

ANZ Australian Job Advertisement Series Media Release

7 April 2020



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objectives or circumstances.
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Next release:
April 2020 data

Expected release date:
Monday 4 May 2020

Job Ads feeling the impact of COVID-19

ANZ Australian Job Ads fell 10.3% m/m in March to be down 18.2% y/y. In trend terms, job ads declined 2.0% m/m and 13.1% y/y.

	Seasonally adjusted			Trend	
	Number	% m/m	% y/y	% m/m	% y/y
Total job ads	136,235	-10.3	-18.2	-2.0	-13.1

See page 4 for [technical details](#)

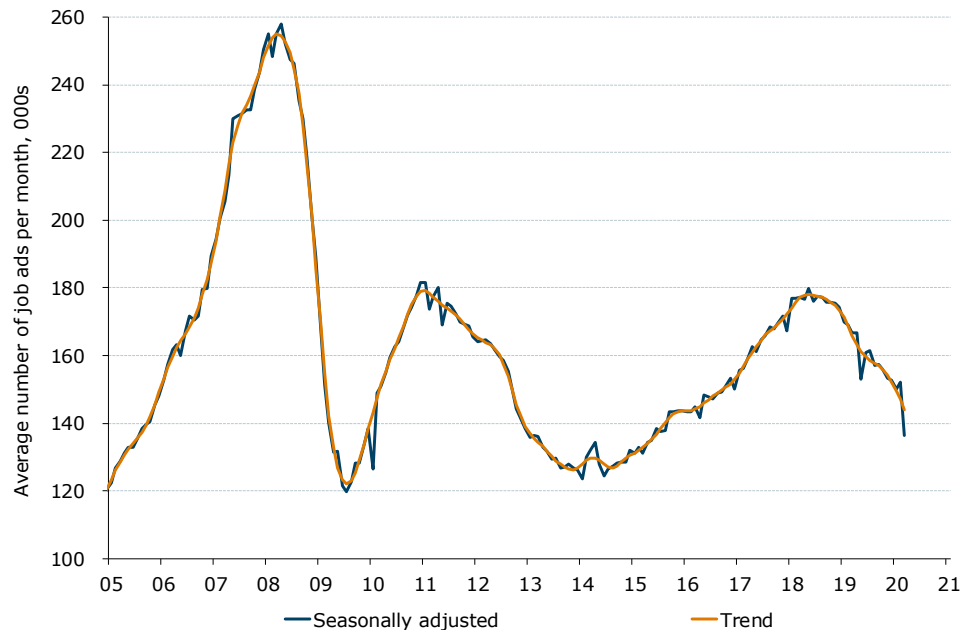
ANZ Senior Economist, Catherine Birch, commented:

Job Ads dropped more than 10% in March, the largest monthly fall since January 2009, during the GFC. Most of the fall occurred over the second half of March as Australian COVID-19 cases escalated, restrictions on movement tightened, and shutdowns of non-essential services broadened.

There are some areas where demand for labour may have increased, including health care, supermarkets, and some parts of manufacturing and financial services. But overall, demand for labour is likely to pull back further as the shutdowns continue.

Prior to the JobKeeper payment announcement, we forecast that more than 1.1m workers could lose their jobs and the unemployment rate could rise to a peak of 13% in Q2 from its current 5.1%. However, we think the JobKeeper payment will keep more workers employed and reduce the peak in unemployment – the economic version of “flattening the curve”.

