

## SEEK EI, June 2009

### Commentary

The SEEK labour market indicators for June 2009 provide further evidence that the pace of decline is slowing. The indicators showed early signs of a slowdown in the decline of new jobs in April 2009 and a plateau in May 2009. Nationwide, the SEEK new job ads index declined further by 4.5% in June 2009. Although SEEK job ads are 48.4% lower on annual terms, the decline is much lower than the average monthly rate of -6.1% from September 2008 to May 2009. Note also that the decline in the SEEK new job ads index is sharply lower than the decline of 7.2% recorded in ANZ Internet Job Advertisements. Yet, it is worth noting that, in contrast to the ANZ measure, the SEEK index is free of multiple postings of job ads, records *new* job ads, and provides estimates of internet job ads by region.

The moderate decline in June 2009 is consistent with recent improvements in business sentiment in Australia and a more positive assessment by the Reserve Bank of Australia on 7 July, 2009 suggesting that “the global economy is stabilising...Downside risks to the outlook have diminished...Growth in China has strengthened ... the US economy is approaching a turning point...in Australia... A pick-up in housing credit demand ...House prices are tending to rise.” (Glenn Stevens, Governor, [http://www.rba.gov.au/MediaReleases/2009/mr\\_09\\_15.html](http://www.rba.gov.au/MediaReleases/2009/mr_09_15.html)). Yet, the relapse to negative growth in job ads in June follows the return to pessimism in the expectations on economic growth and unemployment by a consensus of economic forecasters.

The fall in SEEK new job ads (seasonally adjusted) was larger in Victoria (-7.0%) and Western Australia (-4.9%) where job ads recorded the biggest rises in May 2009 (i.e., 5.2% and 2.7% respectively). New South Wales, on the other hand, witnessed a modest decline of 2.8% that is encouraging given that the unemployment rate hit 6.4% in that state last month (the highest level in all states), and there were predictions of further job losses.

Applications for jobs registered with SEEK have remained stable in June 2009 with an increase of 0.1%. This alludes to a continuous uncertainty or pessimism about the labour market amongst job seekers. In line with pessimistic perceptions of the economy, job applications declined in New South Wales (-1%) and Victoria (-3.8%) respectively but increased sharply in Queensland (3.4%) and Western Australia (6%). The latter points to a growing confidence in economic activity associated with resources. As a result, the SEEK Employment Index (EI) that summarises the balance of the demand and supply of labour in Australia declined by 4.7% in June 2009. The EI fell most in Western Australia (-10.2%) and Queensland (-5.6%) followed by Victoria (-3.3%) and New South Wales (-1.8%).

Overall, the SEEK indicators once again suggest that the Australian economy may be approaching a turning point. Yet, it is too early to say whether the recent trends in SEEK job ads will be sustained and strengthen soon beyond the end of the financial year.

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# THE SEEK EMPLOYMENT INDEX

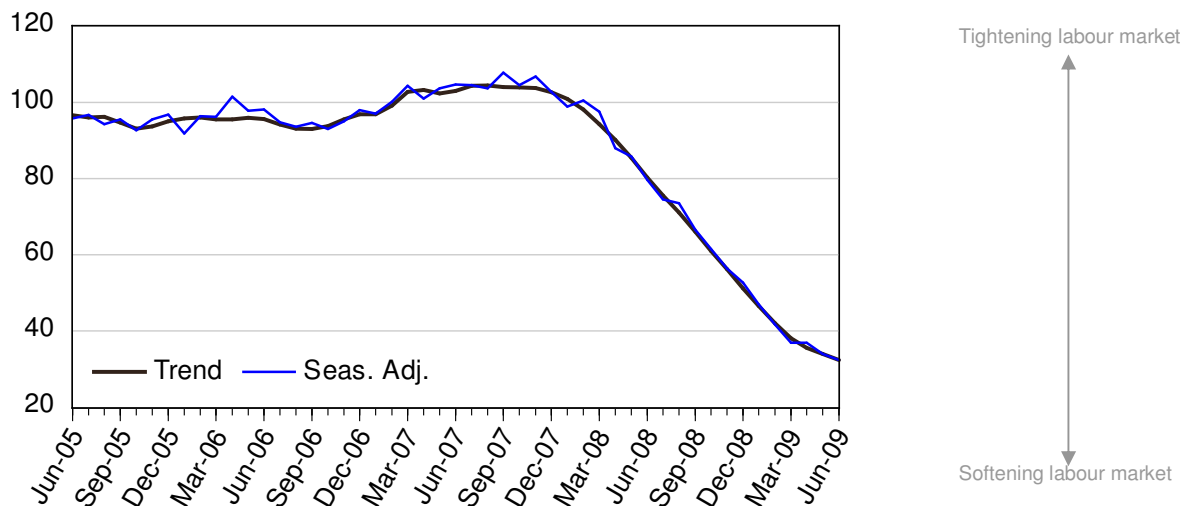
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

