MEDIA RELEASE

For release: Tuesday 6 August 2013

JOB ADVERTISING DECLINED MODERATELY IN JULY

Highlights

- Job advertisements declined 1.1% m/m in July after falling 1.6% m/m in June. Job ads have now declined for five consecutive months to be almost 8% lower than in February. However, the pace of monthly decline in overall job advertising over the past three months has moderated in seasonally-adjusted terms. However, job ads remained 19% below year-ago levels in July and just 8% higher than the lowest level reached during the Global Financial Crisis.
- Internet job advertisements fell 0.9% m/m in July, while newspaper job advertisements fell more sharply, down around 6.8% m/m. Recent structural changes in the job advertising market have impacted on newspaper job advertising in some states this month but do not appear to have affected the number of internet job advertisements in July (see below).
- In trend terms, the rate of decline in newspaper job advertising in all states except the Northern Territory has slowed over the past few months. The improvement in trend newspaper job advertising has been most notable in South Australia, Queensland, NSW and ACT. In fact, newspaper job advertising in South Australia modestly increased in trend terms in July for the first time since May last year. Trends in newspaper job advertising in Victoria and Western Australia remained the weakest of all states.

ANZ's Australian Chief Economist Ivan Colhoun said:

- Job advertising continued to decline moderately in July, with the number of jobs advertised in newspapers and on the internet declining 1.1% in the month. This was the fifth consecutive monthly decline and left the series around 18% below year–ago levels, though a number of structural changes in advertising this month (see below), mean the 1.1% decline likely slightly overstates the actual decline in job advertising in the month. Abstracting from these effects, the continuing trend decline in advertising is consistent, unfortunately, with a further modest rise in the unemployment rate over coming months.

- This month's numbers, especially the newspaper job advertising trends in a number of states, have been affected by continuing structural change in the job advertising market. From 1 July, MyCareer, the job search site of the Fairfax Group moved to free job advertising. This had a noticeable effect on newspaper job advertisements in the Sydney Morning Herald and Age newspapers in the month and contributed to large seasonally-adjusted declines in newspaper advertising in both NSW (-9.6% m/m) and Victoria (-10.9% m/m). There was no noticeable impact on advertising volumes in either the NSW Daily Telegraph or the Victorian Herald Sun, the other newspapers included in the ANZ job ads count for these states.

- Internet job advertising, which is now the predominant form of advertising for jobs in Australia and accounts for around 95% of all job advertisements in the ANZ job ads series, has also been somewhat affected by the change. However, the main internet component of the ANZ job ads series, data from the market-leading SEEK job site, does not seem to have been affected in July. There does appear to have been an increase in the number of jobs advertised on the MyCareer site, which ANZ tracks but for reasons of duplication does not include in the data. ANZ will continue to monitor the trends in each of these sub-components potentially affected by the latest developments in the advertising market, but remains confident in the assessment that the July data suggests another modest decline in job advertising in Australia.

- In terms of trends in job advertising in other states not affected by the substantial changes, the most noteworthy development remains continuing weakness in job advertising in WA, with a further 4.2% decline in newspaper job ads in the month. Job advertising in WA is now nearly 45% below the levels of a year ago, consistent with weaker demand for labour in the mining sector. And as warned last month, the over 60% rise in newspaper job advertising in Canberra in June was reversed, with ads declining 42% in July.

- The ABS releases the July labour market report on Thursday. ANZ expects a slight fall in the unemployment rate to 5.6% and that around 10,000 new jobs were created in July. We will continue to look for signs that employment growth in NSW is recovering as has been the case in recent months.

