

# ANZ Australian Job Advertisement Series Media Release

4 May 2020



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objectives or circumstances.  
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Important Notice.

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**Next release:**  
May 2020 data

**Expected release date:**  
Tuesday 9 June 2020

## Job ads halve in April

ANZ Australian Job Ads fell 53.1% m/m in April to be down 62.2% y/y. In trend terms, job ads declined 11.2% m/m and 33.9% y/y.

	Seasonally adjusted			Trend	
	Number	% m/m	% y/y	% m/m	% y/y
<b>Total job ads</b>	63,806	-53.1	-62.2	-11.2	-33.9

See page 4 for [technical details](#)

## ANZ Senior Economist, Catherine Birch, commented:

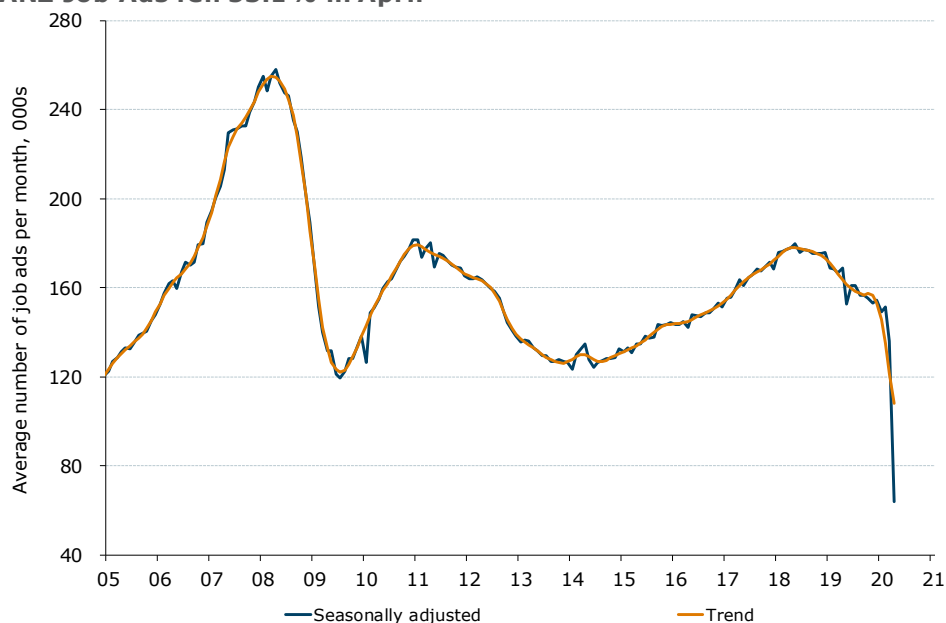
With non-essential services shut down throughout April, ANZ Job Ads tumbled by 53% during the month. This was almost five times the previous record monthly fall of 11.3% in January 2009, which was during the GFC.

Job ads fell progressively over the month, adding to the evidence that the downturn in activity is impacting businesses and the labour market at an unprecedented speed.

- New ABS data show that total employee jobs fell 5.5% w/w and total employee wages paid fell 5.1% w/w in the week ending 4 April.
- An ABS survey reported that 47% of trading businesses made changes to their workforce in the last two weeks of March as a result of COVID-19.
- Department of Social Services data show that the number of total jobseekers (recipients of Newstart/JobSeeker and Youth Allowance (other)) has increased by more than 530,000 in the six weeks to 24 April.

Although we think the JobKeeper payment will flatten the peak in the unemployment rate to 9.5% in Q2, there will still be substantial loss of employment, hours worked and household income over the coming months.