Each monthly release includes two key indicators:

1. The SEEK Employment Index (SEEK EI), a dynamic snapshot of matching between the supply of jobseekers and demand for workers (i.e., the ratio of new job advertisements posted on the SEEK website to job applications submitted to the SEEK website); and
2. Candidate Demand, as measured by new job advertisements posted on the SEEK website;

These indicators provide useful insights into the dynamics of the Australian labour market. For further explanation on the applications of use please refer to the SEEK Employment Index launch document available at [www.seek.com.au/intelligence](http://www.seek.com.au/intelligence)

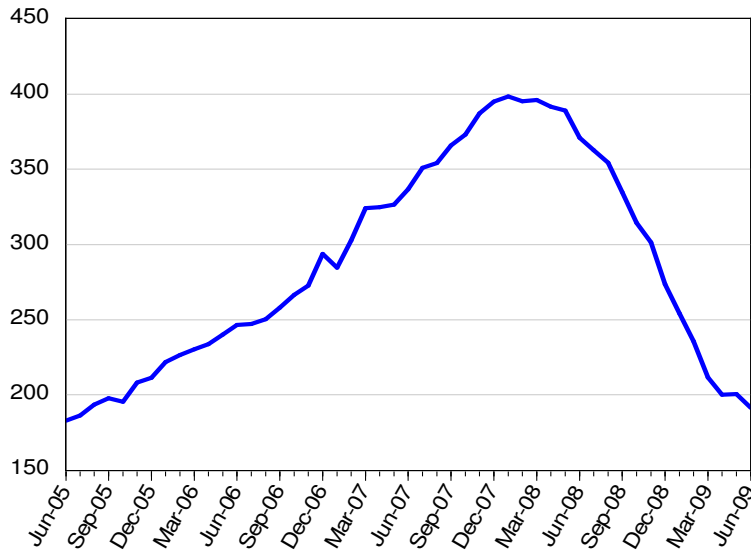
**Figure 1. SEEK Employment Index (Average 2002-04 = 100), seasonally adjusted**



The SEEK Employment Indicator (EI), is a summary of the overall balance between supply and demand in the Australian labour market. The seasonally adjusted SEEK EI index fell 4.7% in June 2009, to continue along a path of steady decline evident throughout the year so far. Although broadly in line with the recent averages, this latest data show that the pace of decline is slowing in recent months (taking into account a decline of -8.1% in May and 0.2% in April). Thus, the Australian labour market continues to weaken after a pause in April 2009. On annual basis, this represents a 59.4% decrease compared to the same period last year, closing to the 60% mark for the fifth month in a row and registering the third highest yearly SEEK employment index decline on record since the beginning of 2005.

The fall in the index has been widely spread across all the state and territories. The EI index is down 10.2% in Western Australia, 5.6% in Queensland, and 3.3% in Victoria. Evidence of softening labour market conditions is also evident in New South Wales (-1.8%) and South Australia (-0.5%).

**Figure 2. SEEK New Job Ads Index (Average 2002-04 = 100), seasonally adjusted**



The (seasonally adjusted) SEEK new job ads series declined by 4.5% in June 2009 following a marginal rise of 0.3% in May to reverse. New job ads are 48.4% lower compared to the same period last year, showing a slower rate of reduction for the second month in a row on a year-over-year basis. Are these signs that the bottom has been reached and should we expect some signs of stabilization from now onwards? It is important to note that the moderate fall in the SEEK EI index has been driven by a rapidly rising number of job applications nationwide compared to ads although the flow of new ads has improved. Given some improvement in level of vacancies applicants have been drawn to the growing level of job opportunities, somehow suggesting that business confidence could be back on track very soon in future.

At the regional State level, new job ads registered with SEEK show some similarities in growth patterns. The decline in new job ads has been larger in states that witnessed the biggest rises in May 2009: Victoria (-7.0%) and Western Australia (-4.9%) that compare with the May results of 5.2% and 2.7% respectively. New job ads were also down in New South Wales, Queensland and South Australia by 2.8%, 2.4% and 2.0% respectively.

