

MEDIA RELEASE

For release: Monday 4 November 2013

JOB ADVERTISING STABLE IN OCTOBER

Highlights

- Job advertisements fell a modest 0.1% m/m in October, after increasing 0.2% m/m in September effectively unchanged across both months. After falling for most of this year, job ads now appear to have stabilised. Job ads are 12% lower than a year ago. The decline in job ads trend has slowed to -0.5% m/m; the slowest rate of decline since early 2012.
- Job advertisements, however, remain quite low. In October, job ads remained only 6% above the lowest level reached during the Global Financial Crisis.
- Newspaper and internet job advertisements fell by similar amounts in October: newspaper job ads fell 0.2% m/m while internet job ads fell 0.1%.
- In trend terms, job advertising has shown tentative signs of improvement in some states and territories. Together with trends in SEEK and The Department of Employment's measures of labour demand, job ads in New South Wales, South Australia, Tasmania, Queensland and the Northern Territory appear to be basing. The pace of decline in job ads appears to be moderating in Western Australia, though advertising continues to fall quite sharply in the ACT.

ANZ's Australian Chief Economist Ivan Colhoun said:

- Trends in job advertising appear to be stabilising after falling for most of the past three years. While conditions in the labour market remain quite soft, there are now signs emerging that much of the deterioration in the unemployment rate has already occurred. Further, the recent stabilisation in overall job advertising has been driven by a modest pick-up in hiring intentions in some of the non-mining states, particularly in NSW. This is a tentative, positive signal that the economy is beginning its necessary transition away from its dependence on the mining sector and towards other areas of growth.
- The housing market is emerging as the key tailwind for the economy's pick-up in activity. Strong auction results and rising house prices have begun to feed into housing construction activity, with solid growth in building approvals now pointing to an imminent turnaround in housing construction. However, to date, there has been limited evidence of a pick-up in business spending outside of housing. Business confidence has bounced strongly in recent months. A sustained improvement in business confidence would be positive for a broader pick-up in activity and employment growth. At the same time, while consumer confidence has also increased to above-average levels recently, consumer spending remains relatively weak, which is one of the key missing pieces of the cyclical upturn.
- On Thursday, the ABS releases the October labour market report. ANZ expects that around 10,000 new jobs were created in October, following two consecutive monthly declines. The unemployment rate is expected to have increased to 5.7%. ANZ forecasts the unemployment rate to remain between 5.75% and 6% over the next six to nine months.



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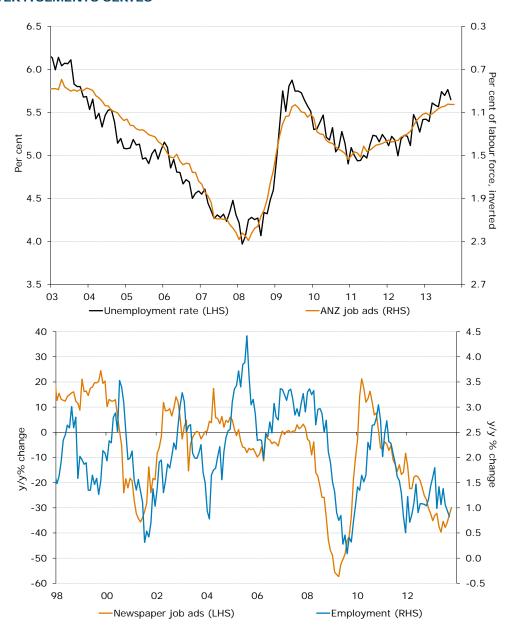
Next release: November 2013 Expected release date: Monday 9 December 2013

