

ANZ Australian Job Advertisement Series Media Release

4 February 2019



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Contributors
David Plank
Head of Australian
Economics
+61 2 8037 0029
david.plank@anz.com

Shaurya Mishra
Junior Economist
+91 80 679 50463
shaurya.mishra@anz.com

Media & distribution enquiries
Francesca Rizzo
Media Relations Advisor
+61 3 8655 2843
francesca.rizzo@anz.com

Contact
research@anz.com

Twitter: @ANZ_Research

Next release:
February 2019 data

Expected release date:
Monday 4 March 2019

Gloomy start to 2019

ANZ Job Ads fell 1.7% m/m in January and were 3.7% below the January 2018 level. This is the first annual decline since April 2015.

In trend terms, job ads fell by 0.5% m/m, the eighth consecutive month of trend declines. The trend declined 0.7% on a yearly basis; the first such decline since August 2014.

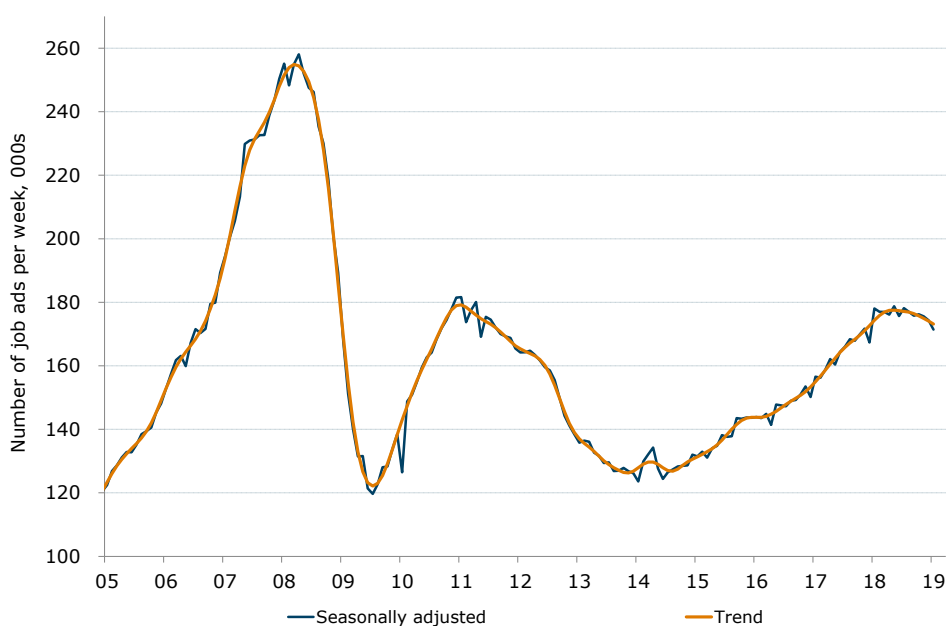
	Seasonally adjusted			Trend	
	Number	% m/m	% y/y	% m/m	% y/y
Total job ads	171,392	-1.7	-3.7	-0.5	-0.7

See page 5 for [technical details](#)

ANZ's head of Australian Economics, David Plank, commented:

"ANZ Australian Job Ads slipped into negative annual territory in January for the first time since March-April 2015. The decline in job ads is consistent with a range of other data suggesting the economy lost momentum in the second half of 2018. It is not surprising that this loss of momentum is translating into weaker job ads. This should show up in actual hiring in due course, though employment does lag other parts of the economy. As evidence of this lag, we note that employment growth actually accelerated in the last three months of 2018, even as other indicators of the economy pointed to a loss of momentum. We also note that the level of ANZ Job Ads is consistent with ongoing employment growth. Other indicators such as the ABS Job Vacancy data are also painting a more positive picture of the labour market."

