

MEDIA RELEASE

For release: Monday 3 November 2014

JOB ADVERTISING STRENGTHENS A LITTLE FURTHER IN OCTOBER

Highlights

- Job advertisements edged up a further 0.2% m/m in October, the fifth consecutive monthly rise in seasonally adjusted terms. Job ads have now trended higher for 12 months and are up 7.5% over this period. Consistent with other labour market indicators, the steady improvement in job ads suggests the labour market is turning around.
- The improvement in October was driven by internet job ads (+0.3% m/m in seasonally adjusted terms). Newspaper job ads, which make up only around 5% of the total, declined 1.2% m/m. While newspaper job ads are still trending lower, the pace of decline has moderated significantly.
- While volatile on a monthly basis, newspaper job advertisements are trending higher in a number of states. This is particularly notable in Victoria (a relatively new development) and Western Australia.
 Newspaper job advertisements are little changed in NSW and Tasmania but are falling in Queensland, ACT, NT and South Australia, the latter is falling strongly.

ANZ Chief Economist Warren Hogan said:

"The modest improvement in ANZ job ads in October is an encouraging sign that the pick-up in labour demand is continuing. In our view, this should feed into better employment growth outcomes and see the unemployment rate stabilise. Past relationships suggest this level of job advertising is consistent with employment growing at an annualised pace of just under 2%, more than the current pace of population growth. At present, however, determining the underlying trend in the official statistics is difficult given recent data quality problems. Until the ABS has fully addressed the problems with the survey, we do not expect to get a clear read on the underlying state of the labour market from this official release. Instead, other indicators such as ANZ job ads should be given added attention. The broad suite of indicators suggests the labour market has turned and is on a gradual path of improvement.

More broadly, the outlook for the economy is improving. The transition to non-mining drivers of growth appears to be occurring, if only gradually. Measured business capex intentions have strengthened, and in the context of significant depreciation of the non-mining capital stock and relatively healthy business balance sheets, suggest the building blocks of a more convincing investment upswing are in place.

The recent depreciation in the AUD should also support this transition towards non-mining drivers of growth – and help to rebalance economic activity. However, in our view, the combination of higher house prices but relatively soft growth outlook will keep the RBA on hold for the time being, before beginning to increase rates gradually from the middle of next year. "

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Next release: November 2014 Expected release date: Monday 8 December 2014

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.



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	245,527		26.1	245,968		26.5	
2008-09	181,377	180,365		-26.5	180,253		-26.7	
2009-10	139,554	139,620		-22.6	141,033		-21.8	
2010-11	174,478	174,686		25.1	174,809		23.9	
2011-12	166,698	166,575		-4.6	166,569		-4.7	
2012-13	141,107	140,878		-15.4	140,801		-15.5	
2013-14	128,890	128,811		-8.6	128,909		-8.4	
	,	,			,			
Nov 2012	144,240	140,763	-2.3	-16.5	142,085	-2.3	-15.5	
Dec 2012	123,027	138,390	-1.7	-17.1	139,599	-1.7	-16.4	
Jan 2013	108,705	137,973	-0.3	-16.4	137,836	-1.3	-17.1	
Feb 2013	141,577	137,803	-0.1	-16.9	136,467	-1.0	-17.5	
Mar 2013	142,349	136,133	-1.2	-17.5	135,039	-1.0	-17.8	
Apr 2013	130,510	133,091	-2.2	-18.5	133,291	-1.3	-18.3	
May 2013	133,956	131,120	-1.5	-18.6	131,350	-1.5	-18.7	
Jun 2013	130,895	129,209	-1.5	-18.8	129,545	-1.4	-18.8	
Jul 2013	131,656	128,201	-0.8	-18.6	128,155	-1.1	-18.2	
Aug 2013	133,211	126,109	-1.6	-18.5	127,177	-0.8	-17.0	
Sep 2013	136,622	126,978	0.7	-15.1	126,539	-0.5	-15.2	
Oct 2013	133,923	127,660	0.5	-11.4	126,204	-0.3	-13.2	
Nov 2013	129,359	126,405	-1.0	-10.2	126,454	0.2	-11.0	
Dec 2013	111,930	125,901	-0.4	-9.0	127,260	0.6	-8.8	
Jan 2014	98,847	125,925	0.0	-8.7	128,400	0.9	-6.8	
Feb 2014	135,099	131,263	4.2	-4.7	129,590	0.9	-5.0	
Mar 2014	139,062	132,308	0.8	-2.8	130,629	0.8	-3.3	
Apr 2014	132,507	135,118	2.1	1.5	131,478	0.6	-1.4	
May 2014	129,794	127,047	-6.0	-3.1	132,167	0.5	0.6	
Jun 2014	134,665	132,817	4.5	2.8	132,851	0.5	2.6	
Jul 2014	137,397	133,692	0.7	4.3	133,765	0.7	4.4	
Aug 2014	143,352	135,815	1.6	7.7	134,937	0.9	6.1	
Sep 2014	147,218	136,963	0.8	7.9	136,111	0.9	7.6	
Oct 2014	143,741	137,284	0.2	7.5	137,122	0.7	8.7	

