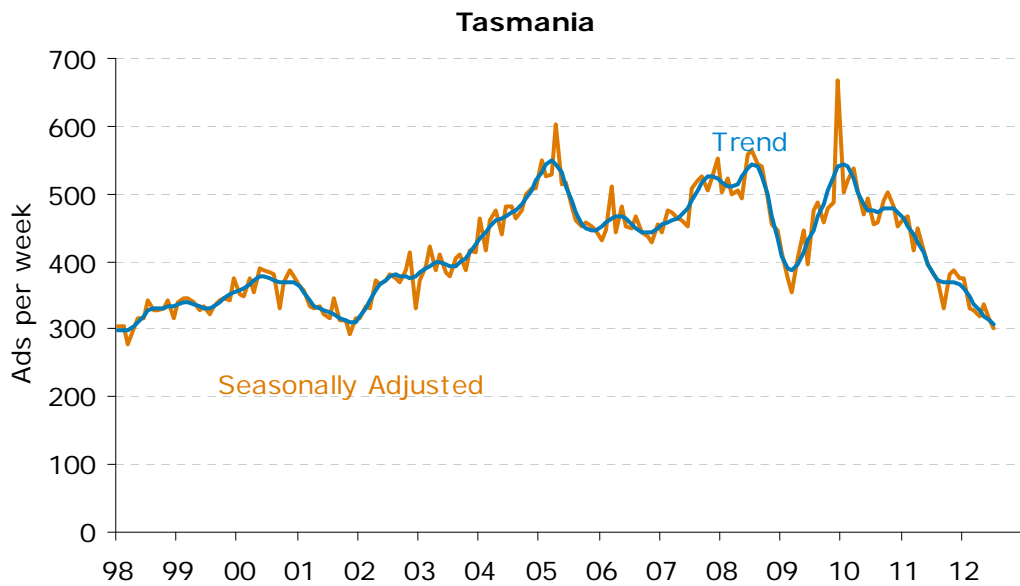
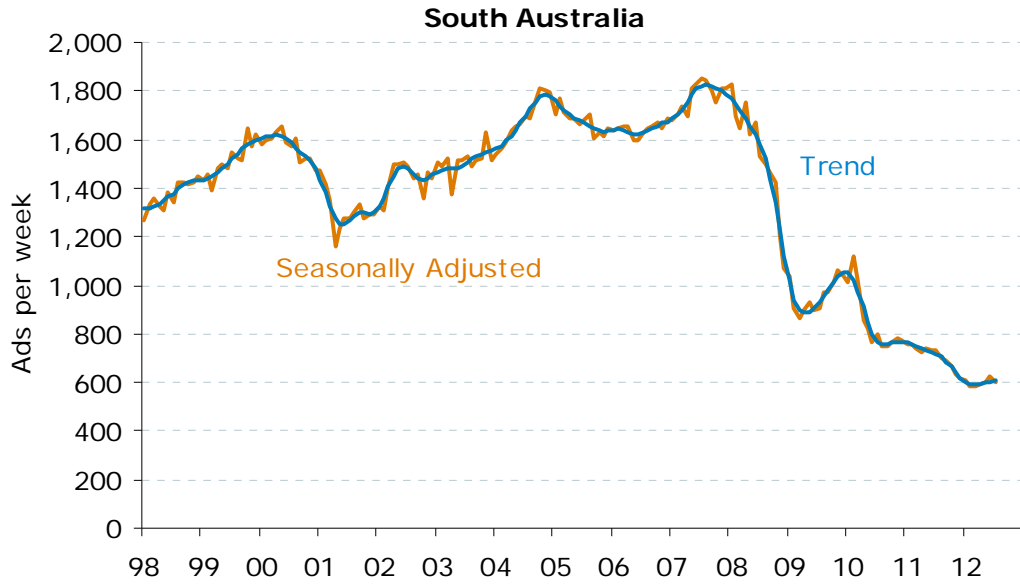