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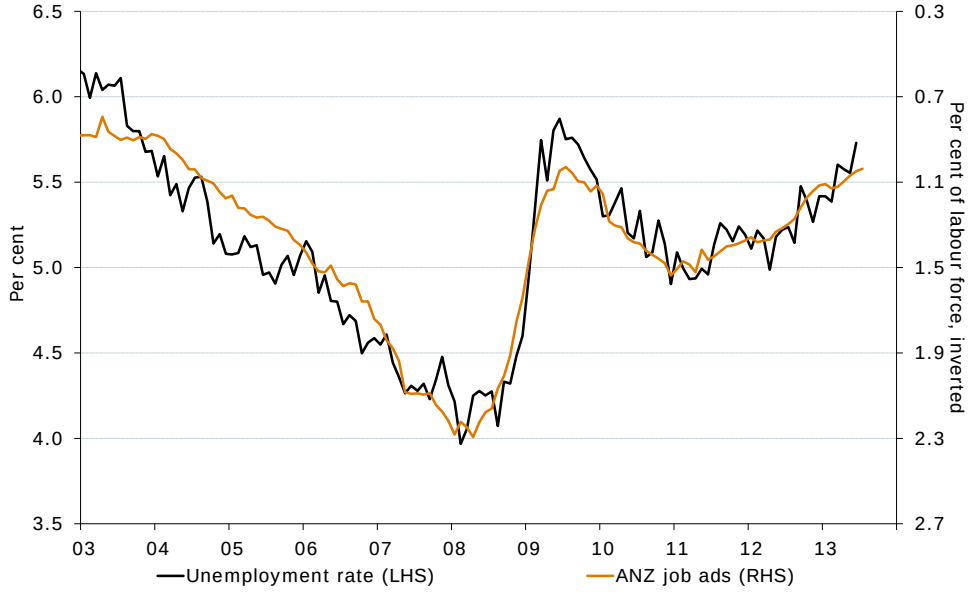
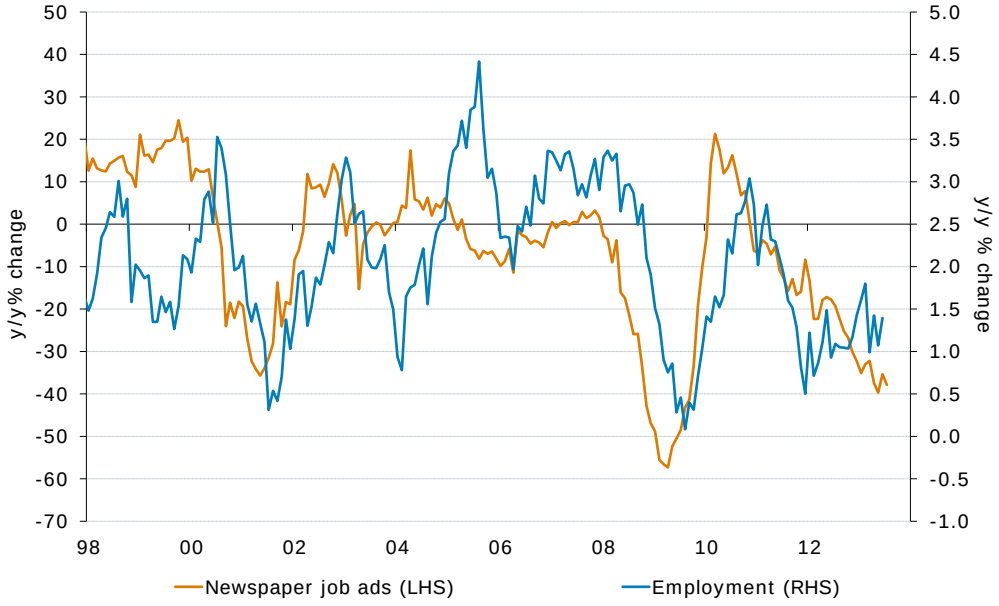
Next release: August 2013

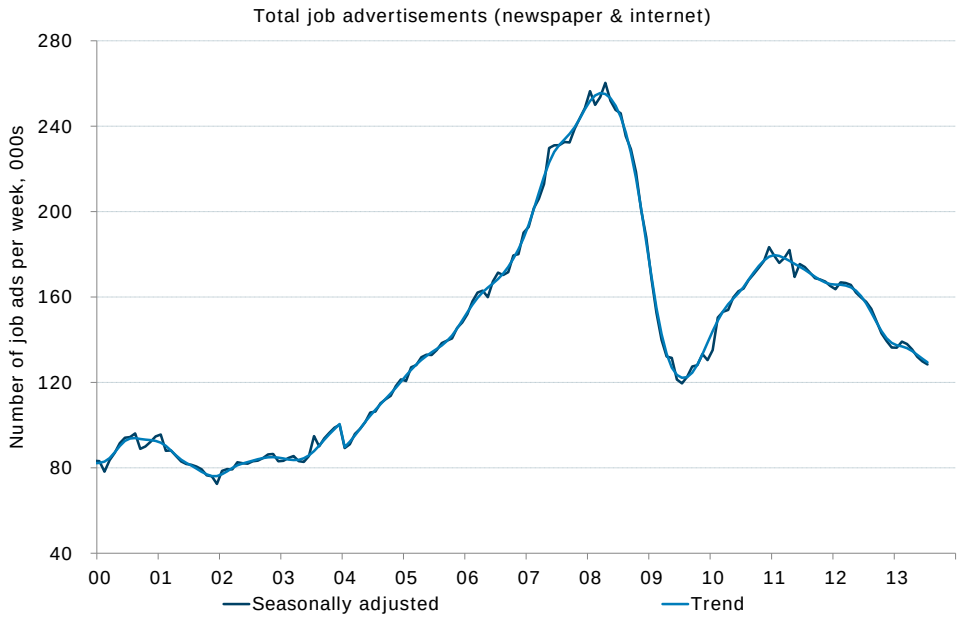
Expected release date: Monday 9 September 2013