## JOB SEEKER ODD SPOT

### Top 5 most competitive occupations:

Industry	Occupation
Manufacturing/Operations	Packer/Filler
Call Centre/Cust. Service	Call Centre Operator
Hospitality & Tourism	Kitchen/Sandwich Hand
Retail & Consumer Prods.	Retail: Sales Assistant
Trades & Services	Cleaning

If you are looking for a place in one of these categories it is vital that you get a competitive edge and present yourself in the best light - the competition is fierce. Hundreds of applicants are received for each position advertised, making these SEEK's Top 5 most competitive occupations.

### Top 5 occupations in most demand:

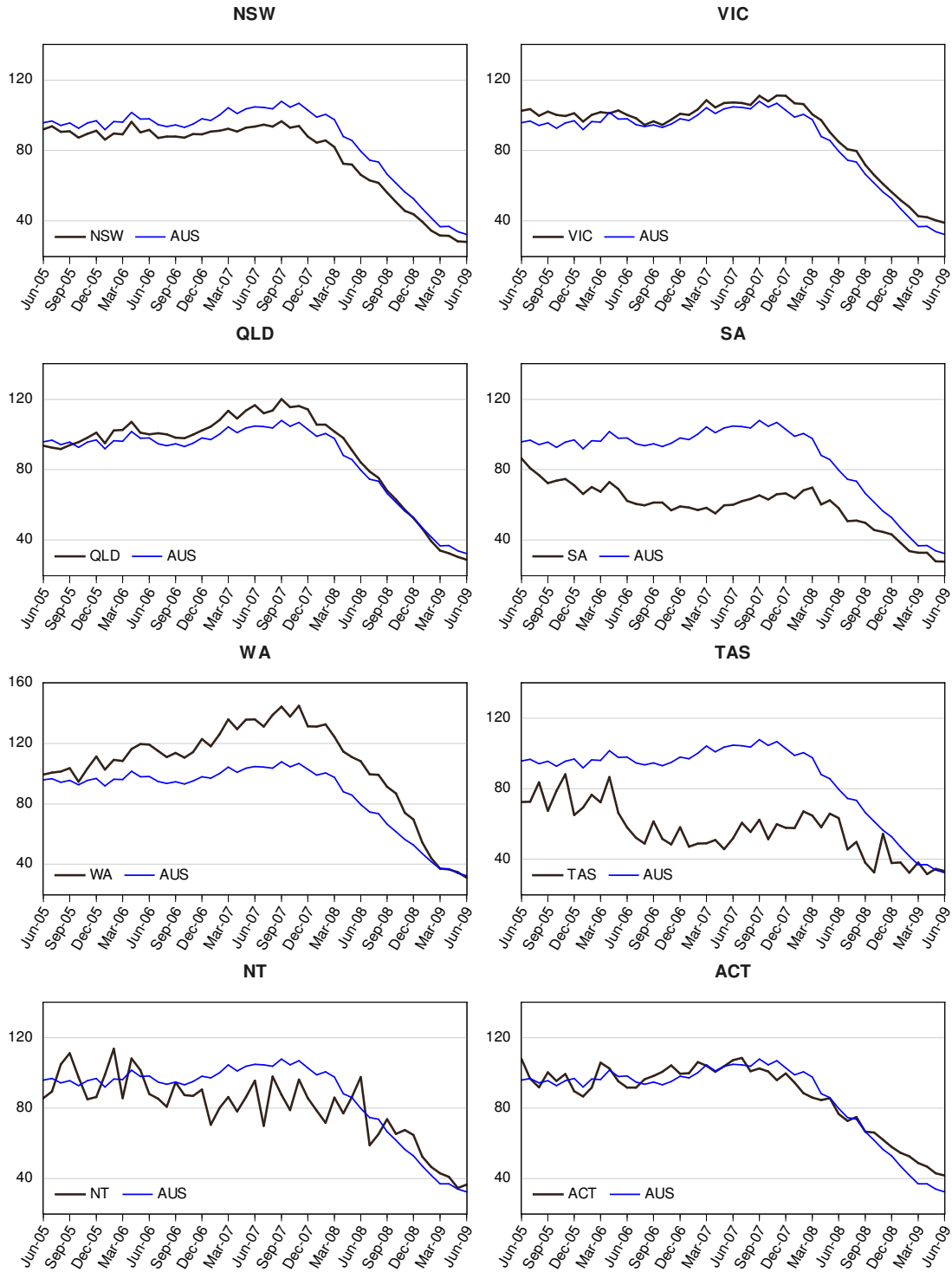
Industry	Occupation
Legal	Snr Assoc. Solicitor
Insurance & Superannuation	Broking
Construction	Architecture
Real Estate	Valuation
Healthcare & Medical	Nursing/Midwives

The special group! If you are seeking for a place in these categories and you have the relevant skills and experience, you are lucky and highly sought after. Be it due to increasing demand or a critical shortage of specialised skills, these positions are the hardest to fill.