⁽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	Seasona	Seasonally adjusted			Trend estimate		
			Per cent change			Per cent change		
	Number	Number	Month	Year (a)	Number	Month	Year	
2007-08	225,785	226,190		29.5	226,613		30.0	
2008-09	170,191	169,288		-25.2	169,172		-25.3	
2009-10	130,437	130,375		-23.0	131,781		-22.1	
2010-11	165,275	165,490		26.9	165,622		25.7	
2011-12	158,974	158,858		-4.0	158,855		-4.1	
2012-13	135,729	135,509		-14.7	135,434		-14.7	
2013-14	124,884	124,815		-7.9	124,906		-7.8	
Nov 2012	138,171	135,158	-2.2	-15.8	136,451	-2.2	-14.7	
Dec 2012	119,643	132,845	-1.7	-16.3	134,195	-1.7	-15.7	
Jan 2013	103,947	132,865	0.0	-15.4	132,654	-1.1	-16.3	
Feb 2013	136,072	132,894	0.0	-16.2	131,495	-0.9	-16.7	
Mar 2013	137,485	131,276	-1.2	-16.8	130,265	-0.9	-17.0	
Apr 2013	126,164	128,507	-2.1	-17.6	128,695	-1.2	-17.5	
May 2013	129,568	126,779	-1.3	-17.6	126,908	-1.4	-17.9	
Jun 2013	126,749	124,757	-1.6	-18.1	125,230	-1.3	-18.0	
Jul 2013	127,481	124,016	-0.6	-17.8	123,940	-1.0	-17.4	
Aug 2013	128,779	122,071	-1.6	-17.8	123,036	-0.7	-16.1	
Sep 2013	131,946	122,861	0.6	-14.4	122,449	-0.5	-14.4	
Oct 2013	129,314	123,539	0.6	-10.7	122,141	-0.3	-12.4	
Nov 2013	124,990	122,387	-0.9	-9.4	122,407	0.2	-10.3	
Dec 2013	109,475	121,879	-0.4	-8.3	123,229	0.7	-8.2	
Jan 2014	95,097	121,905	0.0	-8.2	124,391	0.9	-6.2	
Feb 2014	130,673	127,302	4.4	-4.2	125,620	1.0	-4.5	
Mar 2014	134,713	128,234	0.7	-2.3	126,704	0.9	-2.7	
Apr 2014	129,214	131,411	2.5	2.3	127,595	0.7	-0.9	
May 2014	125,865	123,174	-6.3	-2.8	128,323	0.6	1.1	
Jun 2014	131,058	129,005	4.7	3.4	129,042	0.6	3.0	
Jul 2014	133,652	129,937	0.7	4.8	129,985	0.7	4.9	
Aug 2014	139,181	131,978	1.6	8.1	131,185	0.9	6.6	
Sep 2014	143,017	133,267	1.0	8.5	132,388	0.9	8.1	
Oct 2014	139,663	133,631	0.3	8.2	133,413	0.8	9.2	