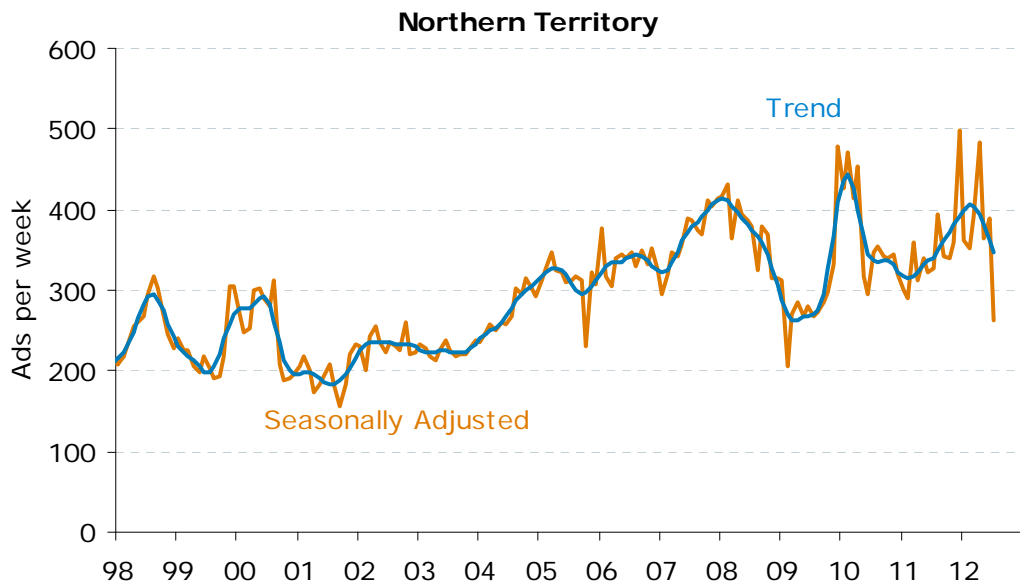
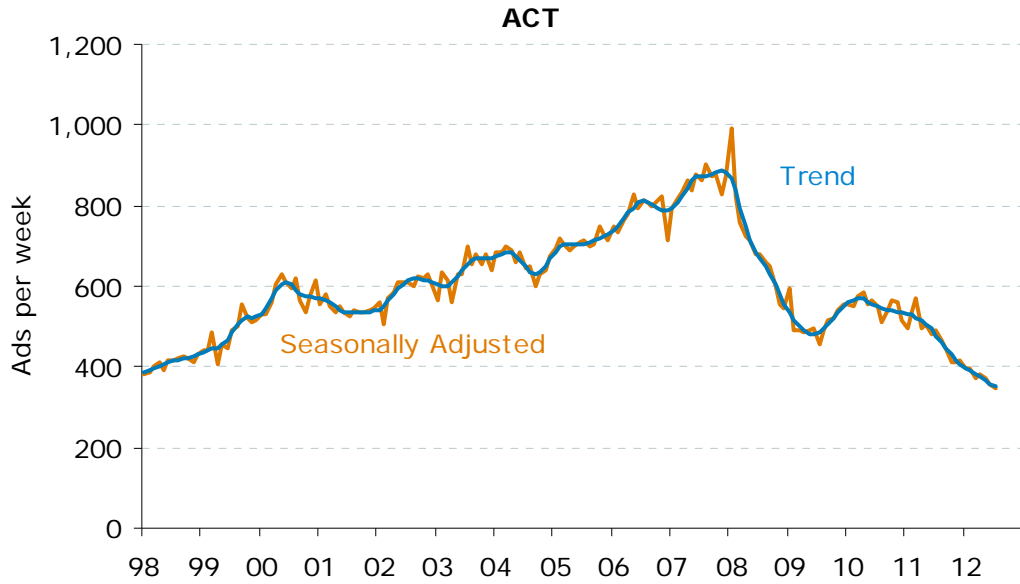
Queensland