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



-20

-40

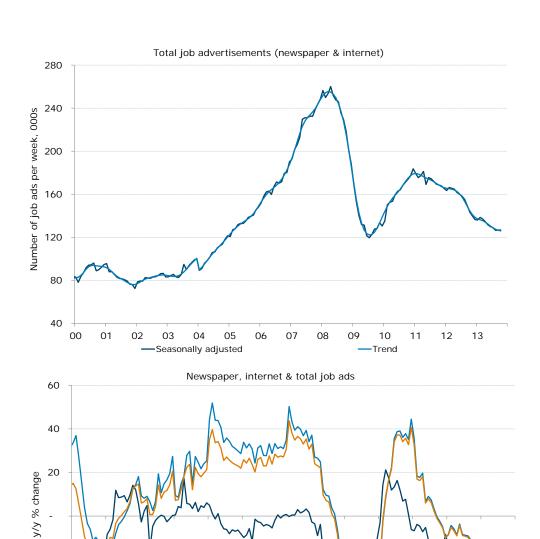
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Newspaper

-Internet

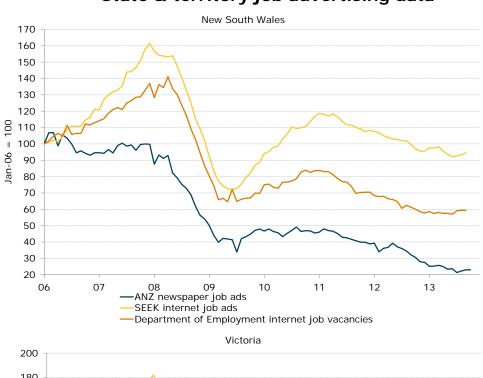
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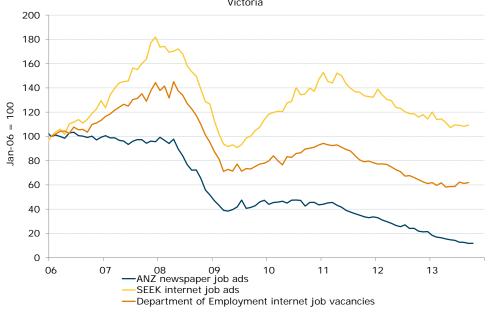