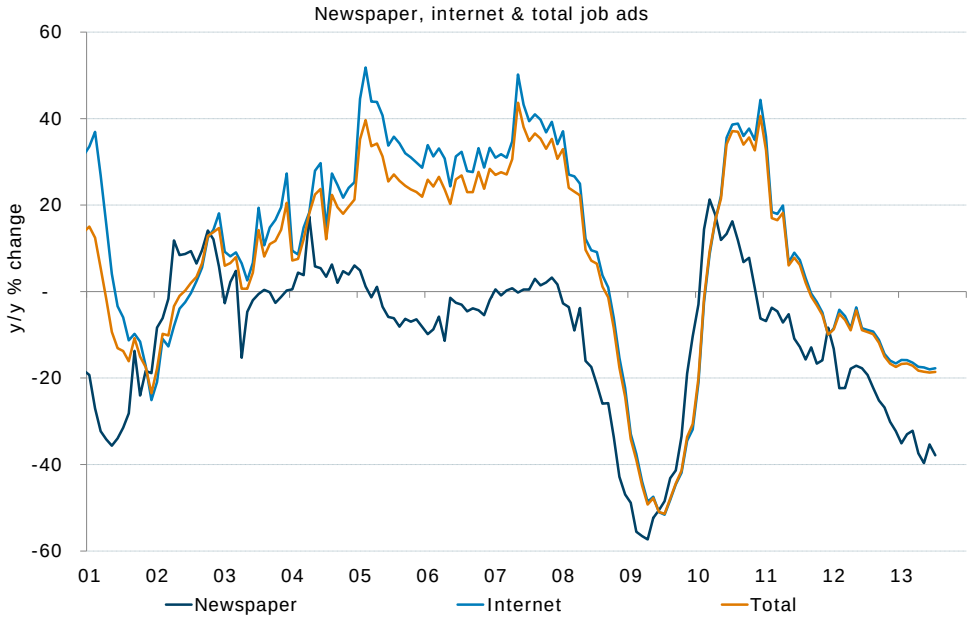
Note for editors:
For some of the newspapers surveyed, the ANZ Job Advertisements series counts the number of advertisement 'bookings'. Each 'booking' may contain multiple advertisements. In addition, the ANZ series counts classified advertisements only, and does not include display advertisements. For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

