

ANZ Australian Job Advertisement Series

Media Release

3 May 2021



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Next release:

May 2021 data

Expected release date:

Monday 7 June 2021

ANZ Job Ads continues its streak

ANZ Australian Job Ads rose 4.7% m/m in April, its 11th straight monthly gain, signalling strong labour demand growth has continued post-JobKeeper. Job Ads is now up 27.8% on its pre-pandemic level.

	Seasonally adjusted		
	Number	% m/m	% on Jan-20 (pre-COVID)
Total job ads	196,612	4.7	27.8

See page 4 for [technical details](#)

ANZ Senior Economist, Catherine Birch, commented:

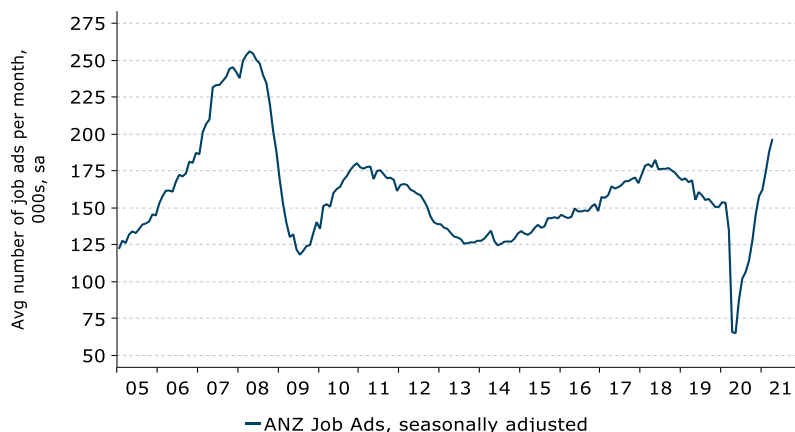
ANZ Job Ads has been a good indicator of the speed of the labour market recovery so far (Figures 1 and 2). It has risen for 11 months straight to be equivalent to 1.4% of the labour force (highest since late-2011), while the unemployment rate has dropped almost 2ppt since July 2020 to 5.6% in March.

It is not surprising that ANZ Job Ads has continued to rise post-JobKeeper. Businesses looking to hire new workers are, on the whole, unlikely to be those that were heavily dependent on the JobKeeper payment. We estimate 100,000-150,000 people will have lost or will lose employment in the months following the end of JobKeeper. But we've also seen almost 160,000 additional people employed over the past two months. Strong labour demand should mean that many (but **not all**) will be able to find work elsewhere relatively quickly.

ANZ Job Ads is still signalling ongoing declines in the unemployment rate. In the May **SoMP** due on Friday, we think the RBA may upgrade its outlook to forecast an unemployment rate of around 5% by the end of this year. This would still be above the likely rate of full employment (NAIRU). While Treasury now estimates NAIRU at 4.5-5%, RBA Governor Lowe has said that he was sure it was below 5% and it was "entirely possible" that it could be in the 3s.

So the unemployment rate may need to fall a lot further to generate enough wage growth and inflation. But something that garners less attention is the influence of underemployment on wages growth. In March, the underemployment rate fell below 8% for the first time since mid-2014, which was encouraging, but we think it will need to fall a lot further.

ANZ Job Ads rose 4.7% m/m in April



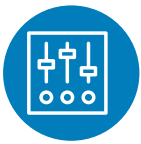
Source: SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research



Average total number of job ads per month – Australia

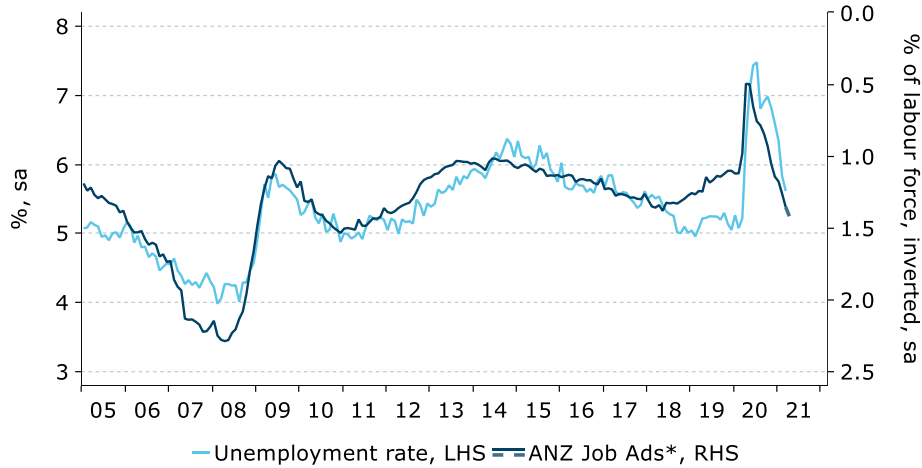
Date	Original	Seasonally adjusted		
	Number	Number	Per cent change	
			Month	Year
2009-10	139,554	139,523		
2010-11	174,478	174,366		25.0
2011-12	166,698	166,582		-4.5
2012-13	141,107	140,986		-15.4
2013-14	128,162	128,052		-9.2
2014-15	131,138	131,235		2.5
2015-16	143,244	143,309		9.2
2016-17	154,844	154,906		8.1
2017-18	172,763	172,900		11.6
2018-19	169,905	169,993		-1.7
2019-20	131,970	132,044		-22.3
Jan 2019	136,971	168,835	-1.1	-2.2
Feb 2019	174,999	169,917	0.6	-4.8
Mar 2019	173,697	167,316	-1.5	-6.8
Apr 2019	164,923	168,614	0.8	-5.0
May 2019	154,097	155,405	-7.8	-14.9
Jun 2019	161,805	160,648	3.4	-8.7
Jul 2019	162,673	158,404	-1.4	-10.2
Aug 2019	164,305	155,252	-2.0	-12.0
Sep 2019	167,310	156,012	0.5	-11.8
Oct 2019	162,688	153,222	-1.8	-12.5
Nov 2019	157,876	150,437	-1.8	-13.3
Dec 2019	135,055	150,654	0.1	-11.8
Jan 2020	121,223	153,786	2.1	-8.9
Feb 2020	157,283	153,431	-0.2	-9.7
Mar 2020	141,911	134,885	-12.1	-19.4
Apr 2020	62,218	65,790	-51.2	-61.0
May 2020	61,546	65,117	-1.0	-58.1
Jun 2020	89,555	87,535	34.4	-45.5
Jul 2020	107,765	102,052	16.6	-35.6
Aug 2020	115,238	106,500	4.4	-31.4
Sep 2020	126,148	114,112	7.1	-26.9
Oct 2020	136,763	127,591	11.8	-16.7
Nov 2020	152,918	145,391	14.0	-3.4
Dec 2020	143,285	157,832	8.6	4.8
Jan 2021	127,452	162,157	2.7	5.4
Feb 2021	176,684	174,259	7.5	13.6
Mar 2021	195,106	187,819	7.8	39.2
Apr 2021	192,861	196,612	4.7	198.8

