

# Media Release



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## Job Advertisements continue to slide in December

The total number of jobs advertised in major metropolitan newspapers and on the internet fell by 9.7% in December to a weekly average of 190,661 per week. This followed a fall of 8.6% in November. The total number of advertisements in December was 29.9% lower than 12 months earlier. In trend terms, the total number of job advertisements fell by 5.0% in December to be 23.4% lower than 12 months earlier.

Looking at the different channels for advertising jobs, the number of job advertisements in major metropolitan **newspapers** decreased by 13.9% in December to an average of 10,126 per week. This follows a 12.0% drop in November. Newspaper advertisements are now 51.8% lower than in December 2007. In trend terms, the number of newspaper job advertisements fell by 7.6% in December to be 44.0% lower than a year ago.

The large fall in newspaper job advertisements in November was driven by declines in most states and territories. The largest falls in percentage terms were in Western Australia (-22.8%), Victoria (-18.2%), South Australia (-17.2%) and the ACT (-14.1%). Large falls were also evident in Queensland (-10.5%), New South Wales (-10.1%) and to a lesser extent in Tasmania (-4.3%). The Northern Territory was the only state or territory to experience a rise in newspaper job advertisements in December (+7.5%), partly unwinding the sharp fall in November (-17.4%).

The number of **internet** job advertisements fell by 9.5% in December to average 180,535 per week, and were 28.1% lower than 12 months earlier. In trend terms, internet job advertisements fell by 4.9% in December to be 21.7% lower than in December 2007.

ANZ Head of Australian Economics **Warren Hogan**, said: "The rate of decline in job advertising intensified in the month of December, providing further evidence that the demand for new labour across the Australian economy is now at recession levels. Newspaper job advertising, which had experienced the largest two-month decline on record in October and November, fell by another 13.9% in December, taking the annual rate to -51.8%. This is the weakest annual rate of growth in newspaper job advertising since December 1982, including the recession of 1991. Newspaper job advertising has slumped since the intensification of the financial crisis in mid-September last year, having declined by more than 30% over the course of the final three months of 2008."

"Internet job advertising has also weakened substantially, experiencing a 9.5% decline in the month, the largest decline since we commenced surveying internet job advertising in 1998. Internet job advertisements peaked in April 2008, averaging 255,456 a week and have since declined by 30% to a weekly average of around 180,000 in December. Internet job ads are now 28.1% below year ago levels, also the weakest outcome since the survey began in 1998."

"Australia has no experience of recession since we started collecting internet job ads, so all our longer-term historical comparisons are based on the newspaper series. A 50% decline in newspaper job advertising in a year is historically consistent with economic recession within the next nine months and a rise in the unemployment rate over the following years. What these

numbers do not tell us is the likely extent of labour shedding across corporate Australia, which remains in a relative strong financial position compared to the periods prior to previous recessions. The positive economic impact of pre-emptive policy actions taken by both the Reserve Bank of Australia and the Government over the second half of 2008 will also work to contain rising unemployment.

“ANZ is forecasting the unemployment rate to rise to 6% in 2009, up from the current rate of 4.4%. The risk to this forecast remains skewed towards a worse outcome, particularly if labour shedding or corporate failures intensify. In any event, the latest job advertising results indicate that the Government unemployment forecast of 5% by June 2009 followed by continued modest employment growth in 2009/10 is too optimistic. As such, we expect to see an upward revision to the official unemployment forecast in the May Budget resulting in a further deterioration in the Government’s financial position.

“We expect to see confirmation of deteriorating labour market conditions with the release of the December Labour Force report this Thursday. ANZ is forecasting a decline in total employment of 21,000 in the month and a rise in the unemployment rate to 4.6%, the highest since February 2007,” Mr Hogan added.