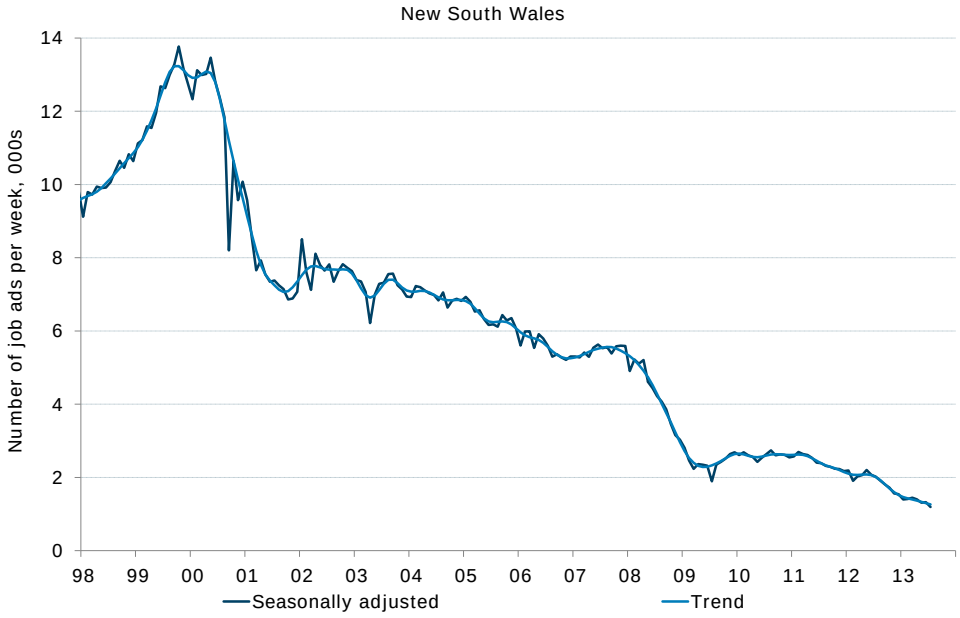


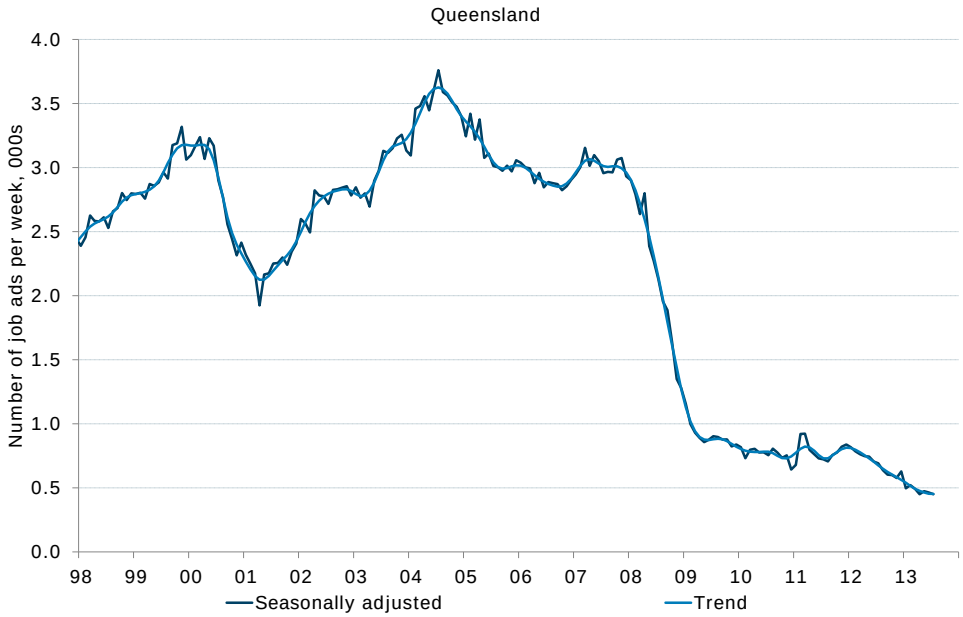


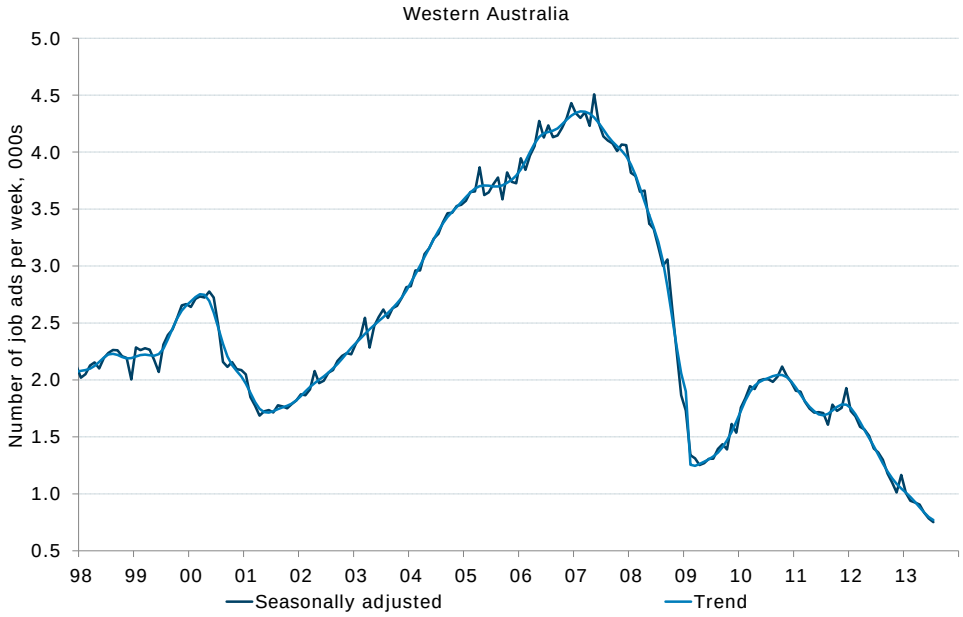

Total job advertisements (newspaper & internet)
Number of job ads per week, 000s
280
240
200
160
120
80
40
00
01
02
03
04
05
06
07
08
09
10
11
12
13
Seasonally adjusted
Trend


Newspaper, internet & total job ads
y/y % change
60
40
20
-
-20
-40
-60
01
02
03
04
05
06
07
08
09
10
11
12
13
Newspaper
Internet
Total

State & territory newspaper data




Queensland
Number of job ads per week, 000s
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
98
99
00
01
02
03
04
05
06
07
08
09
10
11
12
13
Seasonally adjusted
Trend