## ANZ Job Ads fell 53.1% in April



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



## Average total number of job ads per month – Australia

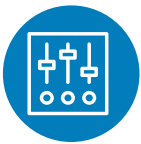
	Original		Seasonally adjusted (a)		Trend estimate (b)		
	Number	Number	Per cent change		Number	Per cent change	
			Month	Year		Month	Year
<b>2009-10</b>	139,554	139,529		-22.6	140,824		-21.9
<b>2010-11</b>	174,478	174,623		25.2	174,773		24.1
<b>2011-12</b>	166,698	166,504		-4.6	166,506		-4.7
<b>2012-13</b>	141,107	140,813		-15.4	140,754		-15.5
<b>2013-14</b>	128,162	128,021		-9.1	128,061		-9.0
<b>2014-15</b>	131,138	131,161		2.5	131,030		2.3
<b>2015-16</b>	143,244	143,251		9.2	143,257		9.3
<b>2016-17</b>	154,844	154,923		8.1	155,011		8.2
<b>2017-18</b>	172,763	172,862		11.6	172,855		11.5
<b>2018-19</b>	170,214	170,225		-1.5	170,380		-1.4
<b>Mar 2017</b>	166,671	158,808	1.8	9.6	158,862	1.3	10.1
<b>Apr 2017</b>	161,217	163,450	2.9	15.0	160,905	1.3	11.0
<b>May 2017</b>	163,031	160,904	-1.6	8.7	162,791	1.2	11.6
<b>Jun 2017</b>	166,379	164,620	2.3	11.5	164,488	1.0	12.0
<b>Jul 2017</b>	167,146	165,653	0.6	12.6	165,860	0.8	12.2
<b>Aug 2017</b>	176,692	168,372	1.6	13.0	167,011	0.7	12.3
<b>Sep 2017</b>	179,686	167,513	-0.5	12.5	168,068	0.6	12.3
<b>Oct 2017</b>	177,326	169,180	1.0	12.3	169,241	0.7	12.5
<b>Nov 2017</b>	176,668	171,316	1.3	11.9	170,599	0.8	12.5
<b>Dec 2017</b>	149,674	168,612	-1.6	11.5	172,230	1.0	12.5
<b>Jan 2018</b>	141,728	176,069	4.4	13.3	174,103	1.1	12.4
<b>Feb 2018</b>	183,912	176,457	0.2	13.2	175,881	1.0	12.2
<b>Mar 2018</b>	186,728	177,256	0.5	11.6	177,273	0.8	11.6
<b>Apr 2018</b>	174,149	178,136	0.5	9.0	178,042	0.4	10.7
<b>May 2018</b>	181,765	179,695	0.9	11.7	178,176	0.1	9.5
<b>Jun 2018</b>	177,685	176,081	-2.0	7.0	177,775	-0.2	8.1
<b>Jul 2018</b>	179,349	177,389	0.7	7.1	177,238	-0.3	6.9
<b>Aug 2018</b>	185,833	176,976	-0.2	5.1	176,801	-0.2	5.9
<b>Sep 2018</b>	187,857	175,348	-0.9	4.7	176,297	-0.3	4.9
<b>Oct 2018</b>	184,003	175,339	0.0	3.6	175,511	-0.4	3.7
<b>Nov 2018</b>	180,956	175,231	-0.1	2.3	174,594	-0.5	2.3
<b>Dec 2018</b>	154,372	175,707	0.3	4.2	173,250	-0.8	0.6
<b>Jan 2019</b>	137,831	168,832	-3.9	-4.1	171,245	-1.2	-1.6
<b>Feb 2019</b>	175,789	168,406	-0.3	-4.6	168,777	-1.4	-4.0
<b>Mar 2019</b>	174,371	166,636	-1.1	-6.0	166,093	-1.6	-6.3
<b>Apr 2019</b>	165,436	168,973	1.4	-5.1	163,545	-1.5	-8.1
<b>May 2019</b>	154,535	152,908	-9.5	-14.9	161,438	-1.3	-9.4
<b>Jun 2019</b>	162,234	160,951	5.3	-8.6	159,776	-1.0	-10.1
<b>Jul 2019</b>	163,166	161,145	0.1	-9.2	158,528	-0.8	-10.6
<b>Aug 2019</b>	164,798	156,780	-2.7	-11.4	157,474	-0.7	-10.9
<b>Sep 2019</b>	167,827	156,777	0.0	-10.6	156,739	-0.5	-11.1
<b>Oct 2019</b>	163,167	155,430	-0.9	-11.4	157,323	0.4	-10.4
<b>Nov 2019</b>	158,284	153,195	-1.4	-12.6	156,853	-0.3	-10.2
<b>Dec 2019</b>	135,430	154,260	0.7	-12.2	153,254	-2.3	-11.5
<b>Jan 2020</b>	121,818	149,002	-3.4	-11.7	145,841	-4.8	-14.8
<b>Feb 2020</b>	157,928	151,308	1.5	-10.2	135,131	-7.3	-19.9
<b>Mar 2020</b>	142,232	136,106	-10.0	-18.3	121,778	-9.9	-26.7
<b>Apr 2020</b>	62,391	63,806	-53.1	-62.2	108,149	-11.2	-33.9

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).