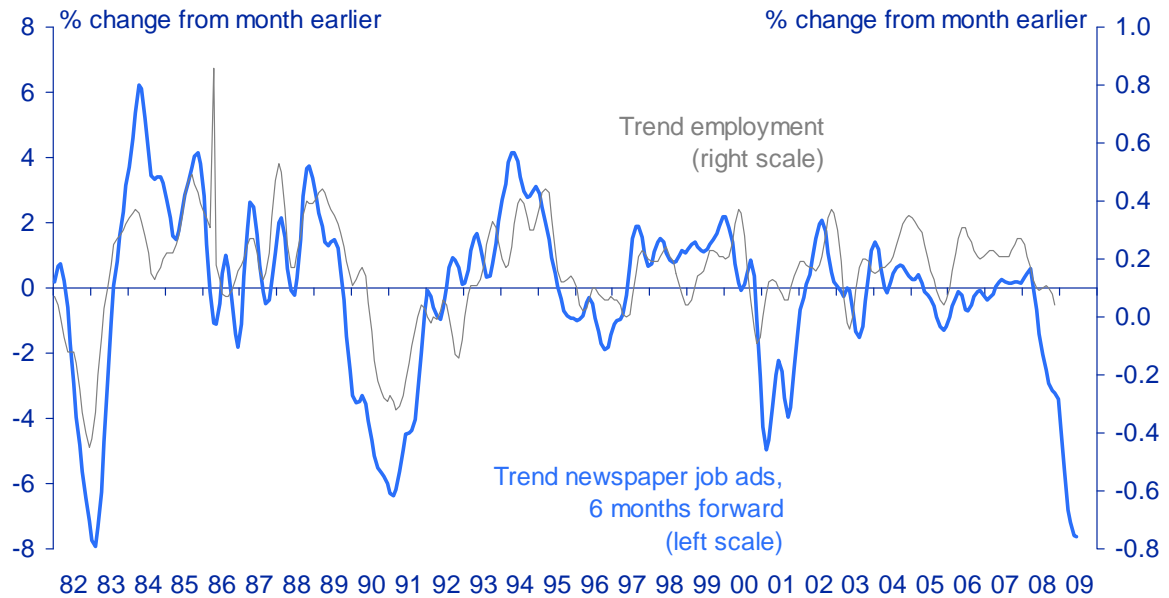
*(Note: For some of the newspapers surveyed, the ANZ Job Advertisements series counts the number of advertisement ‘bookings’. Each ‘booking’ may contain multiple advertisements. In addition, the ANZ series counts classified advertisements only, and does not include display advertisements. For these reasons,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

<b>Further comment:</b>	<b>Data enquiries:</b>	<b>Distribution enquiries, changes to fax listings:</b>
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<b>Next release:</b> January 2009	<b>Expected release date:</b> Monday, 9 February 2009	