# STATE DATA

The following charts illustrate the SEEK Employment Index by State and Territory. State and Territory is determined by the classification of the job advertisement, not necessarily by the locality of the position.

**Figure 3. SEEK Employment index by Region (Average 2002-04 = 100), seasonally adjusted**



Note: The ABS concurrent approach to seasonal adjustment was adopted in July 2006. This involves the use of the complete series in adjusting for seasonal factors such as Easter, working day and holiday effects. Thus, some of the historical estimates may be different to those reported in earlier releases. Annual change is the percentage change from the same month in the previous year. Monthly change is the change from the previous month.

# THE SEEK EMPLOYMENT INDICATOR TABLES

**Table 1. SEEK Employment Index (SEEK EI) (see Figure 1)**

Month	EI Index Orig.	EI Index SA	Annual % Change	Monthly % Change
Jun-2005	100.2	95.8	-7.3	-2.2
Jul-2005	99.3	96.7	-8.0	1.0
Aug-2005	101.0	94.2	-11.3	-2.6
Sep-2005	109.2	95.6	-12.3	1.4
Oct-2005	104.7	92.7	-18.3	-3.1
Nov-2005	94.6	95.6	-10.5	3.1
Dec-2005	92.2	96.9	-0.8	1.4
Jan-2006	74.1	91.9	-14.1	-5.2
Feb-2006	86.1	96.4	-6.6	4.9
Mar-2006	90.0	96.2	-3.7	-0.3
Apr-2006	97.8	101.5	4.3	5.6
May-2006	100.8	97.9	-0.1	-3.6
Jun-2006	103.3	98.1	2.4	0.2
Jul-2006	96.8	94.7	-2.1	-3.4
Aug-2006	100.8	93.6	-0.7	-1.3
Sep-2006	109.6	94.7	-1.0	1.2
Oct-2006	104.9	93.1	0.5	-1.6
Nov-2006	95.0	95.1	-0.5	2.1
Dec-2006	94.6	98.0	1.1	3.1
Jan-2007	77.5	97.1	5.7	-0.9
Feb-2007	89.3	100.2	3.9	3.2
Mar-2007	97.3	104.4	8.6	4.2
Apr-2007	96.5	101.0	-0.5	-3.2
May-2007	106.3	103.7	6.0	2.7
Jun-2007	110.1	104.7	6.8	1.0
Jul-2007	105.9	104.5	10.3	-0.2
Aug-2007	112.6	103.7	10.9	-0.7
Sep-2007	126.6	107.9	14.0	4.0
Oct-2007	118.3	104.6	12.3	-3.1
Nov-2007	107.7	106.8	12.3	2.1
Dec-2007	100.4	102.8	4.9	-3.7
Jan-2008	78.8	98.9	1.9	-3.8
Feb-2008	87.0	100.5	0.3	1.6
Mar-2008	86.5	97.6	-6.5	-2.9
Apr-2008	86.9	88.1	-12.8	-9.8
May-2008	87.6	85.8	-17.2	-2.5
Jun-2008	83.4	79.7	-23.9	-7.1
Jul-2008	75.2	74.6	-28.7	-6.5
Aug-2008	80.8	73.5	-29.1	-1.4
Sep-2008	78.6	66.6	-38.3	-9.4
Oct-2008	70.1	61.6	-41.1	-7.6
Nov-2008	57.5	56.5	-47.1	-8.3
Dec-2008	51.6	52.7	-48.7	-6.6
Jan-2009	37.4	47.0	-52.5	-10.9
Feb-2009	36.8	41.7	-58.5	-11.2
Mar-2009	33.4	36.9	-62.2	-11.7
Apr-2009	34.8	37.0	-58.0	0.2
May-2009	34.6	34.0	-60.4	-8.1
Jun-2009	33.8	32.4	-59.4	-4.7

Note: The ABS concurrent approach to seasonal adjustment was adopted in July 2006. This involves the use of the complete series in adjusting for seasonal factors such as Easter, working day and holiday effects. Thus, some of the historical estimates may be different to those reported in earlier releases. Annual change is the percentage change from the same month in the previous year. Monthly change is the change from the previous month.