Western Australia









**Table 1: Average total number of newspaper and internet job advertisements per week – Australia**

	Original		Seasonally adjusted (a)		Trend estimate (b)		
			P.c. change over		P.c. change over		
	Number	Number	Month	Year (c)	Number	Month	Year
<b>2007-08</b>	245,116			26.0			
<b>2008-09</b>	181,383			-26.0			
<b>2009-10</b>	139,637			-23.0			
<b>2010-11</b>	174,478			25.0			
<b>Jun 2010</b>	164,048	163,394	1.9	34.2	163,288	2.0	31.9
<b>Jul 2010</b>	167,307	164,797	0.9	37.4	165,794	1.5	35.1
<b>Aug 2010</b>	177,322	168,507	2.3	37.2	168,238	1.5	36.5
<b>Sep 2010</b>	185,362	170,725	1.3	33.9	170,956	1.6	37.0
<b>Oct 2010</b>	185,568	172,330	0.9	35.2	173,345	1.4	36.3
<b>Nov 2010</b>	182,824	175,673	1.9	32.4	175,594	1.3	34.6
<b>Dec 2010</b>	165,301	179,411	2.1	31.6	177,508	1.1	32.0
<b>Jan 2011</b>	144,270	178,607	-0.4	40.7	178,718	0.7	28.4
<b>Feb 2011</b>	178,493	176,858	-1.0	17.4	179,128	0.2	23.8
<b>Mar 2011</b>	183,115	179,790	1.7	16.9	178,882	-0.1	18.9
<b>Apr 2011</b>	175,046	183,398	2.0	18.3	178,086	-0.4	14.4
<b>May 2011</b>	172,321	169,994	-7.3	6.1	176,862	-0.7	10.5
<b>Jun 2011</b>	176,813	176,435	3.8	8.0	175,417	-0.8	7.4
<b>Jul 2011</b>	177,856	175,303	-0.6	6.4	173,603	-1.0	4.7
<b>Aug 2011</b>	181,230	172,154	-1.8	2.2	171,284	-1.3	1.8
<b>Sep 2011</b>	183,289	168,586	-2.1	-1.3	168,760	-1.5	-1.3
<b>Oct 2011</b>	178,958	166,392	-1.3	-3.4	166,514	-1.3	-3.9
<b>Nov 2011</b>	172,998	166,016	-0.2	-5.5	164,982	-0.9	-6.0
<b>Dec 2011</b>	146,036	159,014	-4.2	-11.4	164,478	-0.3	-7.3
<b>Jan 2012</b>	133,501	164,565	3.5	-7.9	165,027	0.3	-7.7
<b>Feb 2012</b>	169,759	168,190	2.2	-4.9	165,757	0.4	-7.5
<b>Mar 2012</b>	171,815	168,570	0.2	-6.2	165,944	0.1	-7.2
<b>Apr 2012</b>	159,218	167,024	-0.9	-8.9	165,269	-0.4	-7.2
<b>May 2012</b>	164,608	162,530	-2.7	-4.4	163,971	-0.8	-7.3
<b>Jun 2012</b>	161,102	160,727	-1.1	-8.9	162,480	-0.9	-7.4
<b>Jul 2012</b>	161,642	159,398	-0.8	-9.1	160,671	-1.1	-7.4

(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 newspaper job advertisements per week – Australia**

	Original		Seasonally adjusted (a)			Trend estimate (b)	
			P.c. change over			P.c. change over	
	Number	Number	Month	Year (c)	Number	Month	Year
<b>2007-08</b>	19,331			-3.5			
<b>2008-09</b>	11,192			-42.1			
<b>2009-10</b>	9,199			-17.8			
<b>2010-11</b>	9,203			0.0			
<b>Jun 2010</b>	8,882	9,440	2.4	13.4	9,483	-0.4	16.4
<b>Jul 2010</b>	9,520	9,551	1.2	16.5	9,470	-0.1	13.9
<b>Aug 2010</b>	10,383	9,587	0.4	11.9	9,455	-0.2	10.9
<b>Sep 2010</b>	10,671	9,289	-3.1	6.8	9,428	-0.3	7.6
<b>Oct 2010</b>	10,871	9,502	2.3	7.3	9,382	-0.5	3.9
<b>Nov 2010</b>	10,296	9,445	-0.6	0.5	9,332	-0.5	0.2
<b>Dec 2010</b>	5,855	9,054	-4.1	-8.7	9,295	-0.4	-2.6
<b>Jan 2011</b>	7,830	9,049	0.0	-4.0	9,270	-0.3	-4.3
<b>Feb 2011</b>	10,620	9,423	4.1	-3.8	9,228	-0.5	-5.1
<b>Mar 2011</b>	9,807	9,395	-0.3	-4.4	9,134	-1.0	-5.6
<b>Apr 2011</b>	7,922	8,977	-4.5	-6.9	8,980	-1.7	-6.4
<b>May 2011</b>	8,780	8,707	-3.0	-5.6	8,775	-2.3	-7.9
<b>Jun 2011</b>	7,887	8,438	-3.1	-10.6	8,532	-2.8	-10.0
<b>Jul 2011</b>	8,318	8,345	-1.1	-12.6	8,304	-2.7	-12.3
<b>Aug 2011</b>	8,763	8,081	-3.2	-15.7	8,154	-1.8	-13.8
<b>Sep 2011</b>	9,329	8,091	0.1	-12.9	8,082	-0.9	-14.3
<b>Oct 2011</b>	9,037	7,902	-2.3	-16.8	8,038	-0.5	-14.3
<b>Nov 2011</b>	8,661	7,936	0.4	-16.0	7,982	-0.7	-14.5
<b>Dec 2011</b>	4,853	8,232	3.7	-9.1	7,896	-1.1	-15.0
<b>Jan 2012</b>	7,547	7,926	-3.7	-12.4	7,773	-1.6	-16.1
<b>Feb 2012</b>	8,256	7,309	-7.8	-22.4	7,615	-2.0	-17.5
<b>Mar 2012</b>	7,646	7,334	0.4	-21.9	7,438	-2.3	-18.6
<b>Apr 2012</b>	6,525	7,376	0.6	-17.8	7,260	-2.4	-19.2
<b>May 2012</b>	7,240	7,196	-2.4	-17.4	7,108	-2.1	-19.0
<b>Jun 2012</b>	6,510	6,960	-3.3	-17.5	6,969	-2.0	-18.3
<b>Jul 2012</b>	6,718	6,734	-3.2	-19.3	6,868	-1.4	-17.3