⁽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	Seasona	Seasonally adjusted (a) Trend				d estimate (b)	
			Per cent change			Per cent chan		
	Number	Number	Month	Year (c)	Number	Month	Year	
2007-08	19,283	19,336		-3.5	19,355		-3.4	
2008-09	11,187	11,077		-42.7	11,081		-42.7	
2009-10	9,117	9,245		-16.5	9,252		-16.5	
2010-11	9,203	9,197		-0.5	9,187		-0.7	
2011-12	7,724	7,717		-16.1	7,713		-16.0	
2012-13	5,378	5,369		-30.4	5,367		-30.4	
2013-14	4,006	3,996		-25.6	4,002		-25.4	
Nov 2012	6,069	5,605	-4.6	-29.9	5,634	-4.1	-29.7	
Dec 2012	3,384	5,545	-1.1	-32.3	5,404	-4.1	-31.7	
Jan 2013	4,758	5,108	-7.9	-35.3	5,182	-4.1	-33.1	
Feb 2013	5,505	4,909	-3.9	-32.9	4,972	-4.1	-34.4	
Mar 2013	4,864	4,857	-1.0	-32.4	4,774	-4.0	-35.5	
Apr 2013	4,346	4,584	-5.6	-37.6	4,596	-3.7	-36.5	
May 2013	4,388	4,341	-5.3	-39.6	4,442	-3.4	-37.2	
Jun 2013	4,146	4,452	2.6	-35.5	4,315	-2.9	-37.3	
Jul 2013	4,176	4,185	-6.0	-38.1	4,215	-2.3	-36.7	
Aug 2013	4,432	4,038	-3.5	-36.0	4,141	-1.8	-35.4	
Sep 2013	4,676	4,117	2.0	-32.4	4,090	-1.2	-33.3	
Oct 2013	4,609	4,121	0.1	-29.8	4,063	-0.7	-30.8	
Nov 2013	4,369	4,018	-2.5	-28.3	4,047	-0.4	-28.2	
Dec 2013	2,455	4,022	0.1	-27.5	4,031	-0.4	-25.4	
Jan 2014	3,750	4,020	-0.1	-21.3	4,009	-0.6	-22.6	
Feb 2014	4,427	3,961	-1.5	-19.3	3,970	-1.0	-20.2	
Mar 2014	4,350	4,074	2.9	-16.1	3,925	-1.1	-17.8	
Apr 2014	3,293	3,707	-9.0	-19.1	3,883	-1.1	-15.5	
May 2014	3,930	3,873	4.5	-10.8	3,844	-1.0	-13.5	
Jun 2014	3,607	3,812	-1.6	-14.4	3,809	-0.9	-11.7	
Jul 2014	3,745	3,755	-1.5	-10.3	3,780	-0.8	-10.3	
Aug 2014	4,171	3,837	2.2	-5.0	3,752	-0.7	-9.4	
Sep 2014	4,201	3,696	-3.7	-10.2	3,723	-0.8	-9.0	
Oct 2014	4,077	3,653	-1.2	-11.4	3,709	-0.4	-8.7	

⁽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 4a: Average number of newspaper job advertisements per week - States and Territories