## Job Advertisements series

### Monthly trend growth in newspaper job advertisements and employment

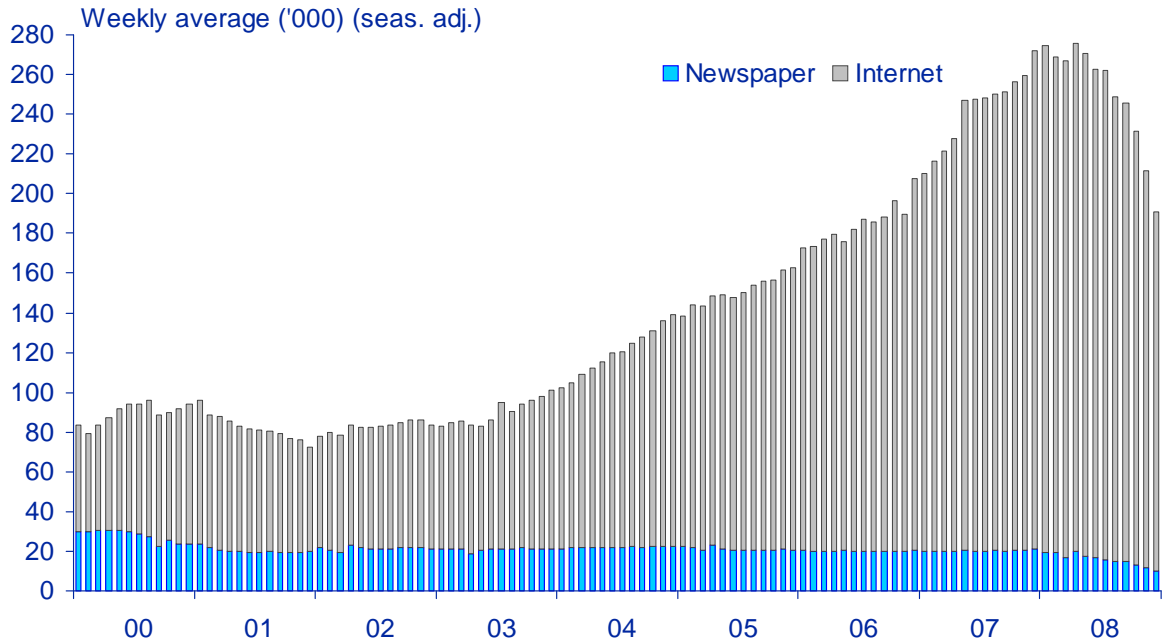


Sources: ABS, *The Labour Force* (6202.0); ANZ.



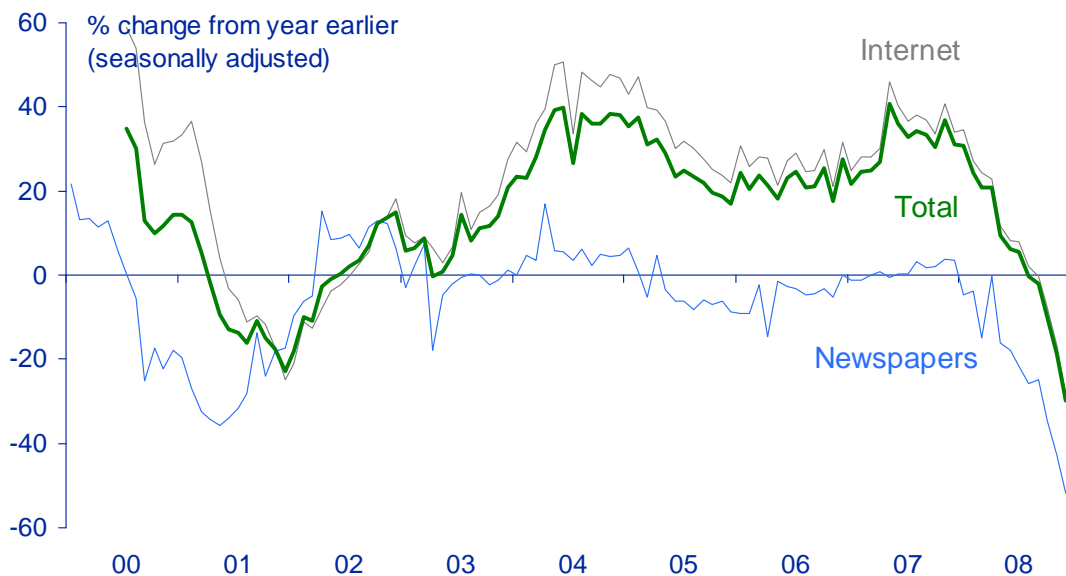
# Job Advertisements series

## Newspaper and internet job advertisements



Source: ANZ.