ANZ Job Advertisements on a modest downward trend



Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research



Average total number of job ads per month – Australia

	Original		Seasonally adjusted (a)		Trend estimate (b)		
	Number	Number	Per cent change		Number	Per cent change	
			Month	Year (c)		Month	Year
2009-10	139,554	139,528		-22.6	140,823		-21.9
2010-11	174,478	174,622		25.2	174,772		24.1
2011-12	166,698	166,502		-4.7	166,504		-4.7
2012-13	141,107	140,809		-15.4	140,750		-15.5
2013-14	128,162	128,010		-9.1	128,051		-9.0
2014-15	131,138	131,147		2.5	131,017		2.3
2015-16	143,244	143,230		9.2	143,246		9.3
2016-17	154,844	154,882		8.1	154,987		8.2
Dec 2016	131,609	150,163	-2.2	4.6	153,348	1.0	6.6
Jan 2017	127,149	156,578	4.3	8.8	154,986	1.1	7.8
Feb 2017	162,453	156,226	-0.2	8.8	156,737	1.1	9.0
Mar 2017	166,671	158,749	1.6	9.6	158,609	1.2	10.1
Apr 2017	161,217	162,118	2.1	14.6	160,524	1.2	10.9
May 2017	163,031	160,375	-1.1	8.5	162,389	1.2	11.5
Jun 2017	166,379	164,377	2.5	11.4	164,228	1.1	11.9
Jul 2017	167,146	166,034	1.0	12.8	165,810	1.0	12.2
Aug 2017	176,692	168,406	1.4	13.0	167,170	0.8	12.3
Sep 2017	179,686	167,906	-0.3	12.5	168,358	0.7	12.4
Oct 2017	177,326	169,859	1.2	12.5	169,634	0.8	12.6
Nov 2017	176,668	171,706	1.1	11.9	171,048	0.8	12.6
Dec 2017	149,674	167,357	-2.5	11.5	172,654	0.9	12.6
Jan 2018	141,728	178,055	6.4	13.7	174,344	1.0	12.5
Feb 2018	183,912	176,998	-0.6	13.3	175,825	0.8	12.2
Mar 2018	186,728	176,975	0.0	11.5	176,898	0.6	11.5
Apr 2018	174,149	176,131	-0.5	8.6	177,441	0.3	10.5
May 2018	181,765	178,737	1.5	11.4	177,533	0.1	9.3
Jun 2018	177,685	175,666	-1.7	6.9	177,342	-0.1	8.0
Jul 2018	179,349	178,164	1.4	7.3	177,128	-0.1	6.8
Aug 2018	185,833	177,006	-0.6	5.1	176,919	-0.1	5.8
Sep 2018	187,857	175,797	-0.7	4.7	176,433	-0.3	4.8
Oct 2018	184,003	176,225	0.2	3.7	175,731	-0.4	3.6
Nov 2018	180,956	175,574	-0.4	2.3	174,914	-0.5	2.3
Dec 2018	154,372	174,340	-0.7	4.2	174,076	-0.5	0.8
Jan 2019	137,831	171,392	-1.7	-3.7	173,136	-0.5	-0.7

The internet series counts the average number of job ads 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 data are based on information provided by the operators of the following sites: Seek.com.au, and the Department of Employment's Australian JobSearch site (Jobsearch.gov.au).

(a) Concurrent seasonal adjustment method (see [Technical Appendix](#) for further details).

(b) The trend estimates came from 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.