Western Australia
Number of job ads per week, 000s
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
98
99
00
01
02
03
04
05
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07
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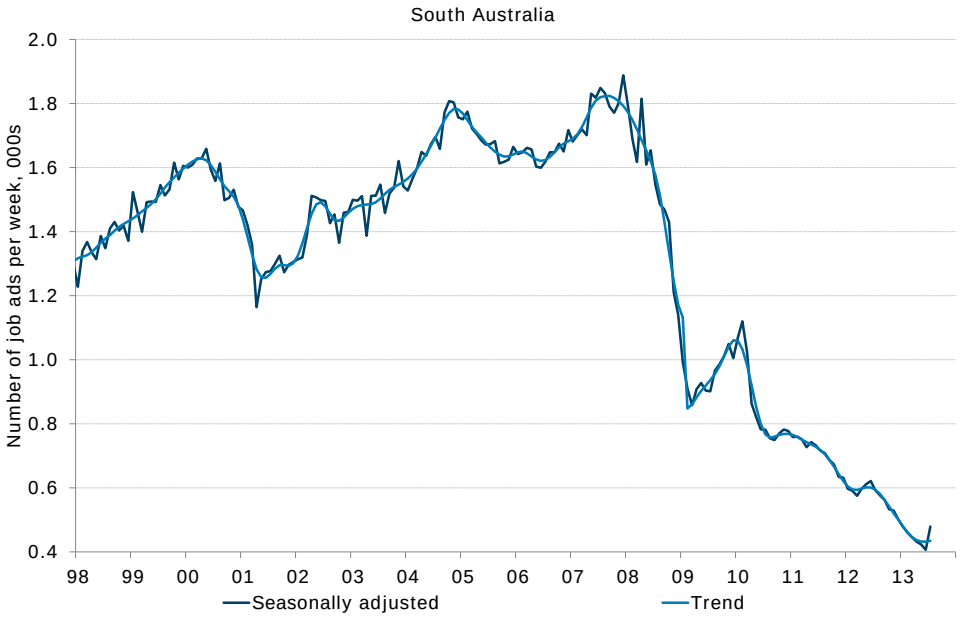
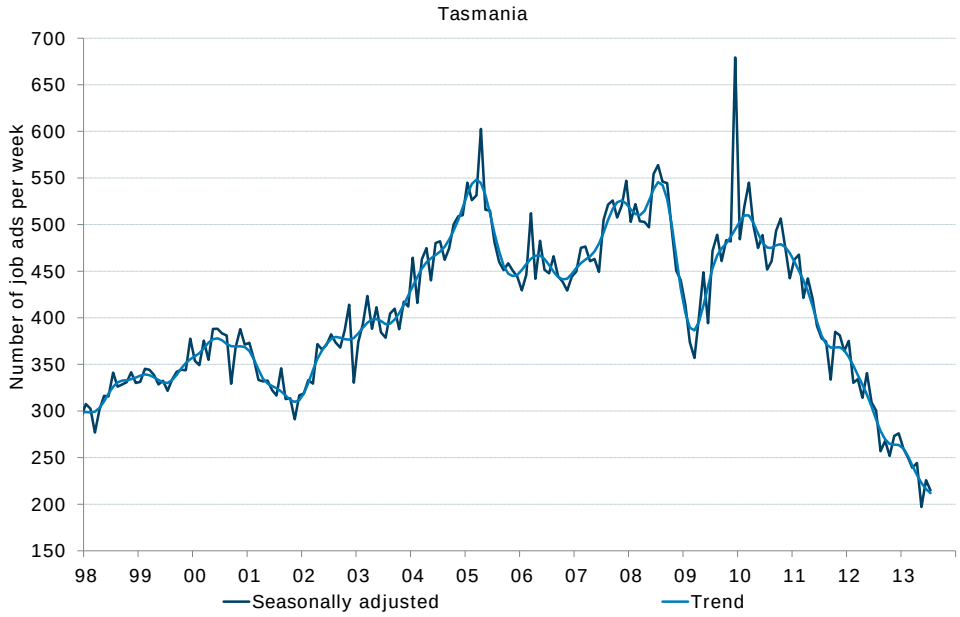
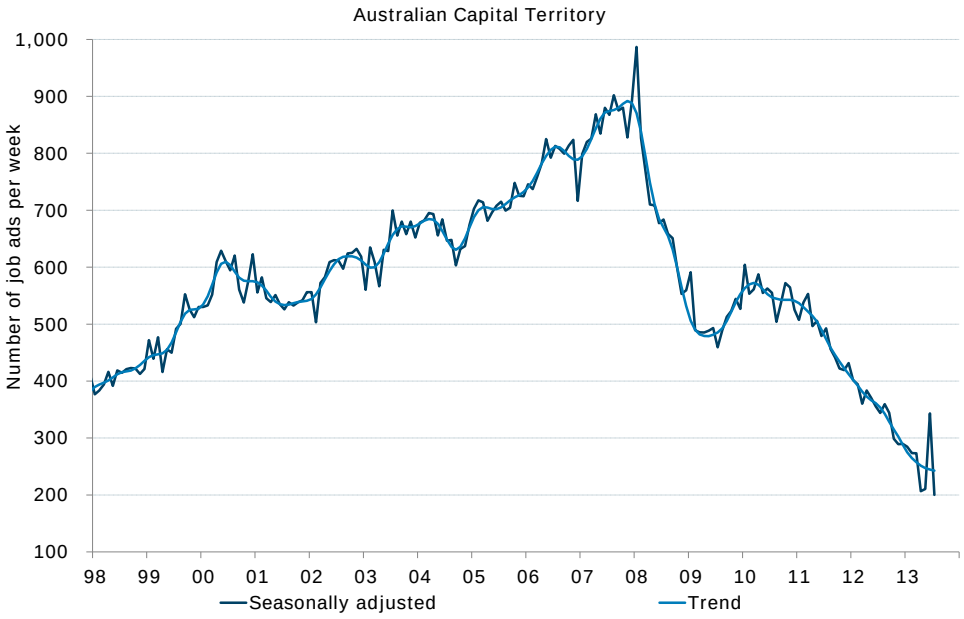
09
10
11
12
13
Seasonally adjusted
Trend


South Australia
Number of job ads per week, 000s
2.0
1.8
1.6
1.4
1.2
1.0
0.8
0.6
0.4
98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13
Seasonally adjusted
Trend


Tasmania
Number of job ads per week
700
650
600
550
500
450
400
350
300
250
200
150
98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13
Seasonally adjusted
Trend


Australian Capital Territory
Number of job ads per week
1,000
900
800
700
600
500
400
300
200
100
98
99
00
01
02
03
04
05
06
07
08
09
10
11
12
13
Seasonally adjusted
Trend