## Annual changes in newspaper and internet job advertisements

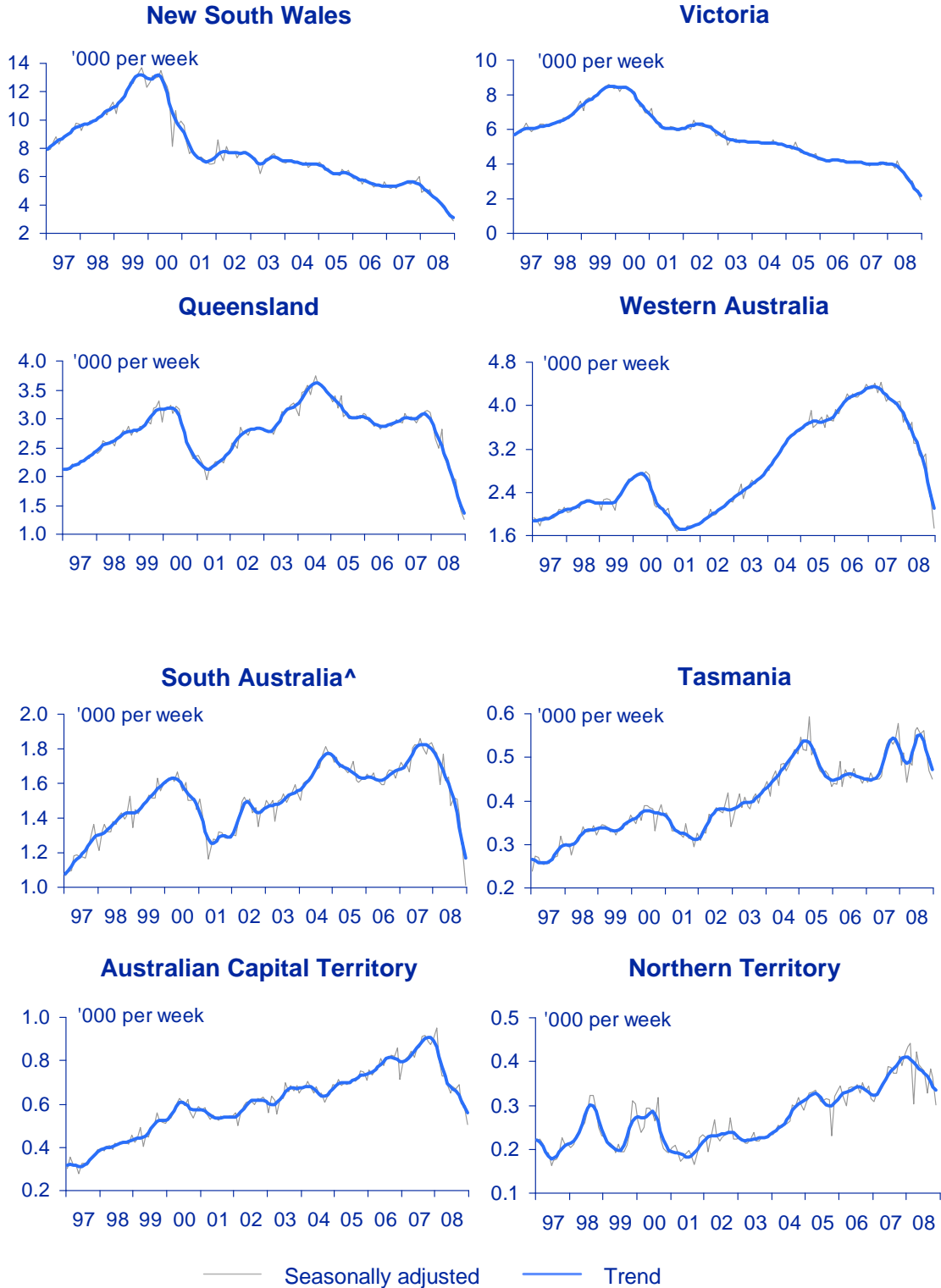


Note: Seasonal adjustment now done by ABS. Source: ANZ.



# Job Advertisements series

## State and Territory newspaper data



Source: ANZ.



# Job Advertisements series

## Average number of newspaper job advertisements per week – Australia

	<i>Original</i>	<u><i>Seasonally adjusted</i></u>		<u><i>Trend estimate (a)</i></u>			
	<i>Number</i>	<i>Number</i>	<u><i>P.c. change over -</i></u>		<i>Number</i>	<u><i>P.c. change over -</i></u>	
			<i>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
2004-05	21,866			1.5			
2005-06	20,450			-6.5			
2006-07	20,024			-2.1			
2007-08	19,273			-3.7			
Nov 2006	21,050	19,794	-1.1	-5.3	19,962	0.2	-3.1
Dec 2006	11,543	20,308	2.6	0.0	20,013	0.3	-2.2
Jan 2007	19,315	20,092	-1.1	-1.1	20,049	0.2	-1.3
Feb 2007	22,435	19,867	-1.1	-1.2	20,075	0.1	-0.7
Mar 2007	21,390	20,147	1.4	-0.1	20,101	0.1	-0.3
Apr 2007	17,538	19,957	-0.9	0.8	20,135	0.2	0.0
May 2007	20,838	20,467	2.6	-0.7	20,171	0.2	0.2
Jun 2007	19,531	20,205	-1.3	0.2	20,199	0.1	0.6
Jul 2007	20,282	20,104	-0.5	0.4	20,263	0.3	1.3
Aug 2007	21,960	20,350	1.2	3.2	20,357	0.5	2.0
Sep 2007	22,687	20,238	-0.6	1.9	20,479	0.6	2.8
Oct 2007	23,356	20,444	1.0	2.1	20,493	0.1	2.9
Nov 2007	21,835	20,524	0.4	3.7	20,356	-0.7	2.0
Dec 2007	11,986	21,026	2.4	3.5	20,072	-1.4	0.3
Jan 2008	18,412	19,139	-9.0	-4.7	19,663	-2.0	-1.9
Feb 2008	21,578	19,118	-0.1	-3.8	19,167	-2.5	-4.5
Mar 2008	17,526	17,115	-10.5	-15.0	18,607	-2.9	-7.4
Apr 2008	18,099	19,870	16.1	-0.4	18,020	-3.2	-10.5
May 2008	17,522	17,196	-13.5	-16.0	17,441	-3.2	-13.5
Jun 2008	16,033	16,593	-3.5	-17.9	16,846	-3.4	-16.6
Jul 2008	15,858	15,731	-5.2	-21.7	16,124	-4.3	-20.4
Aug 2008	16,293	15,105	-4.0	-25.8	15,226	-5.6	-25.2
Sep 2008	17,035	15,206	0.7	-24.9	14,187	-6.8	-30.7
Oct 2008	15,284	13,370	-12.1	-34.6	13,169	-7.2	-35.7
Nov 2008	12,520	11,767	-12.0	-42.7	12,173	-7.6	-40.2
Dec 2008	5,781	10,126	-13.9	-51.8	11,246	-7.6	-44.0