	Original	Seasonally adjusted			Trend estimate			
_	Number		Per cent change			Per cent chang		
_		Number	Month	Year	Number	Month	Year	
New South Wales								
May 2014	1,282	1,233	13.9	-2.0	1,190	0.0	-9.5	
Jun 2014	1,205	1,227	-0.5	-5.9	1,194	0.4	-6.7	
Jul 2014	1,202	1,174	-4.3	-4.0	1,198	0.3	-4.8	
Aug 2014	1,348	1,228	4.6	-0.1	1,198	0.0	-4.3	
Sep 2014	1,387	1,181	-3.8	-7.9	1,195	-0.3	-4.8	
Oct 2014	1,358	1,173	-0.7	-8.8	1,195	0.0	-5.6	
Victoria								
May 2014	426	419	-1.7	-31.6	427	-2.8	-29.8	
Jun 2014	381	406	-3.2	-33.1	422	-1.3	-27.4	
Jul 2014	397	402	-0.9	-25.5	424	0.6	-23.4	
Aug 2014	494	462	15.0	-12.6	432	1.7	-18.1	
Sep 2014	500	437	-5.5	-11.3	440	2.0	-12.8	
Queensland	369	367	1.0	-22.5	381	0.5	-16.7	
May 2014 Jun 2014	371	391	-1.0 6.8	-13.9	380	-0.3	-16.7	
Jul 2014	371	375	-4.3	-16.1	376	-0.8	-14.9	
Aug 2014	430	394	5.1	0.4	370	-1.3	-13.7	
Sep 2014	412	356	-9.6	-14.9	365	-1.7	-11.0	
•								
South Australia								
May 2014	400	393	-2.3	-7.2	331	-9.4	-23.4	
Jun 2014	226	255	-35.2	-37.6	287	-13.2	-33.6	
Jul 2014	194	200	-21.4	-57.4	244	-15.1	-43.9	
Aug 2014	190	178	-11.0	-58.7	207	-14.9	-52.2	
Sep 2014	229	201	12.7	-52.4	180	-13.3	-57.9	
Oct 2014	204	183	-8.9	-57.2	159	-11.5	-61.7	

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).



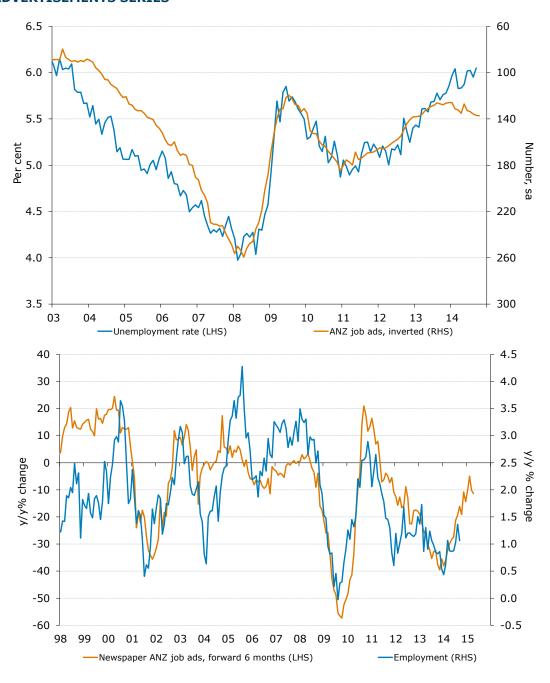
Table 4b: Average number of newspaper job advertisements per week - States and Territories

	Original	Seasonally adjusted			Trend estimate		
	Number		Per cent c	hange		Per cent c	hange
		Number	Month	Year	Number	Month	Year
Western Australia							
May 2014	707	732	8.2	-13.3	744	1.1	-10.9
Jun 2014	703	792	8.3	1.3	756	1.7	-5.0
Jul 2014	739	786	-0.8	3.9	768	1.6	0.1
Aug 2014	822	772	-1.7	2.6	777	1.2	3.8
Sep 2014	849	771	-0.2	5.8	784	0.8	5.6
Oct 2014	853	785	1.8	7.2	790	0.8	6.0
Tasmania							
May 2014	195	203	0.3	2.4	212	-2.8	-5.6
Jun 2014	179	198	-2.7	-14.2	207	-2.3	-7.4
Jul 2014	206	215	8.4	-0.4	205	-1.1	-9.0
Aug 2014	201	196	-8.6	-18.2	205	-0.1	-9.8
Sep 2014	256	222	12.9	-6.4	205	0.1	-9.8
ACT							
May 2014	157	150	8.6	-27.4	155	-6.5	-35.7
Jun 2014	141	149	-1.1	-55.5	145	-6.4	-37.2
Jul 2014	132	135	-9.2	-34.3	138	-5.0	-36.4
Aug 2014	139	130	-3.6	-26.5	133	-3.4	-33.4
Sep 2014	159	133	2.4	-18.4	130	-2.6	-29.2
Northern Territory							
May 2014	394	376	-8.0	16.5	404	4.0	22.9
Jun 2014	402	394	4.9	19.4	417	3.4	29.1
Jul 2014	502	469	18.9	42.9	426	2.1	32.4
Aug 2014	548	475	1.4	67.0	428	0.4	30.4
Sep 2014	410	395	-16.8	5.7	424	-0.9	25.2
Oct 2014	383	379	-4.2	5.7	416	-1.9	19.2