**Table 2. SEEK New Job Ads Posted During Month Index (see Figure 2)**

Month	EI Index Orig.	EI Index SA	Annual % Change	Monthly % Change
Jun-2005	188.9	183.0	39.3	2.1
Jul-2005	197.9	186.3	41.0	1.8
Aug-2005	218.8	193.6	42.2	3.9
Sep-2005	215.9	197.9	37.9	2.2
Oct-2005	202.2	195.5	26.0	-1.2
Nov-2005	205.1	208.2	32.6	6.5
Dec-2005	145.3	211.4	40.4	1.5
Jan-2006	207.7	221.8	35.8	5.0
Feb-2006	223.5	226.5	40.5	2.1
Mar-2006	252.4	230.1	40.4	1.6
Apr-2006	205.6	233.7	33.5	1.6
May-2006	269.3	240.1	34.0	2.7
Jun-2006	253.3	246.5	34.7	2.6
Jul-2006	262.5	247.1	32.6	0.3
Aug-2006	283.0	250.3	29.3	1.3
Sep-2006	274.3	257.9	30.3	3.0
Oct-2006	283.4	266.4	36.3	3.3
Nov-2006	271.5	272.7	31.0	2.4
Dec-2006	193.0	293.7	39.0	7.7
Jan-2007	265.7	284.6	28.3	-3.1
Feb-2007	297.6	302.8	33.7	6.4
Mar-2007	343.3	324.1	40.8	7.1
Apr-2007	290.0	324.9	39.0	0.2
May-2007	365.6	326.7	36.0	0.6
Jun-2007	334.6	336.7	36.6	3.1
Jul-2007	384.5	351.1	42.1	4.3
Aug-2007	402.5	354.1	41.4	0.8
Sep-2007	380.8	365.8	41.8	3.3
Oct-2007	410.5	373.1	40.1	2.0
Nov-2007	390.6	387.3	42.0	3.8
Dec-2007	261.5	395.1	34.5	2.0
Jan-2008	372.3	398.5	40.0	0.9
Feb-2008	389.5	395.4	30.6	-0.8
Mar-2008	364.6	396.1	22.2	0.2
Apr-2008	390.9	391.6	20.5	-1.1
May-2008	423.6	389.1	19.1	-0.6
Jun-2008	378.2	371.0	10.2	-4.7
Jul-2008	410.1	362.8	3.3	-2.2
Aug-2008	384.3	354.3	0.1	-2.3
Sep-2008	372.1	334.7	-8.5	-5.5
Oct-2008	348.8	314.4	-15.7	-6.1
Nov-2008	290.8	301.5	-22.2	-4.1
Dec-2008	203.1	273.4	-30.8	-9.3
Jan-2009	244.1	254.2	-36.2	-7.0
Feb-2009	229.5	235.6	-40.4	-7.3
Mar-2009	217.5	211.6	-46.6	-10.2
Apr-2009	193.4	200.0	-48.9	-5.5
May-2009	211.2	200.5	-48.5	0.3
Jun-2009	199.7	191.4	-48.4	-4.5

Note: The ABS concurrent approach to seasonal adjustment was adopted in July 2006. This involves the use of the complete series in adjusting for seasonal factors such as Easter, working day and holiday effects. Thus, some of the historical estimates may be different to those reported in earlier releases. Annual change is the percentage change from the same month in the previous year. Monthly change is the change from the previous month.