(a) 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.



# Job Advertisements series

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

	<i>Original</i>	<i>Seasonally adjusted</i>		<i>Trend estimate (a)</i>			
	<i>Number</i>	<i>Number</i>	<i>P.c. change over -</i>		<i>Number</i>	<i>P.c. change over -</i>	
			<i>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
<i>New South Wales -</i>							
Jul 2008	4,285	4,256	-2.2	-23.1	4,280	-4.3	-22.6
Aug 2008	4,393	4,117	-3.3	-26.3	4,044	-5.5	-27.7
Sep 2008	4,502	3,961	-3.8	-27.4	3,788	-6.4	-32.9
Oct 2008	3,934	3,488	-11.9	-38.5	3,537	-6.6	-37.4
Nov 2008	3,455	3,209	-8.0	-43.6	3,295	-6.8	-41.1
Dec 2008	1,588	2,885	-10.1	-51.8	3,076	-6.6	-43.9
<i>Victoria -</i>							
Jul 2008	3,257	3,203	-8.6	-20.0	3,327	-5.9	-16.7
Aug 2008	3,265	2,979	-7.0	-26.1	3,095	-7.0	-22.7
Sep 2008	3,427	3,044	2.2	-25.5	2,850	-7.9	-29.2
Oct 2008	3,183	2,711	-11.0	-31.2	2,621	-8.0	-35.0
Nov 2008	2,452	2,370	-12.6	-41.5	2,401	-8.4	-40.5
Dec 2008	1,129	1,939	-18.2	-52.8	2,207	-8.1	-45.2
<i>Queensland -</i>							
Jul 2008	2,152	2,101	-5.2	-28.3	2,141	-6.1	-28.7
Aug 2008	2,170	1,975	-6.0	-34.0	1,981	-7.4	-34.6
Sep 2008	2,267	1,944	-1.6	-36.0	1,809	-8.7	-41.0
Oct 2008	1,969	1,670	-14.1	-46.5	1,648	-8.9	-46.6
Nov 2008	1,470	1,393	-16.6	-55.7	1,494	-9.3	-51.2
Dec 2008	687	1,246	-10.5	-59.9	1,355	-9.3	-54.8
<i>South Australia -</i>							
Jul 2008	1,485	1,475	-9.7	-18.8	1,565	-2.4	-13.9
Aug 2008	1,599	1,514	2.6	-18.5	1,508	-3.6	-17.4
Sep 2008	1,647	1,512	-0.1	-16.3	1,431	-5.1	-21.7
Oct 2008	1,563	1,426	-5.7	-19.4	1,346	-5.9	-26.1
Nov 2008	1,310	1,223	-14.2	-32.9	1,257	-6.6	-30.6
Dec 2008	615	1,012	-17.2	-44.9	1,169	-7.0	-34.9

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).