Note changes in methodology in November 2020 release and resulting revisions to the historical series. The inclusion of newspaper job ads was discontinued from January 2019 and the seasonal adjustment process modified from November 2020. See Appendix.



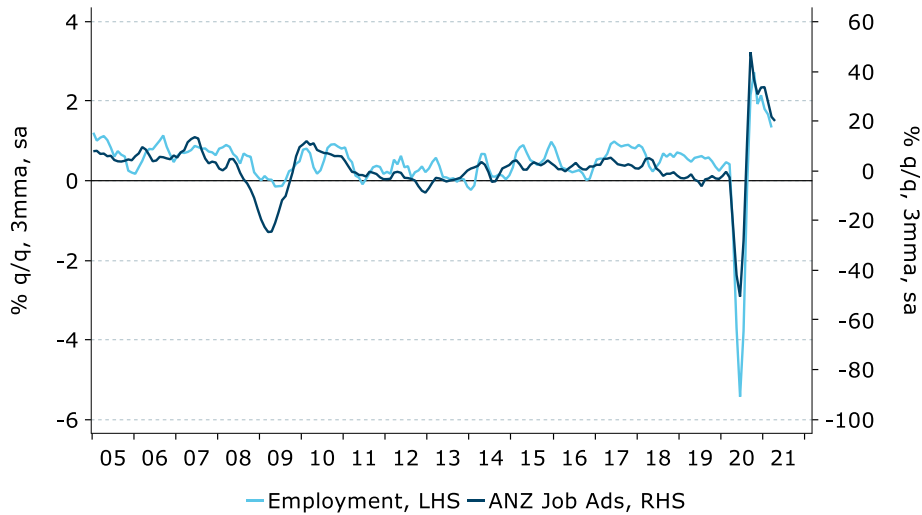
ANZ Job Ads in relation to other indicators

Figure 1. ANZ Job Ads and the unemployment rate



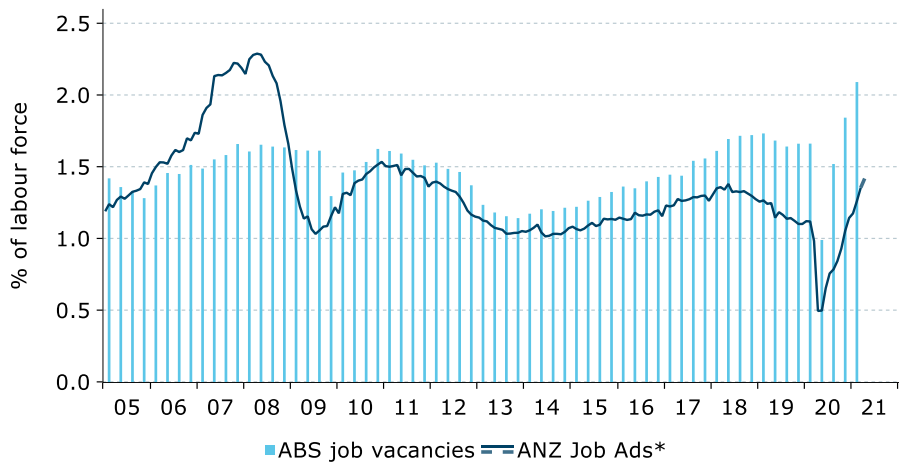
*Last observation uses previous month's labour force as proxy.
Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research

Figure 2. ANZ Job Ads and employment growth

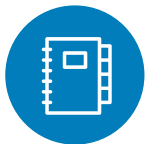


Source: ABS, Bloomberg, Macrobond, ANZ Research

Figure 3. ANZ Job Ads and ABS job vacancies



*Last observation uses previous month's labour force as proxy.
Source: ABS, SEEK, Dept of Education Skills and Employment, Macrobond, ANZ Research



Data sources

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

As of the November 2020 release, newspaper job ads have been excluded from the series from January 2019 onwards, and the historical data were revised. Prior to this, for some of the newspapers surveyed, the ANZ Job Ads 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 Ads 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.

Seasonal adjustment and trend

The X-11 ARIMA seasonal adjustment method is used from the November 2020 release onwards. Note that new and revised original data can result in revisions to the seasonal factors applied to historical estimates.

Note that the trend data series has been temporarily suspended during the COVID-19 period. This is in line with the ABS's suspension of trend data series as "the interpretation of trend estimates during the period affected by COVID-19 could be misleading".



Important notice

[4 April 2019]

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