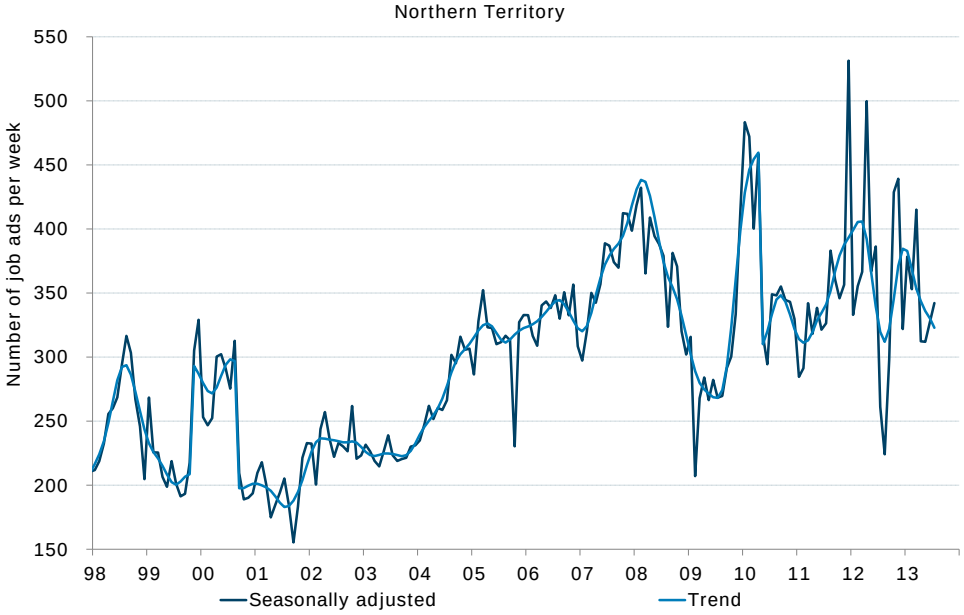

Northern Territory
Number of job ads per week
550
500
450
400
350
300
250
200
150
98
99
00
01
02
03
04
05
06
07
08
09
10
11
12
13
Seasonally adjusted
Trend

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
2007-08	245,069	245,558		26.1	245,997		26.6
2008-09	186,721	185,719		-26.6	185,405		-26.7
2009-10	137,328	137,603		-22.5	139,218		-21.7
2010-11	174,266	174,678		25.1	174,924		23.9
2011-12	166,698	166,610		-4.7	166,600		-4.7
2012-13	141,111	140,859		-15.5	140,845		-15.5
Jun 2011	176,813	175,447	3.6	7.9	174,130	-0.8	7.6
Jul 2011	177,856	174,012	-0.8	6.1	172,741	-0.8	4.9
Aug 2011	181,229	171,374	-1.5	2.0	171,140	-0.9	1.8
Sep 2011	183,289	168,801	-1.5	-1.1	169,498	-1.0	-1.2
Oct 2011	178,958	168,174	-0.4	-3.2	168,008	-0.9	-3.7
Nov 2011	172,998	167,246	-0.6	-5.4	166,806	-0.7	-5.8
Dec 2011	146,036	165,120	-1.3	-9.9	166,041	-0.5	-7.2
Jan 2012	133,502	163,657	-0.9	-8.8	165,844	-0.1	-7.6
Feb 2012	169,759	166,830	1.9	-5.2	165,738	-0.1	-7.5
Mar 2012	171,815	166,563	-0.2	-6.6	165,396	-0.2	-7.2
Apr 2012	159,218	165,693	-0.5	-9.0	164,562	-0.5	-7.0
May 2012	164,608	162,057	-2.2	-4.3	162,978	-1.0	-7.1
Jun 2012	161,102	159,794	-1.4	-8.9	160,455	-1.5	-7.9
Jul 2012	161,438	157,715	-1.3	-9.4	156,992	-2.2	-9.1
Aug 2012	163,456	154,487	-2.0	-9.9	152,780	-2.7	-10.7
Sep 2012	161,361	148,797	-3.7	-11.9	148,263	-3.0	-12.5
Oct 2012	151,765	142,958	-3.9	-15.0	144,012	-2.9	-14.3
Nov 2012	144,240	139,403	-2.5	-16.6	140,647	-2.3	-15.7
Dec 2012	123,027	136,344	-2.2	-17.4	138,486	-1.5	-16.6
Jan 2013	108,705	136,262	-0.1	-16.7	137,400	-0.8	-17.2
Feb 2013	141,577	139,104	2.1	-16.6	136,830	-0.4	-17.4
Mar 2013	142,349	138,012	-0.8	-17.1	136,047	-0.6	-17.7
Apr 2013	130,510	135,403	-1.9	-18.3	134,674	-1.0	-18.2
May 2013	133,956	131,988	-2.5	-18.6	132,901	-1.3	-18.5
Jun 2013	130,943	129,838	-1.6	-18.7	131,101	-1.4	-18.3
Jul 2013	131,656	128,417	-1.1	-18.6	129,400	-1.3	-17.6