## Job Advertisements series

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

	<i>Original</i>	<i>Seasonally adjusted</i>		<i>Trend estimate (a)</i>			
	<i>Number</i>	<i>Number</i>	<i>P.c. change over -</i>		<i>Number</i>	<i>P.c. change over -</i>	
			<i>Month</i>	<i>Year</i>		<i>Month</i>	<i>Year</i>
<i>Western Australia -</i>							
Jul 2008	3,064	3,097	-6.6	-24.3	3,197	-3.6	-23.8
Aug 2008	3,215	3,024	-2.4	-26.8	3,033	-5.1	-26.8
Sep 2008	3,428	3,108	2.8	-24.5	2,819	-7.0	-31.4
Oct 2008	3,012	2,648	-14.8	-34.3	2,583	-8.4	-36.5
Nov 2008	2,430	2,254	-14.9	-44.6	2,337	-9.5	-41.8
Dec 2008	1,017	1,741	-22.8	-57.5	2,099	-10.2	-46.9
<i>Tasmania -</i>							
Jul 2008	548	568	1.0	11.3	550	3.1	10.6
Aug 2008	581	554	-2.4	4.6	551	0.2	6.4
Sep 2008	599	562	1.3	3.6	538	-2.3	0.4
Oct 2008	554	519	-7.5	-2.0	518	-3.8	-4.9
Nov 2008	497	470	-9.5	-12.8	496	-4.2	-8.4
Dec 2008	304	450	-4.3	-22.3	471	-4.9	-10.7
<i>ACT -</i>							
Jul 2008	677	680	4.2	-21.2	672	-1.0	-23.1
Aug 2008	713	668	-1.8	-26.8	662	-1.5	-25.4
Sep 2008	743	692	3.7	-24.4	642	-3.1	-28.8
Oct 2008	659	604	-12.8	-32.2	616	-4.0	-32.4
Nov 2008	588	589	-2.5	-32.6	587	-4.7	-35.4
Dec 2008	263	506	-14.1	-44.1	560	-4.7	-37.4
<i>Northern Territory -</i>							
Jul 2008	391	379	-1.4	-2.1	374	-1.2	-1.0
Aug 2008	357	329	-13.3	-12.2	366	-2.1	-4.5
Sep 2008	423	383	16.6	2.7	354	-3.2	-9.5
Oct 2008	411	365	-4.7	-11.3	343	-3.1	-14.2
Nov 2008	318	302	-17.4	-23.0	334	-2.8	-18.1
Dec 2008	177	325	7.5	-22.4	325	-2.6	-20.9

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).





# Job Advertisements series

## Average number of internet job advertisements per week – Australia

	<i>Original</i>	<u><i>Seasonally adjusted</i></u>		<u><i>Trend estimate (a)</i></u>			
	<i>Number</i>	<i>Number</i>	<u><i>P.c. change over -</i></u>		<u><i>P.c. change over -</i></u>		
			<i>Month</i>	<i>Year</i>	<i>Number</i>	<i>Month</i>	<i>Year</i>
2004-05	115,338						
2005-06	146,084						
2006-07	190,068						
2007-08	243,279						
Nov 2006	177,454	169,759	-3.8	21.0	177,632	2.5	26.0
Dec 2006	170,431	187,495	10.4	31.6	182,727	2.9	25.9
Jan 2007	151,417	189,927	1.3	24.8	189,047	3.5	26.8
Feb 2007	195,251	196,295	3.4	28.0	196,429	3.9	28.6
Mar 2007	203,944	200,928	2.4	28.0	204,405	4.1	31.3
Apr 2007	204,545	207,971	3.5	30.2	212,239	3.8	34.4
May 2007	229,024	226,777	9.0	46.0	219,117	3.2	37.0
Jun 2007	230,984	227,239	0.2	40.4	224,364	2.4	38.6
Jul 2007	232,160	228,095	0.4	36.6	228,100	1.7	39.1
Aug 2007	242,027	229,621	0.7	38.1	230,911	1.2	38.7
Sep 2007	247,704	230,908	0.6	37.0	233,894	1.3	37.9
Oct 2007	255,555	235,901	2.2	33.7	237,595	1.6	37.1
Nov 2007	249,578	239,003	1.3	40.8	242,044	1.9	36.3
Dec 2007	228,630	251,111	5.1	33.9	246,680	1.9	35.0
Jan 2008	203,607	255,291	1.7	34.4	250,408	1.5	32.5
Feb 2008	248,532	249,677	-2.2	27.2	252,845	1.0	28.7
Mar 2008	253,737	249,926	0.1	24.4	253,773	0.4	24.2
Apr 2008	251,374	255,456	2.2	22.8	253,266	-0.2	19.3
May 2008	256,208	253,554	-0.7	11.8	251,582	-0.7	14.8
Jun 2008	250,239	246,112	-2.9	8.3	248,741	-1.1	10.9
Jul 2008	250,527	246,197	0.0	7.9	243,573	-2.1	6.8
Aug 2008	246,609	234,009	-5.0	1.9	235,489	-3.3	2.0
Sep 2008	247,021	230,529	-1.5	-0.2	224,987	-4.5	-3.8
Oct 2008	235,866	217,785	-5.5	-7.7	213,998	-4.9	-9.9
Nov 2008	208,150	199,433	-8.4	-16.6	202,991	-5.1	-16.1
Dec 2008	164,507	180,535	-9.5	-28.1	193,094	-4.9	-21.7