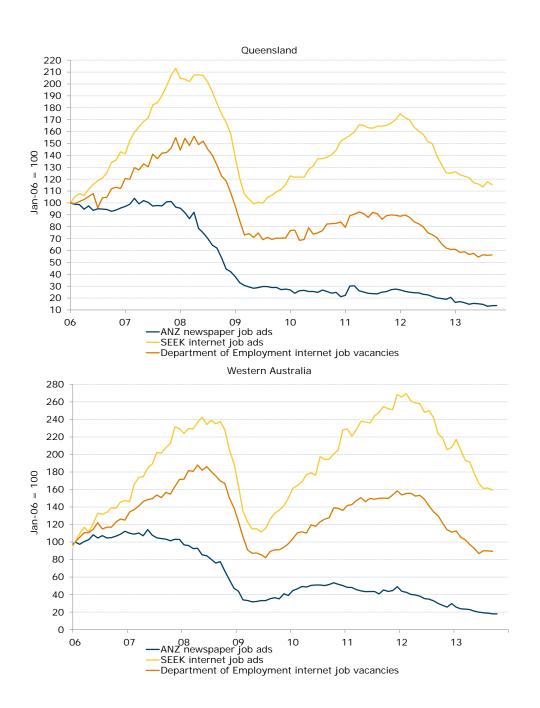


State & territory job advertising data

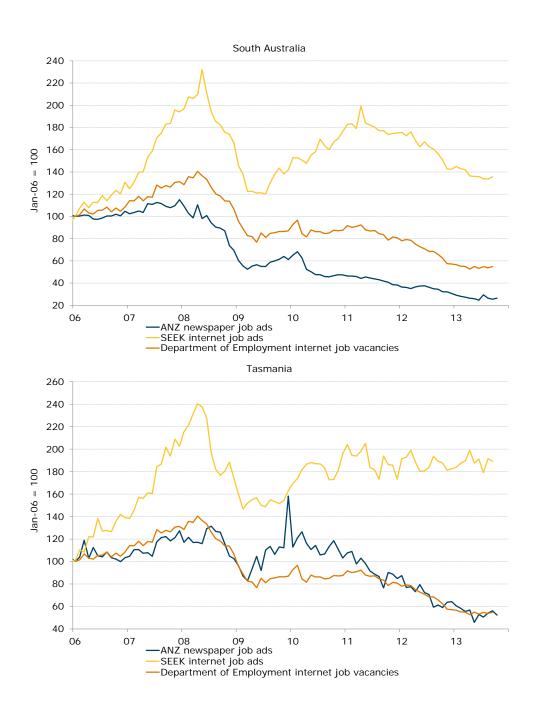




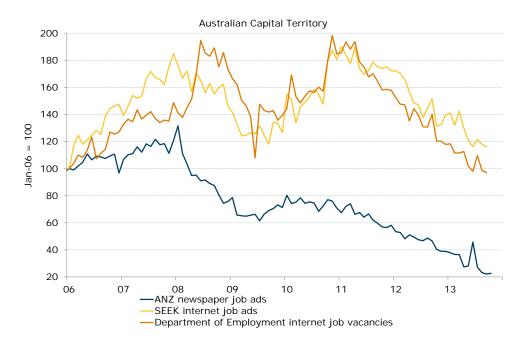












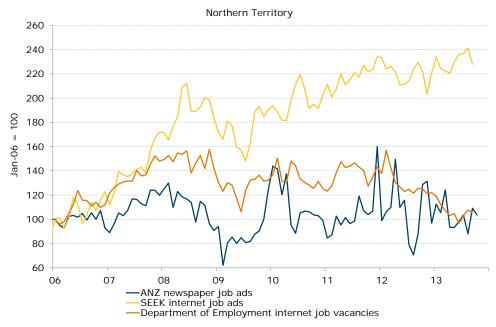




Table 1: Average total number of newspaper and internet job advertisements per week - Australia

| 3 | Original | Original Seasonally adjusted (a) | | | | Trend estimate (b) | | | |
|----------|----------|----------------------------------|-----------------|----------|-------------------|--------------------|-------|--|--|
| | Original | Seasonai | ny adjusted (a | Trend | menu estimate (b) | | | | |
| | | | Per cent change | | | Per cent change | | | |
| | Number | Number | Month | Year (c) | Number | Month | Year | | |
| 2007-08 | 245,069 | 245,540 | | 26.1 | 245,981 | | 26.5 | | |
| 2008-09 | 186,721 | 185,718 | | -26.5 | 185,410 | | -26.7 | | |
| 2009-10 | 137,328 | 137,547 | | -22.6 | 139,175 | | -21.7 | | |
| 2010-11 | 174,266 | 174,616 | | 25.1 | 174,881 | | 23.9 | | |
| 2011-12 | 166,698 | 166,571 | | -4.6 | 166,567 | | -4.7 | | |
| 2012-13 | 141,111 | 140,856 | | -15.4 | 140,786 | | -15.5 | | |
| Nov 2011 | 172,998 | 167,719 | -0.5 | -5.4 | 167,161 | -0.8 | -5.8 | | |
| Dec 2011 | 146,036 | 165,415 | -1.4 | -9.9 | 166,111 | -0.6 | -7.2 | | |
| Jan 2012 | 133,502 | 163,485 | -1.2 | -8.8 | 165,580 | -0.3 | -7.7 | | |
| Feb 2012 | 169,759 | 166,235 | 1.7 | -5.3 | 165,183 | -0.2 | -7.6 | | |
| Mar 2012 | 171,815 | 165,501 | -0.4 | -6.7 | 164,693 | -0.3 | -7.3 | | |
| Apr 2012 | 159,218 | 164,715 | -0.5 | -9.1 | 163,913 | -0.5 | -7.1 | | |
| May 2012 | 164,608 | 161,676 | -1.8 | -4.4 | 162,572 | -0.8 | -7.2 | | |
| Jun 2012 | 161,102 | 159,878 | -1.1 | -8.9 | 160,402 | -1.3 | -7.9 | | |
| Jul 2012 | 161,438 | 158,166 | -1.1 | -9.3 | 157,284 | -1.9 | -9.1 | | |
| Aug 2012 | 163,456 | 155,160 | -1.9 | -9.7 | 153,314 | -2.5 | -10.7 | | |
| Sep 2012 | 161,361 | 149,458 | -3.7 | -11.8 | 148,889 | -2.9 | -12.5 | | |
| Oct 2012 | 151,765 | 143,379 | -4.1 | -14.9 | 144,570 | -2.9 | -14.2 | | |
| Nov 2012 | 144,240 | 139,816 | -2.5 | -16.6 | 141,002 | -2.5 | -15.6 | | |
| Dec 2012 | 123,027 | 136,589 | -2.3 | -17.4 | 138,543 | -1.7 | -16.6 | | |
| Jan 2013 | 108,705 | 136,069 | -0.4 | -16.8 | 137,130 | -1.0 | -17.2 | | |
| Feb 2013 | 141,577 | 138,534 | 1.8 | -16.7 | 136,312 | -0.6 | -17.5 | | |
| Mar 2013 | 142,349 | 137,020 | -1.1 | -17.2 | 135,457 | -0.6 | -17.8 | | |
| Apr 2013 | 130,510 | 134,520 | -1.8 | -18.3 | 134,129 | -1.0 | -18.2 | | |
| May 2013 | 133,956 | 131,640 | -2.1 | -18.6 | 132,355 | -1.3 | -18.6 | | |
| Jun 2013 | 130,943 | 129,918 | -1.3 | -18.7 | 130,448 | -1.4 | -18.7 | | |
| Jul 2013 | 131,656 | 128,841 | -0.8 | -18.5 | 128,787 | -1.3 | -18.1 | | |
| Aug 2013 | 133,211 | 126,479 | -1.8 | -18.5 | 127,523 | -1.0 | -16.8 | | |
| Sep 2013 | 136,622 | 126,795 | 0.2 | -15.2 | 126,573 | -0.7 | -15.0 | | |
| Oct 2013 | 133,923 | 126,719 | -0.1 | -11.6 | 125,977 | -0.5 | -12.9 | | |
| | | | | | | | | | |