ANZ Job Ads fell 10.3% in March



Source: SEEK, Department of Education, Skills and Employment, 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		Month	Year
2009-10	139,554	139,528		-22.6	140,823		-21.9
2010-11	174,478	174,623		25.2	174,772		24.1
2011-12	166,698	166,503		-4.6	166,505		-4.7
2012-13	141,107	140,811		-15.4	140,751		-15.5
2013-14	128,162	128,014		-9.1	128,055		-9.0
2014-15	131,138	131,151		2.5	131,020		2.3
2015-16	143,244	143,236		9.2	143,245		9.3
2016-17	154,844	154,894		8.1	154,987		8.2
2017-18	172,763	172,830		11.6	172,830		11.5
2018-19	170,214	170,194		-1.5	170,355		-1.4
Mar 2017	166,671	158,835	1.7	9.6	158,698	1.3	10.1
Apr 2017	161,217	162,527	2.3	14.7	160,753	1.3	10.9
May 2017	163,031	161,018	-0.9	8.6	162,685	1.2	11.5
Jun 2017	166,379	164,668	2.3	11.5	164,490	1.1	12.0
Jul 2017	167,146	165,739	0.7	12.6	165,976	0.9	12.2
Aug 2017	176,692	168,556	1.7	13.1	167,201	0.7	12.3
Sep 2017	179,686	167,897	-0.4	12.5	168,247	0.6	12.4
Oct 2017	177,326	169,545	1.0	12.4	169,382	0.7	12.5
Nov 2017	176,668	171,500	1.2	11.8	170,683	0.8	12.6
Dec 2017	149,674	167,299	-2.4	11.4	172,251	0.9	12.5
Jan 2018	141,728	176,797	5.7	13.5	174,035	1.0	12.4
Feb 2018	183,912	176,922	0.1	13.3	175,721	1.0	12.2
Mar 2018	186,728	177,228	0.2	11.6	177,039	0.7	11.6
Apr 2018	174,149	176,646	-0.3	8.7	177,779	0.4	10.6
May 2018	181,765	179,734	1.7	11.6	177,951	0.1	9.4
Jun 2018	177,685	176,099	-2.0	6.9	177,699	-0.1	8.0
Jul 2018	179,349	177,514	0.8	7.1	177,339	-0.2	6.8
Aug 2018	185,833	177,267	-0.1	5.2	177,032	-0.2	5.9
Sep 2018	187,857	175,845	-0.8	4.7	176,540	-0.3	4.9
Oct 2018	184,003	175,792	0.0	3.7	175,731	-0.5	3.7
Nov 2018	180,956	175,385	-0.2	2.3	174,768	-0.5	2.4
Dec 2018	154,372	174,172	-0.7	4.1	173,358	-0.8	0.6
Jan 2019	137,831	169,974	-2.4	-3.9	171,233	-1.2	-1.6
Feb 2019	175,789	169,139	-0.5	-4.4	168,615	-1.5	-4.0
Mar 2019	174,371	166,577	-1.5	-6.0	165,793	-1.7	-6.4
Apr 2019	165,436	166,770	0.1	-5.6	163,166	-1.6	-8.2
May 2019	154,535	152,920	-8.3	-14.9	161,083	-1.3	-9.5
Jun 2019	162,234	160,980	5.3	-8.6	159,598	-0.9	-10.2
Jul 2019	163,166	161,292	0.2	-9.1	158,588	-0.6	-10.6
Aug 2019	164,798	157,129	-2.6	-11.4	157,730	-0.5	-10.9
Sep 2019	167,827	157,314	0.1	-10.5	157,034	-0.4	-11.0
Oct 2019	163,167	155,905	-0.9	-11.3	155,985	-0.7	-11.2
Nov 2019	158,284	153,341	-1.6	-12.6	154,229	-1.1	-11.8
Dec 2019	135,430	152,808	-0.3	-12.3	152,044	-1.4	-12.3
Jan 2020	121,818	150,142	-1.7	-11.7	149,568	-1.6	-12.7
Feb 2020	157,928	151,960	1.2	-10.2	147,038	-1.7	-12.8
Mar 2020	142,504	136,235	-10.3	-18.2	144,082	-2.0	-13.1

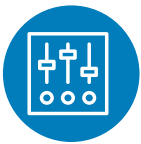
Data were revised for 2019.

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 Education, Skills and Employment's Australian JobSearch site (Jobsearch.gov.au).

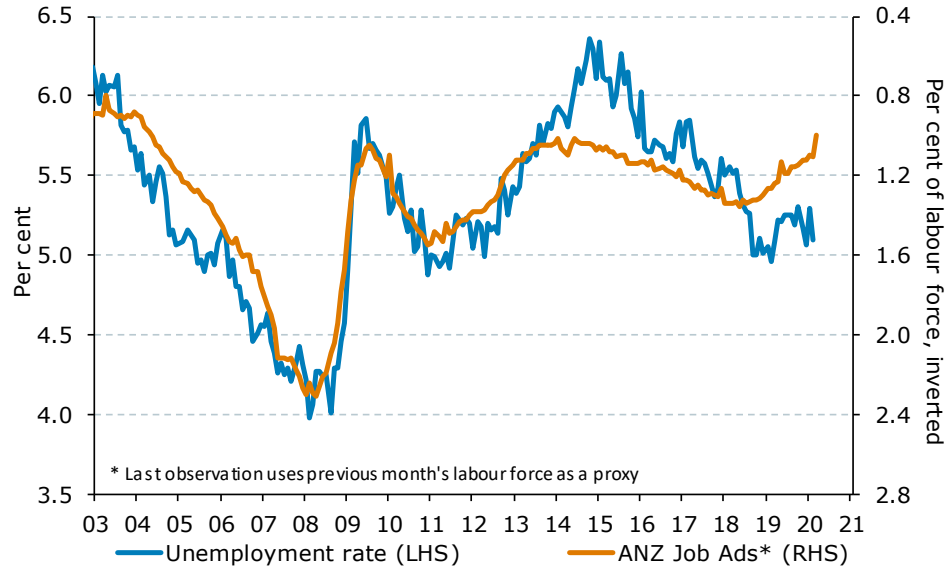
(a) Concurrent seasonal adjustment method (see [Technical Appendix](#) for further details).