(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)		
			Per cent change			Per cent change	
	Number	Number	Month	Year (c)	Number	Month	Year
2007-08	19,283	19,339		-3.5	19,358		-3.4
2008-09	11,187	11,078		-42.7	11,082		-42.8
2009-10	9,117	9,249		-16.5	9,255		-16.5
2010-11	9,203	9,202		-0.5	9,191		-0.7
2011-12	7,724	7,722		-16.1	7,718		-16.0
2012-13	5,382	5,369		-30.5	5,374		-30.4
Jun 2011	7,887	8,403	-4.1	-10.9	8,515	-2.8	-9.9
Jul 2011	8,318	8,301	-1.2	-12.8	8,297	-2.6	-12.3
Aug 2011	8,763	8,063	-2.9	-15.7	8,161	-1.6	-13.8
Sep 2011	9,329	8,111	0.6	-12.9	8,104	-0.7	-14.3
Oct 2011	9,037	7,985	-1.6	-16.7	8,069	-0.4	-14.3
Nov 2011	8,661	7,972	-0.2	-15.9	8,011	-0.7	-14.4
Dec 2011	4,853	8,301	4.1	-8.4	7,911	-1.2	-15.0
Jan 2012	7,547	7,813	-5.9	-13.2	7,769	-1.8	-16.2
Feb 2012	8,256	7,339	-6.1	-22.3	7,606	-2.1	-17.5
Mar 2012	7,646	7,257	-1.1	-22.3	7,437	-2.2	-18.4
Apr 2012	6,525	7,352	1.3	-17.9	7,268	-2.3	-18.9
May 2012	7,240	7,257	-1.3	-17.2	7,092	-2.4	-19.0
Jun 2012	6,510	6,913	-4.7	-17.7	6,889	-2.9	-19.1
Jul 2012	6,718	6,701	-3.1	-19.3	6,651	-3.4	-19.8
Aug 2012	6,810	6,268	-6.5	-22.3	6,381	-4.1	-21.8
Sep 2012	6,949	6,068	-3.2	-25.2	6,104	-4.3	-24.7
Oct 2012	6,600	5,846	-3.7	-26.8	5,850	-4.2	-27.5
Nov 2012	6,069	5,569	-4.7	-30.1	5,622	-3.9	-29.8
Dec 2012	3,384	5,620	0.9	-32.3	5,406	-3.8	-31.7
Jan 2013	4,758	5,072	-9.8	-35.1	5,197	-3.9	-33.1
Feb 2013	5,505	4,917	-3.0	-33.0	4,996	-3.9	-34.3
Mar 2013	4,864	4,921	0.1	-32.2	4,808	-3.8	-35.3
Apr 2013	4,346	4,601	-6.5	-37.4	4,637	-3.6	-36.2
May 2013	4,388	4,379	-4.8	-39.7	4,484	-3.3	-36.8
Jun 2013	4,193	4,469	2.1	-35.4	4,348	-3.0	-36.9
Jul 2013	4,176	4,163	-6.8	-37.9	4,258	-2.1	-36.0

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

	Original	Seasonally adjusted			Trend estimate		
			Per cent change			Per cent change	
	Number	Number	Month	Year	Number	Month	Year
New South Wales							
Feb 2013	1,567	1,410	0.8	-26.0	1,427	-2.5	-31.2
Mar 2013	1,450	1,444	2.4	-28.8	1,399	-2.0	-32.4
Apr 2013	1,295	1,403	-2.9	-32.0	1,369	-2.1	-34.0
May 2013	1,304	1,311	-6.6	-40.5	1,333	-2.6	-35.9
Jun 2013	1,275	1,322	0.9	-36.2	1,295	-2.8	-37.2
Jul 2013	1,256	1,195	-9.6	-40.9	1,264	-2.4	-37.2
Victoria							
Feb 2013	806	708	-7.6	-45.4	735	-6.4	-43.2
Mar 2013	697	687	-3.0	-44.7	689	-6.3	-44.5
Apr 2013	614	647	-5.8	-45.3	648	-6.0	-45.5
May 2013	623	616	-4.8	-44.6	612	-5.6	-46.3
Jun 2013	571	596	-3.3	-44.0	580	-5.2	-47.2
Jul 2013	535	531	-10.9	-52.9	559	-3.7	-47.3
Queensland							
Feb 2013	550	521	5.0	-33.6	515	-4.5	-35.3
Mar 2013	466	493	-5.5	-35.4	493	-4.3	-36.5
Apr 2013	400	451	-8.5	-39.7	476	-3.5	-36.9
May 2013	475	474	5.1	-36.3	464	-2.6	-36.5
Jun 2013	430	463	-2.2	-34.3	454	-2.0	-35.4
Jul 2013	446	450	-2.9	-34.9	453	-0.3	-33.0
South Australia							
Feb 2013	519	461	-3.7	-21.9	461	-4.0	-22.6
Mar 2013	451	446	-3.3	-22.4	446	-3.2	-24.8
Apr 2013	402	432	-3.1	-27.6	437	-2.1	-26.9
May 2013	421	423	-2.0	-30.8	432	-1.0	-28.1
Jun 2013	362	407	-3.9	-34.5	432	-0.1	-28.2
Jul 2013	470	479	17.8	-19.2	435	0.7	-26.9

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).