⁽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 | 19,357 | | -3.4 | |
| 2008-09 | 11,187 | 11,078 | | -42.7 | 11,082 | | -42.8 | |
| 2009-10 | 9,117 | 9,248 | | -16.5 | 9,255 | | -16.5 | |
| 2010-11 | 9,203 | 9,201 | | -0.5 | 9,191 | | -0.7 | |
| 2011-12 | 7,724 | 7,722 | | -16.1 | 7,717 | | -16.0 | |
| 2012-13 | 5,382 | 5,369 | | -30.5 | 5,370 | | -30.4 | |
| Nov 2011 | 8,661 | 7,979 | 0.2 | -15.9 | 8,013 | -0.8 | -14.4 | |
| Dec 2011 | 4,853 | 8,308 | 4.1 | -8.4 | 7,909 | -1.3 | -15.0 | |
| Jan 2012 | 7,547 | 7,818 | -5.9 | -13.2 | 7,763 | -1.8 | -16.2 | |
| Feb 2012 | 8,256 | 7,331 | -6.2 | -22.4 | 7,596 | -2.1 | -17.5 | |
| Mar 2012 | 7,646 | 7,237 | -1.3 | -22.4 | 7,425 | -2.3 | -18.5 | |
| Apr 2012 | 6,525 | 7,335 | 1.4 | -17.9 | 7,257 | -2.3 | -18.9 | |
| May 2012 | 7,240 | 7,247 | -1.2 | -17.2 | 7,087 | -2.4 | -19.0 | |
| Jun 2012 | 6,510 | 6,912 | -4.6 | -17.8 | 6,892 | -2.8 | -19.1 | |
| Jul 2012 | 6,718 | 6,717 | -2.8 | -19.2 | 6,660 | -3.4 | -19.8 | |
| Aug 2012 | 6,810 | 6,310 | -6.1 | -22.2 | 6,392 | -4.0 | -21.8 | |
| Sep 2012 | 6,949 | 6,071 | -3.8 | -25.2 | 6,114 | -4.4 | -24.6 | |
| Oct 2012 | 6,600 | 5,823 | -4.1 | -26.9 | 5,855 | -4.2 | -27.5 | |
| Nov 2012 | 6,069 | 5,570 | -4.3 | -30.2 | 5,623 | -4.0 | -29.8 | |
| Dec 2012 | 3,384 | 5,627 | 1.0 | -32.3 | 5,403 | -3.9 | -31.7 | |
| Jan 2013 | 4,758 | 5,072 | -9.9 | -35.1 | 5,190 | -3.9 | -33.1 | |
| Feb 2013 | 5,505 | 4,908 | -3.2 | -33.0 | 4,987 | -3.9 | -34.3 | |
| Mar 2013 | 4,864 | 4,908 | 0.0 | -32.2 | 4,795 | -3.9 | -35.4 | |
| Apr 2013 | 4,346 | 4,588 | -6.5 | -37.4 | 4,617 | -3.7 | -36.4 | |
| May 2013 | 4,388 | 4,373 | -4.7 | -39.7 | 4,465 | -3.3 | -37.0 | |
| Jun 2013 | 4,193 | 4,468 | 2.2 | -35.4 | 4,341 | -2.8 | -37.0 | |
| Jul 2013 | 4,176 | 4,177 | -6.5 | -37.8 | 4,232 | -2.5 | -36.5 | |
| Aug 2013 | 4,432 | 4,049 | -3.1 | -35.8 | 4,141 | -2.2 | -35.2 | |
| Sep 2013 | 4,676 | 4,088 | 0.9 | -32.7 | 4,068 | -1.8 | -33.5 | |
| Oct 2013 | 4,609 | 4,080 | -0.2 | -29.9 | 4,028 | -1.0 | -31.2 | |