Table 3. SEEK New Jobs Ads Posted, by State, Seasonally Adjusted Data Index

Month	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Jun-2005	165.2	185.2	222.9	175.6	225.6	158.3	175.2	175.2	183.0
Jul-2005	169.6	185.1	230.7	178.2	227.1	169.5	191.1	172.4	186.3
Aug-2005	173.8	192.0	241.9	183.0	246.1	178.1	199.5	169.0	193.6
Sep-2005	176.7	195.0	249.0	188.5	254.2	184.1	219.2	188.0	197.9
Oct-2005	174.0	192.2	256.6	182.5	249.1	208.6	247.3	182.2	195.5
Nov-2005	181.3	205.6	261.9	201.2	259.6	232.7	226.4	201.5	208.2
Dec-2005	185.6	205.4	277.2	205.3	277.8	210.7	235.0	195.0	211.4
Jan-2006	193.5	214.1	293.8	211.9	297.2	206.5	266.7	196.4	221.8
Feb-2006	193.3	216.6	307.1	221.1	319.3	250.2	262.9	217.1	226.5
Mar-2006	196.1	222.8	311.7	227.2	335.6	219.7	233.1	227.8	230.1
Apr-2006	199.6	218.5	315.5	229.2	337.7	282.9	271.3	230.9	233.7
May-2006	203.9	230.6	323.9	231.2	355.0	249.5	302.5	228.7	240.1
Jun-2006	209.0	229.7	331.4	230.1	370.8	306.0	291.4	230.1	246.5
Jul-2006	210.6	234.9	337.2	240.9	368.9	249.6	238.6	236.1	247.1
Aug-2006	214.2	233.0	347.2	239.8	386.5	259.8	269.3	242.7	250.3
Sep-2006	216.1	238.6	359.1	244.8	398.5	264.0	300.1	257.2	257.9
Oct-2006	223.0	247.7	382.6	255.8	395.5	276.8	282.0	270.4	266.4
Nov-2006	226.9	254.2	394.7	251.8	419.4	307.1	294.1	266.4	272.7
Dec-2006	235.2	277.3	419.0	277.2	442.8	303.4	344.0	277.5	293.7
Jan-2007	236.5	266.3	422.0	269.0	436.1	288.7	291.8	272.9	284.6
Feb-2007	245.7	282.3	449.9	275.2	485.7	309.4	316.3	276.0	302.8
Mar-2007	255.1	308.4	475.6	296.5	517.9	358.7	372.8	295.6	324.1
Apr-2007	257.7	304.0	487.9	298.3	519.4	348.5	355.7	296.5	324.9
May-2007	260.2	303.7	496.3	311.6	541.9	347.5	345.8	292.1	326.7
Jun-2007	264.6	312.6	503.5	334.5	545.8	325.9	378.6	316.9	336.7
Jul-2007	278.3	326.0	527.1	350.3	576.9	388.7	341.2	321.5	351.1
Aug-2007	283.6	327.9	537.6	368.3	588.1	389.1	391.6	321.0	354.1
Sep-2007	290.8	341.8	554.7	381.5	606.9	446.7	353.2	314.0	365.8
Oct-2007	297.1	344.9	567.0	385.4	618.6	382.2	442.9	307.0	373.1
Nov-2007	304.8	362.2	587.9	400.0	659.7	447.1	408.1	313.4	387.3
Dec-2007	307.6	371.3	605.2	395.8	659.0	411.6	459.3	334.6	395.1
Jan-2008	307.2	374.6	605.1	426.6	671.2	475.4	464.2	341.8	398.5
Feb-2008	303.1	366.0	600.3	426.5	678.6	478.1	403.3	318.4	395.4
Mar-2008	299.6	358.6	601.1	442.2	674.5	500.6	465.0	314.7	396.1
Apr-2008	292.8	369.5	611.0	434.9	686.6	523.6	471.0	325.7	391.6
May-2008	291.8	352.1	604.5	456.4	694.6	514.0	531.7	315.3	389.1
Jun-2008	280.6	347.5	597.5	424.2	670.7	492.8	560.8	305.6	371.0
Jul-2008	272.8	331.9	581.6	404.5	693.5	376.4	462.1	298.8	362.8
Aug-2008	259.4	326.1	560.5	389.2	684.5	394.7	521.3	306.9	354.3
Sep-2008	246.3	307.6	527.6	374.6	673.9	367.0	487.0	289.9	334.7
Oct-2008	225.3	288.9	495.5	363.6	658.5	354.4	548.7	296.4	314.4
Nov-2008	210.9	270.8	471.0	351.5	593.1	426.3	514.3	288.8	301.5
Dec-2008	194.0	248.8	432.1	332.6	549.6	332.2	464.3	257.7	273.4
Jan-2009	179.1	234.3	397.1	308.3	485.8	328.0	451.3	258.1	254.2
Feb-2009	162.8	222.8	354.3	298.8	411.0	306.3	433.4	259.0	235.6
Mar-2009	149.1	198.4	319.0	263.4	347.8	310.5	465.4	240.3	211.6
Apr-2009	141.7	187.3	294.1	260.5	330.2	312.2	437.5	227.0	200.0
May-2009	138.9	196.9	285.6	247.1	339.1	366.6	391.3	238.9	200.5
Jun-2009	135.0	183.1	278.6	242.1	322.5	285.2	414.0	227.5	191.4

Note: The ABS concurrent approach to seasonal adjustment was adopted in July 2006. This involves the use of the complete series in adjusting for seasonal factors such as Easter, working day and holiday effects. Thus, some of the historical estimates may be different to those reported in earlier releases. TAS and NT sample sizes are limited and as such should be interpreted with caution.