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

	Original	Seasonally adjusted			Trend estimate		
			Per cent change			Per cent change	
	Number	Number	Month	Year	Number	Month	Year
Western Australia							
Feb 2013	1,095	939	-6.8	-44.1	973	-3.7	-42.7
Mar 2013	947	924	-1.6	-41.8	929	-4.5	-43.0
Apr 2013	874	905	-2.0	-42.1	882	-5.1	-43.4
May 2013	817	836	-7.7	-44.6	837	-5.1	-43.8
Jun 2013	696	785	-6.1	-43.9	796	-4.9	-43.9
Jul 2013	711	752	-4.2	-44.8	770	-3.3	-42.7
Tasmania							
Feb 2013	272	250	-3.6	-24.2	252	-3.0	-27.8
Mar 2013	218	239	-4.5	-28.4	242	-4.1	-28.6
Apr 2013	219	244	2.1	-22.3	231	-4.2	-29.5
May 2013	190	197	-19.4	-42.2	223	-3.7	-29.8
Jun 2013	209	226	14.6	-27.0	216	-3.0	-29.1
Jul 2013	207	215	-4.9	-28.5	212	-2.0	-27.2
ACT							
Feb 2013	327	274	-3.9	-30.6	265	-3.7	-32.5
Mar 2013	263	273	-0.2	-24.2	257	-2.8	-32.5
Apr 2013	213	207	-24.4	-46.1	251	-2.3	-32.6
May 2013	216	211	1.9	-43.2	247	-1.7	-32.5
Jun 2013	317	343	62.9	-3.5	245	-1.1	-32.3
Jul 2013	202	200	-41.7	-41.9	243	-0.7	-31.3
Northern Territory							
Feb 2013	371	353	-6.7	-0.7	368	-3.8	-9.1
Mar 2013	372	415	17.5	13.2	353	-4.1	-13.0
Apr 2013	329	312	-24.7	-37.5	344	-2.7	-12.4
May 2013	341	312	-0.1	-15.0	336	-2.3	-8.3
Jun 2013	334	327	4.9	-15.3	330	-1.7	-2.7
Jul 2013	349	342	4.5	31.0	323	-2.2	1.0

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		
			Per cent change			Per cent change	
	Number	Number	Month	Year (a)	Number	Month	Year
2007-08	225,785	226,218		29.5	226,640		30.0
2008-09	170,191	169,277		-25.2	169,162		-25.4
2009-10	130,437	130,442		-22.9	131,844		-22.1
2010-11	165,275	165,540		26.9	165,667		25.7
2011-12	158,974	158,888		-4.0	158,883		-4.1
2012-13	135,729	135,490		-14.7	135,471		-14.7
Jun 2011	168,926	167,044	4.0	9.0	165,615	-0.7	8.7
Jul 2011	169,538	165,711	-0.8	7.3	164,444	-0.7	6.0
Aug 2011	172,466	163,311	-1.4	3.1	162,979	-0.9	2.8
Sep 2011	173,960	160,690	-1.6	-0.5	161,394	-1.0	-0.4
Oct 2011	169,921	160,189	-0.3	-2.4	159,939	-0.9	-3.1
Nov 2011	164,337	159,274	-0.6	-4.8	158,795	-0.7	-5.3
Dec 2011	141,183	156,819	-1.5	-10.0	158,130	-0.4	-6.8
Jan 2012	125,955	155,844	-0.6	-8.5	158,075	0.0	-7.2
Feb 2012	161,503	159,491	2.3	-4.2	158,132	0.0	-7.0
Mar 2012	164,169	159,306	-0.1	-5.7	157,959	-0.1	-6.6
Apr 2012	152,693	158,341	-0.6	-8.5	157,294	-0.4	-6.3
May 2012	157,368	154,800	-2.2	-3.6	155,886	-0.9	-6.5
Jun 2012	154,592	152,881	-1.2	-8.5	153,566	-1.5	-7.3
Jul 2012	154,720	151,014	-1.2	-8.9	150,341	-2.1	-8.6
Aug 2012	156,646	148,219	-1.9	-9.2	146,399	-2.6	-10.2
Sep 2012	154,412	142,729	-3.7	-11.2	142,159	-2.9	-11.9
Oct 2012	145,165	137,112	-3.9	-14.4	138,162	-2.8	-13.6
Nov 2012	138,171	133,834	-2.4	-16.0	135,025	-2.3	-15.0
Dec 2012	119,643	130,724	-2.3	-16.6	133,080	-1.4	-15.8
Jan 2013	103,947	131,190	0.4	-15.8	132,203	-0.7	-16.4
Feb 2013	136,072	134,187	2.3	-15.9	131,834	-0.3	-16.6
Mar 2013	137,485	133,091	-0.8	-16.5	131,239	-0.5	-16.9
Apr 2013	126,164	130,802	-1.7	-17.4	130,037	-0.9	-17.3
May 2013	129,568	127,609	-2.4	-17.6	128,417	-1.2	-17.6
Jun 2013	126,749	125,369	-1.8	-18.0	126,753	-1.3	-17.5
Jul 2013	127,481	124,254	-0.9	-17.7	125,142	-1.3	-16.8

(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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