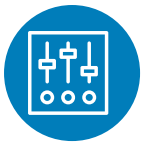
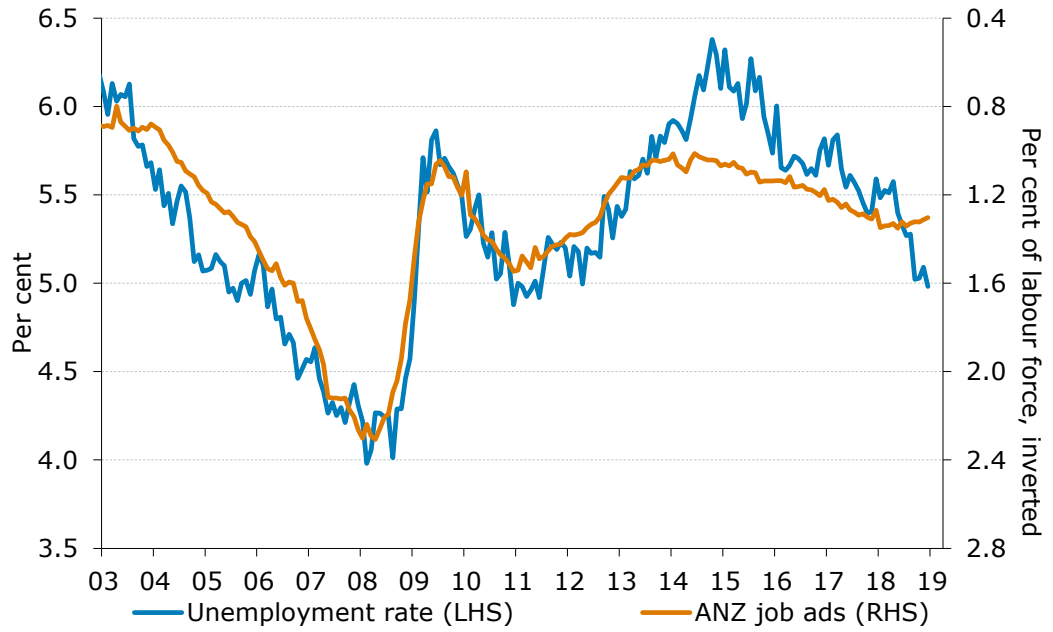
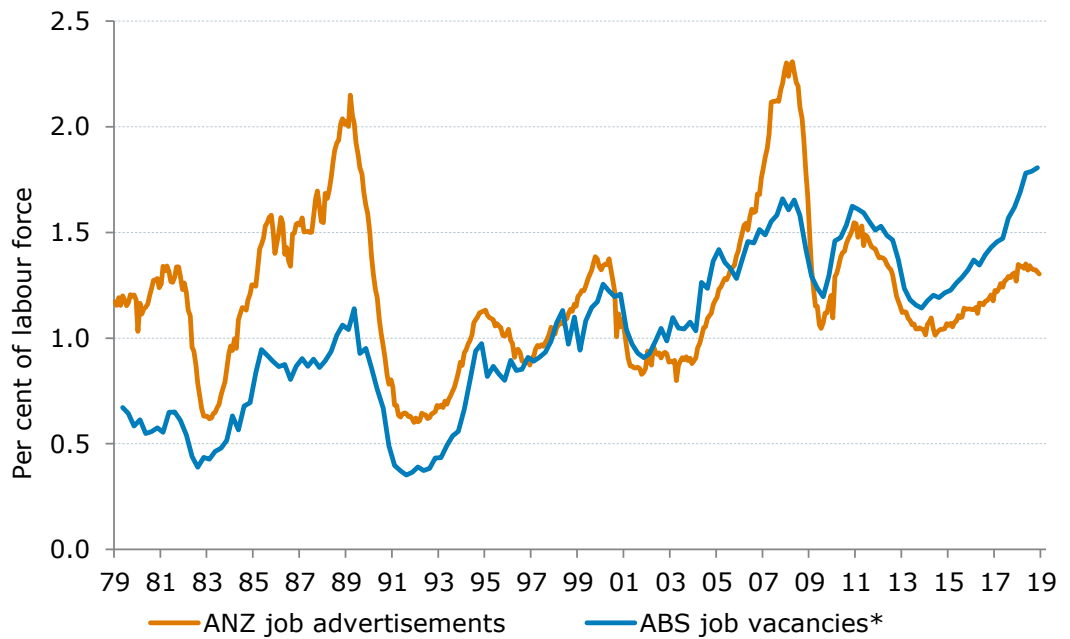


Figure 1. Unemployment rate and ANZ Job Ads since 2003



Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research

Figure 2. ANZ Job Ads and ABS Job Vacancies



* ABS Job Vacancies: latest data are for Nov 2018.

Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research

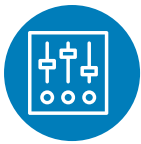
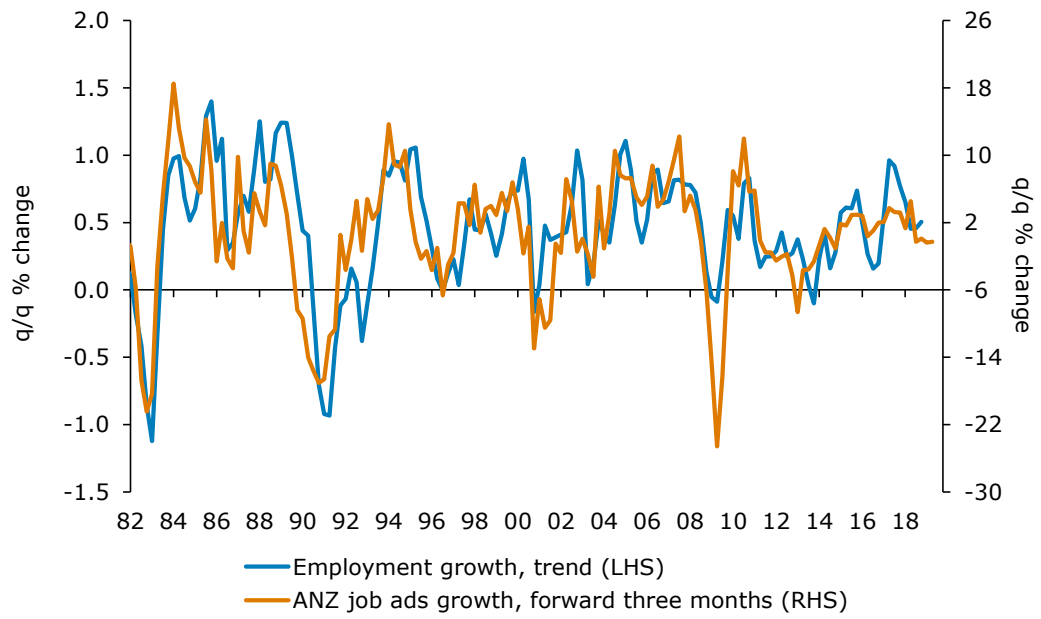
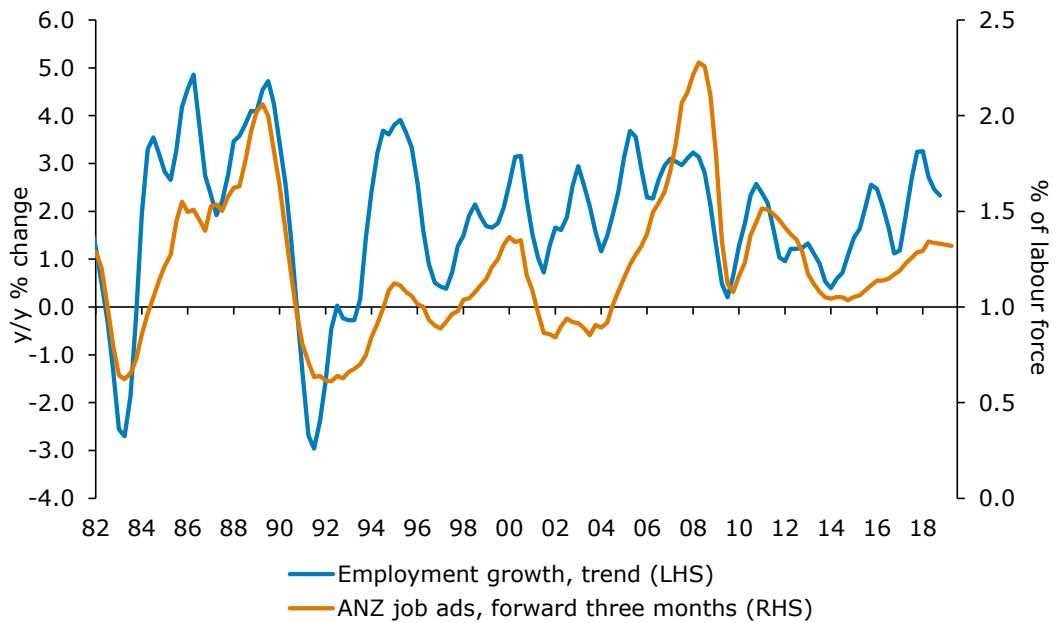


Figure 3. ANZ Job ads vs Employment growth

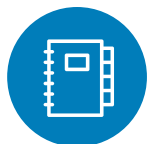


Source: ABS, SEEK, Dept of Jobs and Small Business, NAB, Westpac, ANZ Research

Figure 4. Growth in employment and ANZ Job Ads



Source: ABS, SEEK, Dept of Jobs and Small Business, ANZ Research



The ANZ Job Advertisements series 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 used it only 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.

State and territory charts have been discontinued.

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 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 Job Advertisements series regarding advertising volumes or revenues from employment advertising in the newspapers surveyed. The series is not intended as and should not be used as a tool to assess the financial performance of any of the newspapers it draws information from.



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[23 January 2019]

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