**Table 4. SEEK EI, by State (see State charts)**

Month	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Jun-2005	92.1	102.5	93.7	86.4	99.4	72.4	85.5	107.9	95.8
Jul-2005	93.8	103.5	92.5	80.9	100.7	72.6	89.3	96.7	96.7
Aug-2005	90.6	99.8	91.8	76.9	101.3	83.6	104.9	91.7	94.2
Sep-2005	91.1	102.2	93.9	72.4	103.7	67.5	111.2	100.3	95.6
Oct-2005	87.4	100.3	95.6	73.8	94.7	78.7	97.4	95.3	92.7
Nov-2005	89.5	99.7	98.1	74.6	103.5	88.3	84.9	99.3	95.6
Dec-2005	91.2	101.1	101.0	71.0	111.4	65.1	86.3	89.6	96.9
Jan-2006	86.1	96.4	94.9	66.2	102.8	69.4	98.9	86.5	91.9
Feb-2006	89.6	100.3	102.2	70.2	109.2	76.5	113.6	91.5	96.4
Mar-2006	89.2	101.8	102.6	67.4	108.4	72.3	85.5	105.8	96.2
Apr-2006	96.4	101.2	107.1	73.0	116.3	86.6	108.1	102.4	101.5
May-2006	90.3	102.7	101.0	69.1	119.7	66.3	101.5	95.3	97.9
Jun-2006	91.8	100.3	99.9	62.2	119.2	58.0	87.9	91.4	98.1
Jul-2006	87.2	98.3	100.7	60.6	115.0	52.1	85.3	91.6	94.7
Aug-2006	87.9	94.6	100.1	59.7	111.1	48.8	80.7	96.3	93.6
Sep-2006	88.0	96.5	98.2	61.3	113.7	61.4	94.5	98.1	94.7
Oct-2006	87.3	94.5	97.9	61.3	110.5	51.5	87.3	100.6	93.1
Nov-2006	89.3	97.6	99.9	57.0	114.3	48.4	86.8	104.2	95.1
Dec-2006	89.1	100.9	102.2	59.1	122.9	58.0	90.6	99.4	98.0
Jan-2007	90.8	100.2	104.5	58.5	118.1	47.1	70.4	99.8	97.1
Feb-2007	91.3	103.4	108.3	57.1	126.1	48.7	80.0	106.2	100.2
Mar-2007	92.3	108.7	113.4	58.3	136.0	49.0	86.3	104.0	104.4
Apr-2007	90.8	104.5	109.0	55.2	129.5	50.8	78.0	100.4	101.0
May-2007	93.0	106.9	113.6	59.7	135.7	45.7	86.2	103.7	103.7
Jun-2007	93.5	107.3	116.5	60.1	136.0	51.9	95.4	107.1	104.7
Jul-2007	94.7	106.9	111.9	62.1	131.2	60.7	69.8	108.5	104.5
Aug-2007	93.5	105.9	113.5	63.4	139.0	55.5	97.8	100.9	103.7
Sep-2007	96.5	111.1	120.0	65.4	144.3	62.5	87.4	102.4	107.9
Oct-2007	93.0	107.9	115.5	63.0	137.7	51.3	78.9	100.7	104.6
Nov-2007	93.9	111.3	116.1	66.1	145.0	59.9	96.1	95.9	106.8
Dec-2007	87.9	111.1	114.3	66.6	131.4	57.9	85.6	99.6	102.8
Jan-2008	84.5	106.8	105.7	63.7	131.3	57.7	78.6	94.4	98.9
Feb-2008	85.8	106.4	105.7	68.3	132.6	67.2	71.5	88.4	100.5
Mar-2008	82.0	100.5	101.6	69.8	124.4	64.8	86.0	85.8	97.6
Apr-2008	72.5	97.3	98.0	60.2	114.7	58.2	76.9	84.4	88.1
May-2008	72.0	90.4	91.1	62.6	111.0	65.8	86.2	85.5	85.8
Jun-2008	66.2	85.1	84.1	58.1	108.2	63.3	97.5	76.6	79.7
Jul-2008	63.1	80.8	79.0	50.8	99.6	45.6	58.7	72.6	74.6
Aug-2008	61.7	79.8	75.4	51.1	99.3	49.8	65.1	74.9	73.5
Sep-2008	56.1	71.8	68.1	49.8	91.4	38.0	73.5	66.5	66.6
Oct-2008	50.9	66.1	63.1	45.8	86.9	32.5	65.1	66.0	61.6
Nov-2008	45.7	60.9	57.3	44.6	74.0	54.4	67.4	61.9	56.5
Dec-2008	43.9	56.3	52.5	43.2	69.6	37.9	64.6	57.9	52.7
Jan-2009	39.6	51.9	46.5	38.5	54.5	38.2	52.4	54.6	47.0
Feb-2009	34.6	47.9	39.5	33.7	44.1	32.4	46.5	52.5	41.7
Mar-2009	31.8	42.7	34.0	32.7	37.2	38.3	42.9	48.8	36.9
Apr-2009	31.6	42.1	32.5	32.8	36.6	31.5	40.8	46.6	37.0
May-2009	28.5	40.3	30.5	28.0	34.7	34.6	34.5	42.9	34.0
Jun-2009	28.0	39.0	28.8	27.9	31.2	33.2	36.5	41.7	32.4