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; Hudson Global Resources; and the Department of Employment and Workplace Relations (DEWR) Australian Job Search site, jobsearch.gov.au.



# Job Advertisements series

Average total number of newspaper and internet job advertisements per week – Australia

	<i>Original</i>	<i>Seasonally adjusted</i>		<i>Trend estimate (a)</i>			
	<i>Number</i>	<i>Number</i>	<i>P.c. change over -</i>		<i>P.c. change over -</i>		
			<i>Month</i>	<i>Year</i>	<i>Month</i>	<i>Year</i>	
2004-05	137,204			33.2			
2005-06	166,533			21.4			
2006-07	210,092			26.2			
2007-08	262,552			25.0			
Nov 2006	198,504	189,553	-3.5	17.6	197,594	2.2	22.3
Dec 2006	181,974	207,804	9.6	27.6	202,740	2.6	22.5
Jan 2007	170,733	210,019	1.1	21.8	209,096	3.1	23.4
Feb 2007	217,686	216,162	2.9	24.6	216,504	3.5	25.2
Mar 2007	225,333	221,075	2.3	24.8	224,507	3.7	27.6
Apr 2007	222,082	227,928	3.1	26.9	232,374	3.5	30.5
May 2007	249,862	247,244	8.5	40.6	239,287	3.0	32.9
Jun 2007	250,515	247,445	0.1	36.0	244,563	2.2	34.4
Jul 2007	252,442	248,198	0.3	32.8	248,363	1.6	34.9
Aug 2007	263,987	249,971	0.7	34.4	251,268	1.2	34.7
Sep 2007	270,391	251,146	0.5	33.3	254,372	1.2	34.2
Oct 2007	278,910	256,345	2.1	30.5	258,088	1.5	33.5
Nov 2007	271,413	259,527	1.2	36.9	262,400	1.7	32.8
Dec 2007	240,616	272,137	4.9	31.0	266,752	1.7	31.6
Jan 2008	222,019	274,430	0.8	30.7	270,071	1.2	29.2
Feb 2008	270,110	268,795	-2.1	24.3	272,012	0.7	25.6
Mar 2008	271,263	267,041	-0.7	20.8	272,379	0.1	21.3
Apr 2008	269,473	275,326	3.1	20.8	271,286	-0.4	16.7
May 2008	273,731	270,751	-1.7	9.5	269,023	-0.8	12.4
Jun 2008	266,272	262,705	-3.0	6.2	265,587	-1.3	8.6
Jul 2008	266,384	261,928	-0.3	5.5	259,697	-2.2	4.6
Aug 2008	262,902	249,114	-4.9	-0.3	250,714	-3.5	-0.2
Sep 2008	264,056	245,734	-1.4	-2.2	239,175	-4.6	-6.0
Oct 2008	251,150	231,155	-5.9	-9.8	227,167	-5.0	-12.0
Nov 2008	220,670	211,199	-8.6	-18.6	215,164	-5.3	-18.0
Dec 2008	170,288	190,661	-9.7	-29.9	204,340	-5.0	-23.4

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