⁽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

| 3 | Original | Seasonally adjusted | | | Trend estimate | | |
|-----------------|----------|---------------------|-------|-------|----------------|-------|-------|
| _ | | Per cent change | | | Per cent ch | | hange |
| _ | Number | Number | Month | Year | Number | Month | Year |
| New South Wales | | | | | | | |
| May 2013 | 1,304 | 1,309 | -6.4 | -40.5 | 1,327 | -2.4 | -36.1 |
| Jun 2013 | 1,275 | 1,325 | 1.2 | -36.2 | 1,297 | -2.3 | -37.1 |
| Jul 2013 | 1,256 | 1,192 | -10.0 | -40.9 | 1,273 | -1.8 | -36.8 |
| Aug 2013 | 1,351 | 1,249 | 4.8 | -35.4 | 1,259 | -1.1 | -34.7 |
| Sep 2013 | 1,505 | 1,286 | 3.0 | -28.6 | 1,253 | -0.5 | -30.9 |
| Oct 2013 | 1,488 | 1,289 | 0.2 | -24.7 | 1,256 | 0.2 | -26.1 |
| Victoria | | | | | | | |
| May 2013 | 623 | 616 | -4.7 | -44.6 | 611 | -5.5 | -46.5 |
| Jun 2013 | 571 | 597 | -3.1 | -44.0 | 581 | -4.8 | -47.1 |
| Jul 2013 | 535 | 533 | -10.7 | -52.9 | 552 | -4.9 | -48.0 |
| Aug 2013 | 566 | 528 | -1.0 | -47.5 | 525 | -4.9 | -48.9 |
| Sep 2013 | 563 | 489 | -7.2 | -51.5 | 502 | -4.4 | -49.2 |
| Oct 2013 | 563 | 493 | 0.7 | -45.9 | 485 | -3.4 | -48.7 |
| Queensland | | | | | | | |
| May 2013 | 475 | 472 | 5.0 | -36.4 | 459 | -2.9 | -37.0 |
| Jun 2013 | 430 | 462 | -2.1 | -34.4 | 449 | -2.3 | -36.3 |
| Jul 2013 | 446 | 448 | -3.0 | -35.0 | 437 | -2.6 | -35.5 |
| Aug 2013 | 429 | 400 | -10.8 | -38.5 | 426 | -2.6 | -34.7 |
| Sep 2013 | 487 | 413 | 3.2 | -32.3 | 416 | -2.3 | -33.7 |
| Oct 2013 | 497 | 417 | 1.0 | -30.1 | 409 | -1.6 | -32.4 |
| South Australia | | | | | | | |
| May 2013 | 421 | 426 | -1.6 | -30.6 | 433 | -0.8 | -28.1 |
| Jun 2013 | 362 | 405 | -4.9 | -34.4 | 434 | 0.1 | -27.9 |
| Jul 2013 | 470 | 483 | 19.3 | -18.9 | 435 | 0.3 | -26.8 |
| Aug 2013 | 466 | 434 | -10.3 | -24.3 | 435 | 0.1 | -25.0 |
| Sep 2013 | 461 | 418 | -3.5 | -26.1 | 435 | -0.1 | -22.5 |
| Oct 2013 | 470 | 434 | 3.7 | -18.0 | 434 | -0.1 | -19.6 |
| | | | | | | | |