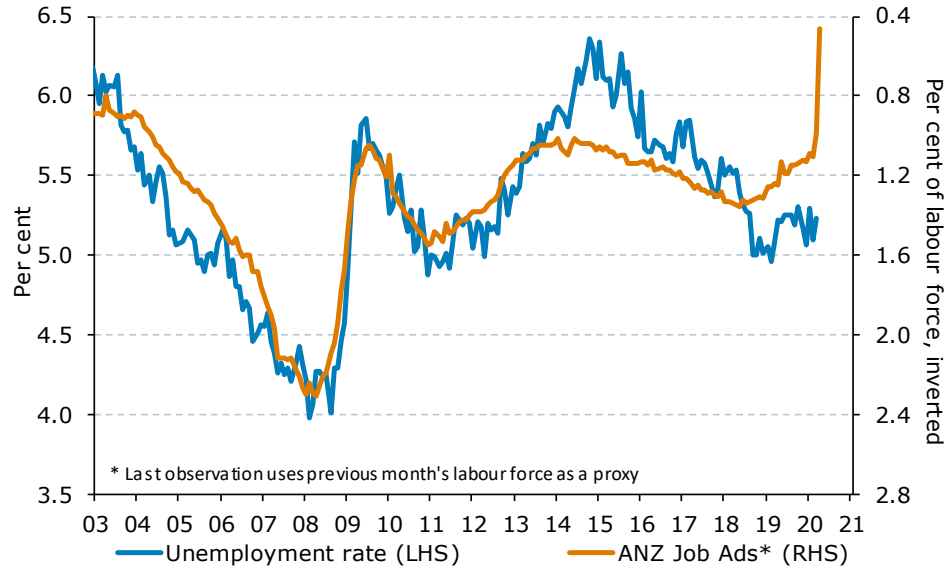
(a) Concurrent seasonal adjustment method (see [Technical Appendix](#) for further details).

(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.



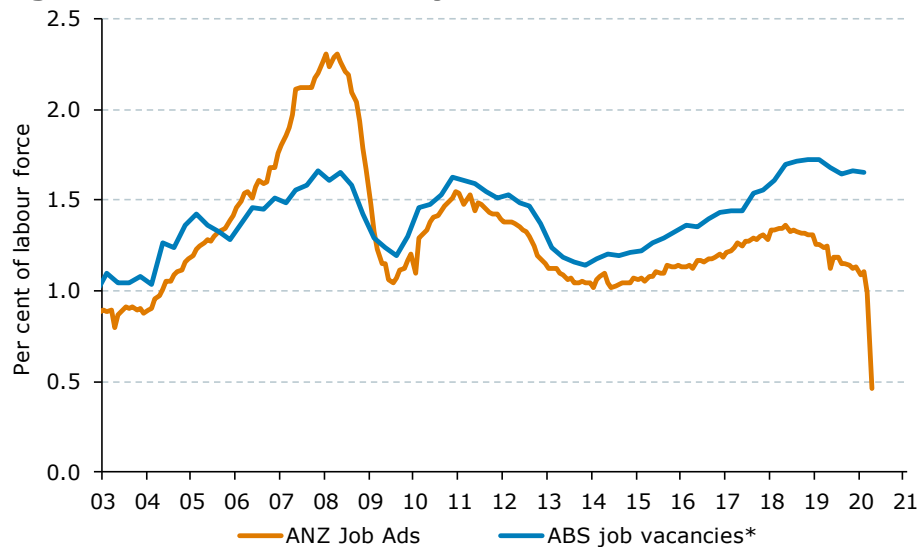
# ANZ Job Ads in relation to other indicators

**Figure 1. ANZ Job Ads and the unemployment rate**



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

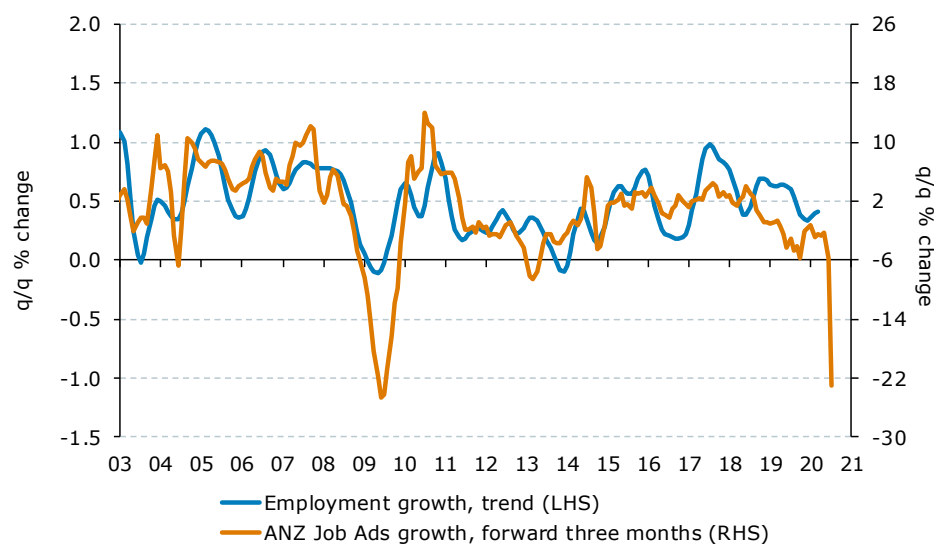
**Figure 2. ANZ Job Ads and ABS job vacancies**



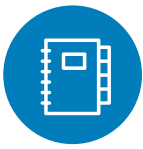
\* ABS job vacancies: latest data are for Feb 2020.

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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