(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. 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.

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

Table 3: Average number of newspaper job advertisements per week - States and Territories

	Original		Seasonally adjusted		Trend estimate		
	Number	Number	P.c. change over		Number	P.c. change over	
			Month	Year		Month	Year
<b>New South Wales</b>							
Feb 2012	2,114	1,884	-15.2	-29.4	2,063	-1.0	-21.1
Mar 2012	2,147	2,039	8.2	-23.0	2,062	0.0	-21.1
Apr 2012	1,800	2,093	2.7	-20.6	2,074	0.6	-19.9
May 2012	2,196	2,160	3.2	-13.5	2,090	0.8	-17.8
Jun 2012	1,997	2,128	-1.5	-13.2	2,104	0.7	-15.1
Jul 2012	2,121	2,071	-2.7	-15.2	2,112	0.4	-12.2
<b>Victoria</b>							
Feb 2012	1,478	1,292	-5.3	-31.3	1,299	-3.3	-30.6
Mar 2012	1,318	1,273	-1.5	-34.3	1,246	-4.1	-32.6
Apr 2012	1,066	1,186	-6.8	-34.5	1,190	-4.5	-33.9
May 2012	1,128	1,107	-6.7	-36.2	1,140	-4.2	-34.3
Jun 2012	1,021	1,063	-4.0	-34.6	1,098	-3.7	-33.6
Jul 2012	1,139	1,105	4.0	-28.5	1,068	-2.8	-32.2
<b>Queensland</b>							
Feb 2012	825	785	-3.2	-14.1	796	-2.6	-0.8
Mar 2012	761	746	-5.0	-17.2	769	-3.4	-5.8
Apr 2012	630	733	-1.8	-6.6	744	-3.2	-8.0
May 2012	743	750	2.4	-2.0	726	-2.5	-7.3
Jun 2012	656	708	-5.6	-3.5	711	-2.1	-5.2
Jul 2012	687	694	-1.9	-4.3	702	-1.3	-3.6
<b>South Australia</b>							
Feb 2012	679	581	-4.4	-23.2	593	-1.5	-21.4
Mar 2012	622	581	-0.1	-21.8	591	-0.2	-20.7
Apr 2012	515	591	1.8	-18.4	594	0.5	-19.5
May 2012	589	601	1.7	-18.5	599	0.8	-18.3
Jun 2012	579	627	4.3	-14.0	604	0.8	-17.0
Jul 2012	579	601	-4.2	-18.0	609	0.8	-15.3

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).