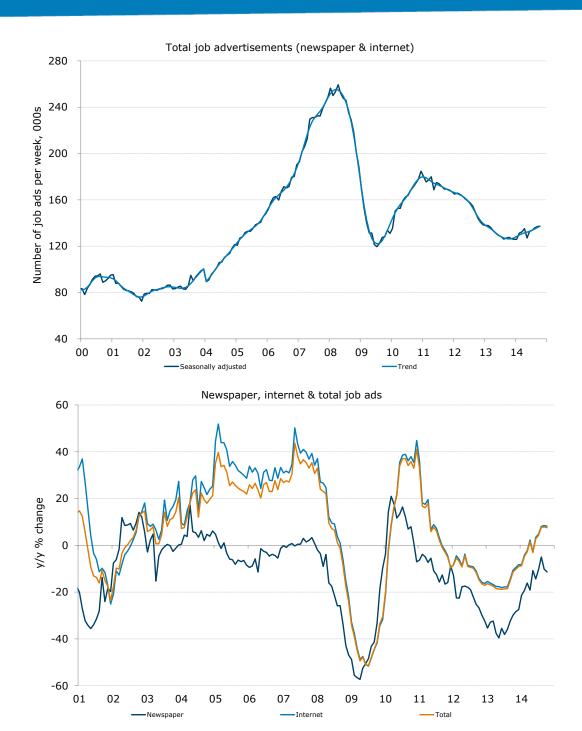
The above data are based on information provided by the following newspapers: The West Australian (Western Australia); The Mercury, The Examiner and The Advocate (Tasmania); The Canberra Times (Australian Capital Territory); and The NT News (Northern Territory).