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 | | | | hange | |
| _ | Number | Number | Month | Year | Number | Month | Year |
| Western Australia | | | | | | | |
| May 2013 | 817 | 834 | -7.6 | -44.6 | 835 | -5.1 | -43.9 |
| Jun 2013 | 696 | 785 | -5.9 | -43.9 | 799 | -4.3 | -43.7 |
| Jul 2013 | 711 | 756 | -3.7 | -44.8 | 768 | -3.9 | -42.9 |
| Aug 2013 | 799 | 743 | -1.8 | -42.8 | 739 | -3.7 | -41.7 |
| Sep 2013 | 805 | 712 | -4.2 | -39.8 | 716 | -3.1 | -40.2 |
| Oct 2013 | 799 | 709 | -0.3 | -35.1 | 700 | -2.3 | -38.5 |
| Tasmania | | | | | | | |
| May 2013 | 190 | 197 | -19.3 | -42.2 | 224 | -2.7 | -29.7 |
| Jun 2013 | 209 | 227 | 15.2 | -27.0 | 222 | -0.6 | -27.2 |
| Jul 2013 | 207 | 217 | -4.4 | -28.4 | 224 | 0.6 | -23.2 |
| Aug 2013 | 247 | 232 | 6.9 | -9.0 | 226 | 1.2 | -18.7 |
| Sep 2013 | 272 | 241 | 3.9 | -8.4 | 229 | 1.2 | -14.9 |
| Oct 2013 | 252 | 225 | -6.8 | -11.3 | 231 | 1.1 | -12.4 |
| ACT | | | | | | | |
| May 2013 | 216 | 209 | 2.0 | -43.2 | 245 | -3.2 | -33.0 |
| Jun 2013 | 317 | 341 | 63.2 | -3.6 | 233 | -4.6 | -35.4 |
| Jul 2013 | 202 | 203 | -40.4 | -41.7 | 218 | -6.4 | -38.5 |
| Aug 2013 | 189 | 172 | -15.1 | -52.5 | 201 | -8.1 | -41.8 |
| Sep 2013 | 194 | 165 | -4.2 | -52.4 | 183 | -8.9 | -44.8 |
| Oct 2013 | 177 | 169 | 2.4 | -43.8 | 169 | -7.5 | -46.7 |
| Northern Territory | | | | | | | |
| May 2013 | 341 | 310 | 0.0 | -15.0 | 332 | -2.2 | -9.3 |
| Jun 2013 | 334 | 326 | 5.1 | -15.3 | 326 | -1.6 | -4.1 |
| Jul 2013 | 349 | 344 | 5.6 | 31.1 | 325 | -0.2 | 1.4 |
| Aug 2013 | 384 | 293 | -15.0 | 24.6 | 329 | 1.1 | 4.9 |
| Sep 2013 | 390 | 363 | 24.0 | 24.1 | 333 | 1.4 | 3.2 |
| Oct 2013 | 364 | 344 | -5.1 | -19.6 | 343 | 2.9 | -0.7 |
| | | | | - | | | |