## Average number of newspaper job advertisements per week - States and Territories

	Original		Seasonally adjusted		Trend estimate		
	Number	Number	P.c. change over		Number	P.c. change over	
			Month	Year		Month	Year
<b>Western Australia</b>							
Feb 2012	1,957	1,691	-5.4	-11.4	1,718	-2.9	-9.0
Mar 2012	1,718	1,602	-5.3	-12.2	1,644	-4.3	-10.1
Apr 2012	1,430	1,588	-0.9	-10.1	1,561	-5.0	-12.0
May 2012	1,477	1,507	-5.1	-12.0	1,487	-4.8	-14.0
Jun 2012	1,247	1,378	-8.5	-19.1	1,419	-4.5	-16.3
Jul 2012	1,289	1,353	-1.8	-20.3	1,371	-3.4	-18.4
<b>Tasmania</b>							
Feb 2012	360	330	-12.0	-29.5	349	-3.1	-22.8
Mar 2012	318	329	-0.4	-20.8	337	-3.5	-23.7
Apr 2012	271	319	-3.1	-28.8	326	-3.0	-23.8
May 2012	328	336	5.5	-19.2	319	-2.2	-22.7
Jun 2012	286	313	-6.7	-20.6	313	-1.9	-20.8
Jul 2012	291	302	-3.5	-20.6	309	-1.5	-18.9
<b>ACT</b>							
Feb 2012	470	395	-0.1	-26.6	391	-1.7	-26.0
Mar 2012	392	374	-5.3	-34.2	383	-1.9	-26.7
Apr 2012	349	382	2.2	-23.0	375	-2.3	-27.5
May 2012	380	370	-3.1	-26.7	366	-2.3	-27.9
Jun 2012	330	355	-4.2	-26.0	358	-2.2	-27.5
Jul 2012	346	345	-2.8	-29.9	352	-1.7	-26.2
<b>Northern Territory</b>							
Feb 2012	375	351	-3.3	21.3	407	1.6	28.9
Mar 2012	369	392	11.6	9.2	405	-0.3	27.6
Apr 2012	465	484	23.6	55.2	395	-2.5	22.2
May 2012	401	365	-24.6	7.8	381	-3.7	14.9
Jun 2012	394	389	6.6	20.5	361	-5.2	7.4
Jul 2012	267	263	-32.5	-19.8	346	-4.1	1.7

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).

**Table 4: Average number of internet job advertisements per week – Australia**

	Original		Seasonally adjusted		Trend estimate		
			P.c. change over		P.c. change over		
	Number	Number	Month	Year (a)	Number	Month	Year
<b>2007-08</b>	225,785			29.4			
<b>2008-09</b>	170,191			-24.6			
<b>2009-10</b>	130,437			-23.4			
<b>2010-11</b>	165,275			26.7			
<b>Jun 2010</b>	155,166	153,954	1.9	35.8	153,806	2.2	33.0
<b>Jul 2010</b>	157,787	155,246	0.8	38.9	156,324	1.6	36.6
<b>Aug 2010</b>	166,939	158,921	2.4	39.0	158,782	1.6	38.4
<b>Sep 2010</b>	174,692	161,436	1.6	35.9	161,528	1.7	39.2
<b>Oct 2010</b>	174,697	162,828	0.9	37.3	163,962	1.5	38.8
<b>Nov 2010</b>	172,529	166,228	2.1	34.9	166,262	1.4	37.3
<b>Dec 2010</b>	159,446	170,357	2.5	34.8	168,213	1.2	34.7
<b>Jan 2011</b>	136,440	169,557	-0.5	44.2	169,448	0.7	30.8
<b>Feb 2011</b>	167,873	167,435	-1.3	18.8	169,901	0.3	25.9
<b>Mar 2011</b>	173,309	170,395	1.8	18.4	169,747	-0.1	20.6
<b>Apr 2011</b>	167,124	174,421	2.4	20.0	169,106	-0.4	15.8
<b>May 2011</b>	163,541	161,287	-7.5	6.8	168,087	-0.6	11.7
<b>Jun 2011</b>	168,926	167,996	4.2	9.1	166,885	-0.7	8.5
<b>Jul 2011</b>	169,538	166,958	-0.6	7.5	165,299	-1.0	5.7
<b>Aug 2011</b>	172,466	164,073	-1.7	3.2	163,129	-1.3	2.7
<b>Sep 2011</b>	173,960	160,495	-2.2	-0.6	160,678	-1.5	-0.5
<b>Oct 2011</b>	169,921	158,491	-1.2	-2.7	158,476	-1.4	-3.3
<b>Nov 2011</b>	164,337	158,080	-0.3	-4.9	156,999	-0.9	-5.6
<b>Dec 2011</b>	141,183	150,782	-4.6	-11.5	156,582	-0.3	-6.9
<b>Jan 2012</b>	125,955	156,639	3.9	-7.6	157,253	0.4	-7.2
<b>Feb 2012</b>	161,503	160,881	2.7	-3.9	158,142	0.6	-6.9
<b>Mar 2012</b>	164,169	161,236	0.2	-5.4	158,506	0.2	-6.6
<b>Apr 2012</b>	152,693	159,648	-1.0	-8.5	158,009	-0.3	-6.6
<b>May 2012</b>	157,368	155,335	-2.7	-3.7	156,863	-0.7	-6.7
<b>Jun 2012</b>	154,592	153,767	-1.0	-8.5	155,511	-0.9	-6.8
<b>Jul 2012</b>	154,924	152,664	-0.7	-8.6	153,803	-1.1	-7.0

(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, Employment and Workplace Relations (DEWR) Australian JobSearch site, jobsearch.gov.au.

## 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.

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