ANZ JOB ADVERTISEMENTS SERIES

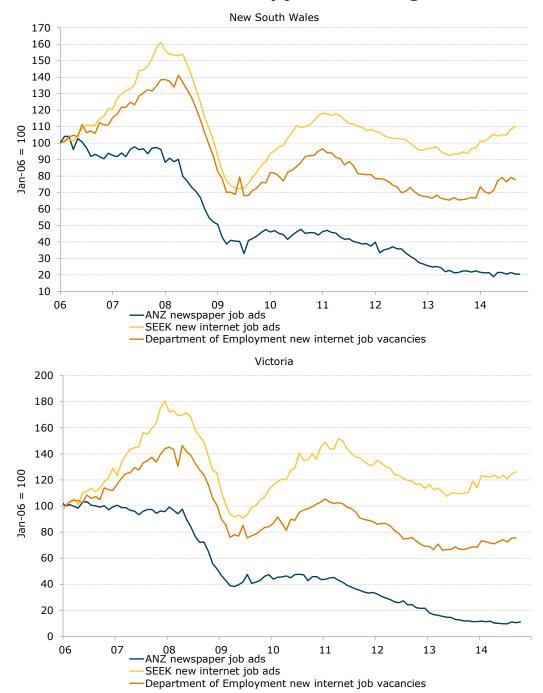




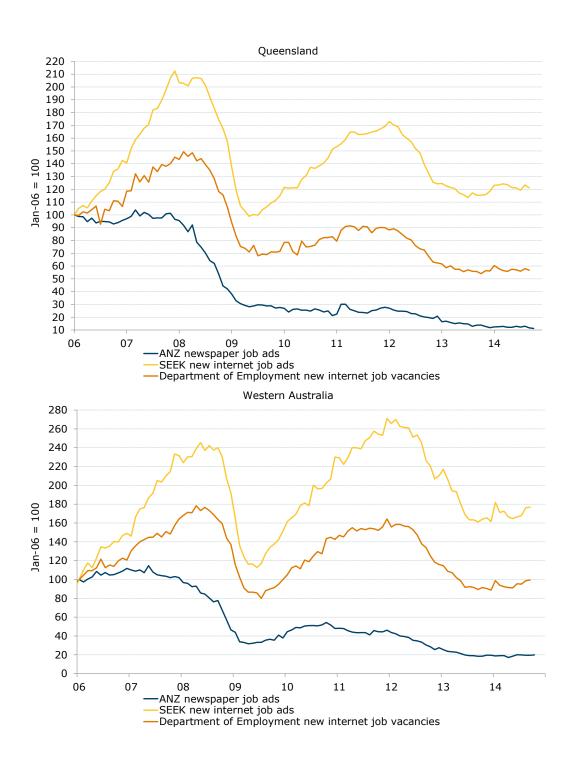




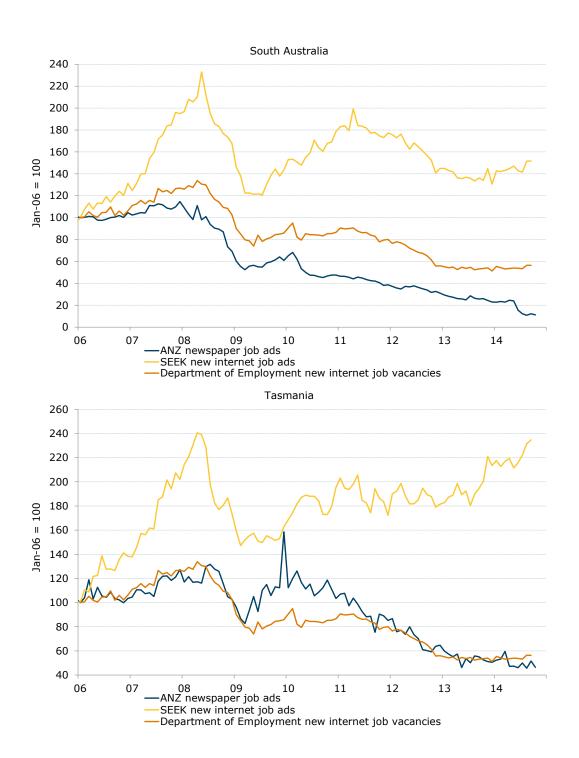
State & territory job advertising data



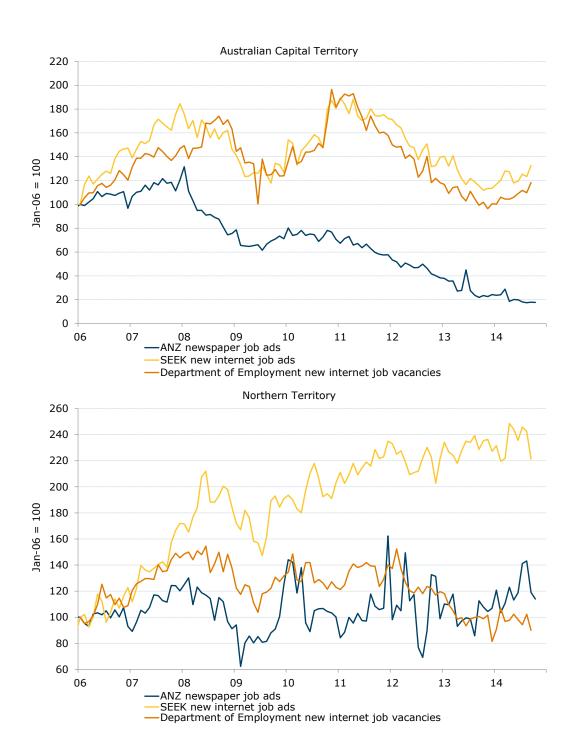














TECHNICAL APPENDIX

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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