(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.



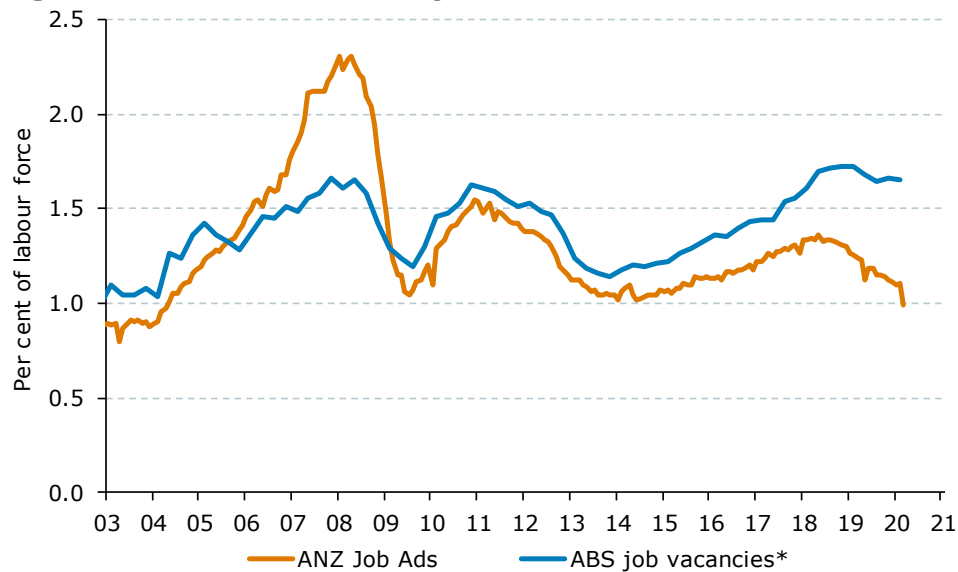
ANZ Job Ads in relation to other indicators

Figure 1. ANZ Job Ads and the unemployment rate



Source: ABS, SEEK, Department of Education, Skills and Employment, ANZ Research

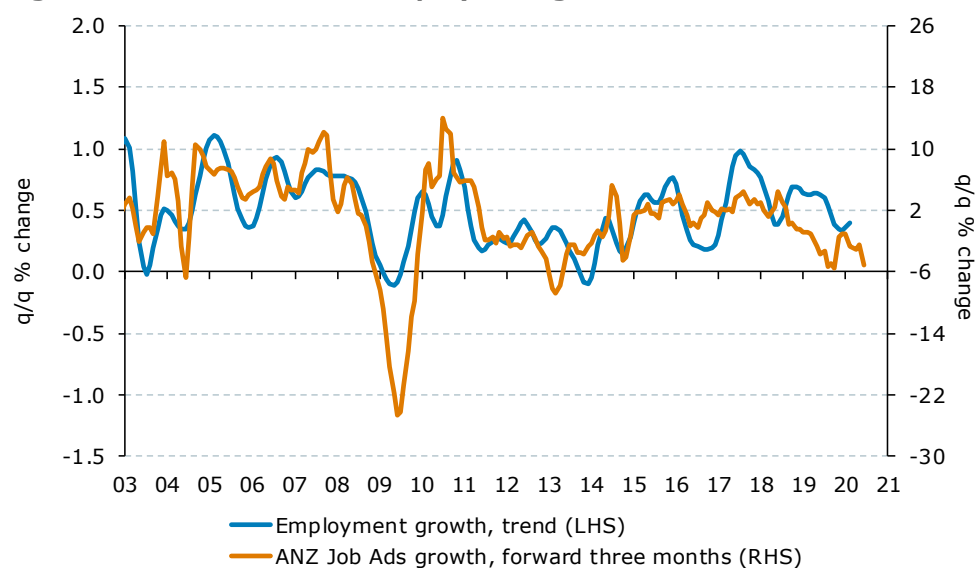
Figure 2. ANZ Job Ads and ABS job vacancies



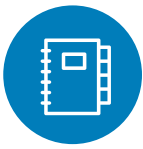
*ABS job vacancies: latest data are for Feb 2020.

Source: ABS, SEEK, Department of Education, Skills and Employment, ANZ Research

Figure 3. ANZ Job Ads and employment growth



Source: ABS, SEEK, Department of Education, Skills and Employment, 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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[4 April 2019]

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