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 | Seasonal | ly adjusted | ljusted Trend estimate | | | | | |
|----------|----------|----------|-----------------|------------------------|---------|-----------------|-------|--|--|
| | | | Per cent change | | | Per cent change | | | |
| | Number | Number | Month | Year (a) | Number | Month | Yea | | |
| 2007-08 | 225,785 | 226,201 | | 29.5 | 226,623 | | 30.0 | | |
| 2008-09 | 170,191 | 169,279 | | -25.2 | 169,164 | | -25. | | |
| 2009-10 | 130,437 | 130,397 | | -23.0 | 131,803 | | -22. | | |
| 2010-11 | 165,275 | 165,491 | | 26.9 | 165,624 | | 25. | | |
| 2011-12 | 158,974 | 158,850 | | -4.0 | 158,849 | | -4. | | |
| 2012-13 | 135,729 | 135,486 | | -14.7 | 135,416 | | -14.8 | | |
| Nov 2011 | 164,337 | 159,740 | -0.5 | -4.8 | 159,148 | -0.8 | -5.3 | | |
| Dec 2011 | 141,183 | 157,107 | -1.6 | -10.0 | 158,202 | -0.6 | -6.8 | | |
| Jan 2012 | 125,955 | 155,667 | -0.9 | -8.6 | 157,817 | -0.2 | -7 | | |
| Feb 2012 | 161,503 | 158,904 | 2.1 | -4.3 | 157,587 | -0.1 | -7. | | |
| Mar 2012 | 164,169 | 158,264 | -0.4 | -5.9 | 157,268 | -0.2 | -6. | | |
| Apr 2012 | 152,693 | 157,380 | -0.6 | -8.6 | 156,656 | -0.4 | -6. | | |
| May 2012 | 157,368 | 154,429 | -1.9 | -3.7 | 155,485 | -0.7 | -6. | | |
| Jun 2012 | 154,592 | 152,966 | -0.9 | -8.5 | 153,510 | -1.3 | -7. | | |
| Jul 2012 | 154,720 | 151,449 | -1.0 | -8.8 | 150,624 | -1.9 | -8. | | |
| Aug 2012 | 156,646 | 148,850 | -1.7 | -9.1 | 146,922 | -2.5 | -10. | | |
| Sep 2012 | 154,412 | 143,387 | -3.7 | -11.1 | 142,775 | -2.8 | -11. | | |
| Oct 2012 | 145,165 | 137,556 | -4.1 | -14.4 | 138,715 | -2.8 | -13. | | |
| Nov 2012 | 138,171 | 134,246 | -2.4 | -16.0 | 135,379 | -2.4 | -14. | | |
| Dec 2012 | 119,643 | 130,962 | -2.4 | -16.6 | 133,140 | -1.7 | -15. | | |
| Jan 2013 | 103,947 | 130,997 | 0.0 | -15.8 | 131,940 | -0.9 | -16. | | |
| Feb 2013 | 136,072 | 133,626 | 2.0 | -15.9 | 131,325 | -0.5 | -16. | | |
| Mar 2013 | 137,485 | 132,112 | -1.1 | -16.5 | 130,662 | -0.5 | -16. | | |
| Apr 2013 | 126,164 | 129,932 | -1.7 | -17.4 | 129,512 | -0.9 | -17. | | |
| May 2013 | 129,568 | 127,267 | -2.1 | -17.6 | 127,890 | -1.3 | -17. | | |
| Jun 2013 | 126,749 | 125,450 | -1.4 | -18.0 | 126,107 | -1.4 | -17. | | |
| Jul 2013 | 127,481 | 124,664 | -0.6 | -17.7 | 124,555 | -1.2 | -17. | | |
| Aug 2013 | 128,779 | 122,430 | -1.8 | -17.7 | 123,382 | -0.9 | -16. | | |
| Sep 2013 | 131,946 | 122,707 | 0.2 | -14.4 | 122,505 | -0.7 | -14. | | |
| Oct 2013 | 129,314 | 122,639 | -0.1 | -10.8 | 121,949 | -0.5 | -12.1 | | |

⁽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.



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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