Note: The ABS concurrent approach to seasonal adjustment was adopted in July 2006. This involves the use of the complete series in adjusting for seasonal factors such as Easter, working day and holiday effects. Thus, some of the historical estimates may be different to those reported in earlier releases. Annual change is the percentage change from the same month in the previous year. Monthly change is the change from the previous month.

# TECHNICAL NOTES ON DATA SERIES

An explanation of the SEEK indicators are as follows:

**Advertiser** – an individual or organisation who has placed an advertisement on the SEEK website. SEEK charges advertisers to post an advertisement to the website.

**Application** – a response made to a job advertisement via the SEEK website through the 'Apply Now' function, which sends responses directly to the advertiser.

**Duplicate Job Advertisement** – a job advertisement consisting of the same title and content as another advertisement posted to the SEEK website in the same month. This includes advertisements posted to different classifications (industry, occupation and location).

**Index** – a numerical scale used to compare variables with one another or with some reference number ('indexation point'). It illustrates relative changes in data over time.

**Industry** – defined as the SEEK industry classification in which the job advertisement was first placed, eg. Accounting. SEEK industry classifications have been mapped to the ANZSIC industry codes.

**Job Advertisement** – a posting made to the SEEK website advertising a specific position of employment that is available to be filled.

**Jobseeker** – an individual who visits the SEEK website with the view to searching for a job opportunity. SEEK does not charge jobseekers to apply for jobs.

**Labour market demand** – a measure of the level and composition of employment that employers wish to engage at a given point in time; given current wage rates, output levels and other relevant factors.

**Labour market supply** – a measure of the number of people seeking new employment – including those working or available for work. It reflects the availability and willingness of actual and potential employees to supply labour of a particular structure and composition, given wage rates and other working conditions.

**Linked-Out Job Advertisement** – a job advertisement that requires applications to be lodged via a third-party website. The SEEK database does not record application volumes for linked-out advertisements.

**Location** – defined as the SEEK location classification in which the job advertisement was first placed, eg. Brisbane. Locations are broken down into Metro and Non-Metro.

**New Job Ads** – this is the number of new job ads posted on seek.com.au in that month. The series is adjusted to ensure that multiple postings count as only one ad. Multiple postings occur when an ad is posted several times across several classifications or when a client cancels and re-posts the same ad within the same month. Due to data availability, the New Job Ads series at the State level has not been adjusted for postings in multiple states.

**Occupation** – defined as the SEEK occupation classification in which the job advertisement was first placed, eg. Payroll. There are over 300 SEEK occupational categories.

**Seasonal Adjustment** – Seasonal adjustment was carried out by the SEATS/TRAMO model developed by the Bank of Spain. The model employs signal extraction techniques to pre-adjust the series for outlier and calendar effects. The adjustment accounts for Easter, working day and holiday effects. Also, the ABS concurrent approach to seasonal adjustment was adopted in May 2006. This means that each month the above model is re-estimated using the full data set available to that month. Thus, historical seasonally adjusted data may vary slightly from month to month, as revised seasonal factors are applied to the fixed original data.

**SEEK Employment Index (EI)** – this is the number of new job ads posted on SEEK per applications received. Here, the New Job series is net of "Linked Out" job advertisements: ads channelled outside the SEEK website and for which applications are lodged directly with a third party. New job ad series are for full-month while application series are defines as number of applications made on SEEK last month and 7 days into the next month for new jobs posted.

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