

# SEEK EI, October 2009

## Commentary

The SEEK indicators for October 2009 suggest that the recovery in the Australian job market is becoming firmly established. New job ads placed with SEEK rose by 4.6% in seasonally adjusted terms in October 2009, to be 10.5% higher than at the low point in June 2009. The rise in October was evident in all states and territories with the exception of Tasmania, with particularly strong growth in Western Australia (7.4%) and Queensland (5.6%). As noted last month, new job ads are rising rapidly in Western Australia (22.6% over the last four months), as the local economy is buoyed by an improving outlook for, and renewed investment in, many important industries. But there is also strong underlying job ad growth in the two largest states: New South Wales (where ads have grown by 16.7% in the four months since June 2009) and in Victoria (17.2% over this same period).

The SEEK Employment Index - the ratio of new job ads placed with SEEK during the month to the number of applications submitted to SEEK for those jobs – has also begun to rise. The EI index rose by 5.6% during the month of October 2009, and was 6.7% above its low point of June 2009. This rise is common to most states and territories with the exception of Tasmania and the ACT. While there are continued signs of renewed job search activity by those already in jobs, total applications through SEEK for jobs advertised fell by 0.9% in October, led by strong declines in New South Wales (4.7%) and in Victoria (3.2%).

There is now considerable debate about the future course of the Australian economy and of unemployment. At issue is whether we will see a faltering recovery with unemployment continuing to rise or a strong recovery with falling unemployment, requiring a new tightening of fiscal and monetary policy. While it is too early to make any informed judgement on this issue, the continued strength of the SEEK indicators since June 2009, and especially the 10.5% rise in new job ads, suggests that a solid recovery may indeed be underway. This assessment is in line with the statement of Glenn Stevens, Reserve Bank Governor on 3 November 2009.

**Professor Peter Sheehan**

**Director,  
Centre for Strategic Economic Studies  
Victoria University**

# THE SEEK EMPLOYMENT INDEX

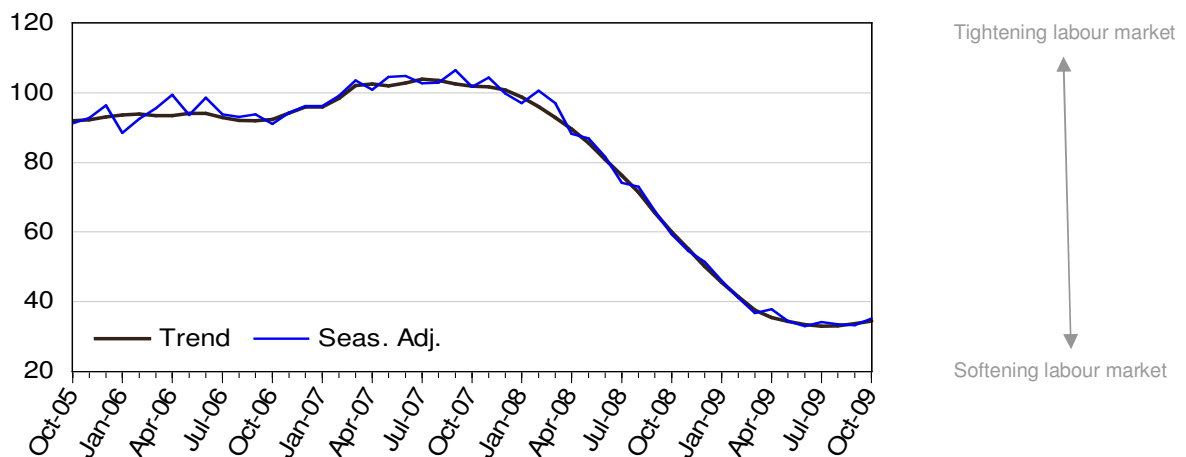
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

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)

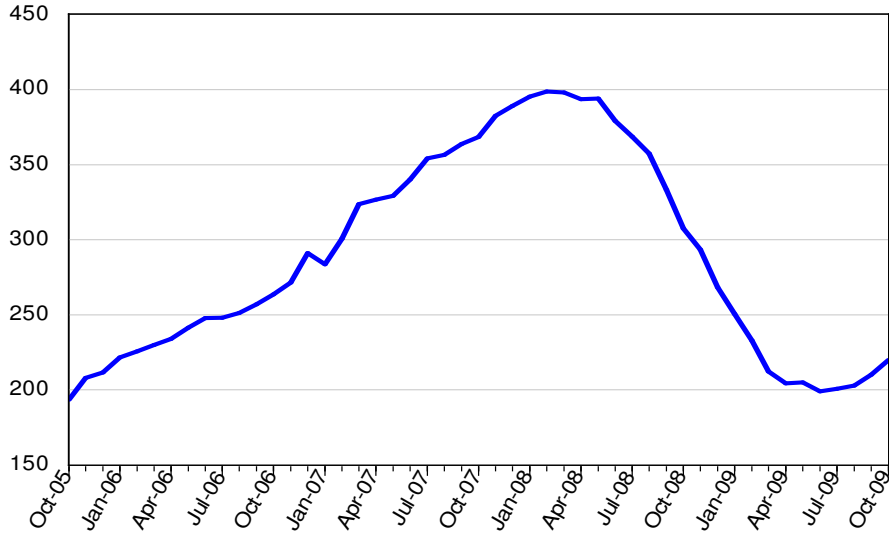
**Figure 1. SEEK Employment Index (Average 2002-04 = 100), seasonally adjusted**



The seasonally adjusted SEEK Employment Indicator, SEI, a measure of the relative balance between supply and demand in the Australian labour market, rose 5.6% in October 2009. Yet, this SEEK indicator is still 40.8% lower than a year earlier. Following a strong increase in July (3.5%), the observed rise this month indicates renewed growth in job vacancies and that the labour market in Australia has continued to stabilise. The growth in new job ads coincides with strengthening business confidence.

At the regional level, SEI exhibits similar trends in most states: Victoria (9.4%), NSW (7.5%), South Australia (4.4%) and Queensland (4.3%). With a modest rise of 2.2%, Western Australia, the most volatile job market of all the states in the last two years, witnessed a weaker recovery in the SEI.

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



The seasonally adjusted series of new job ads posted on the SEEK has increased by 4.6% in October 2009, maintaining the upward momentum of the last three months. On annual basis, these new job ads are 28.5% lower compared to the same period last year. The consistent improvements in SEEK new job ads indicates there is now a strong foundation for continuing growth following the global financial crisis.

Looking at variations across the States, growth in new job ads was stronger in the former booming mining states of Western Australia (7.4%), Victoria (6.3%) and Queensland (5.6%) suggesting a stronger demand for labour. These latest data show that there are many reviving or expanding businesses and that with renewed investment in these resource rich states, job ads in mining, oil and gas industry could be back on track. Moderate and positive growth in labour demand is also observed in New South Wales (2.8%) and South Australia (1.8%).

# 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

**Top 5 occupations in most demand:**

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

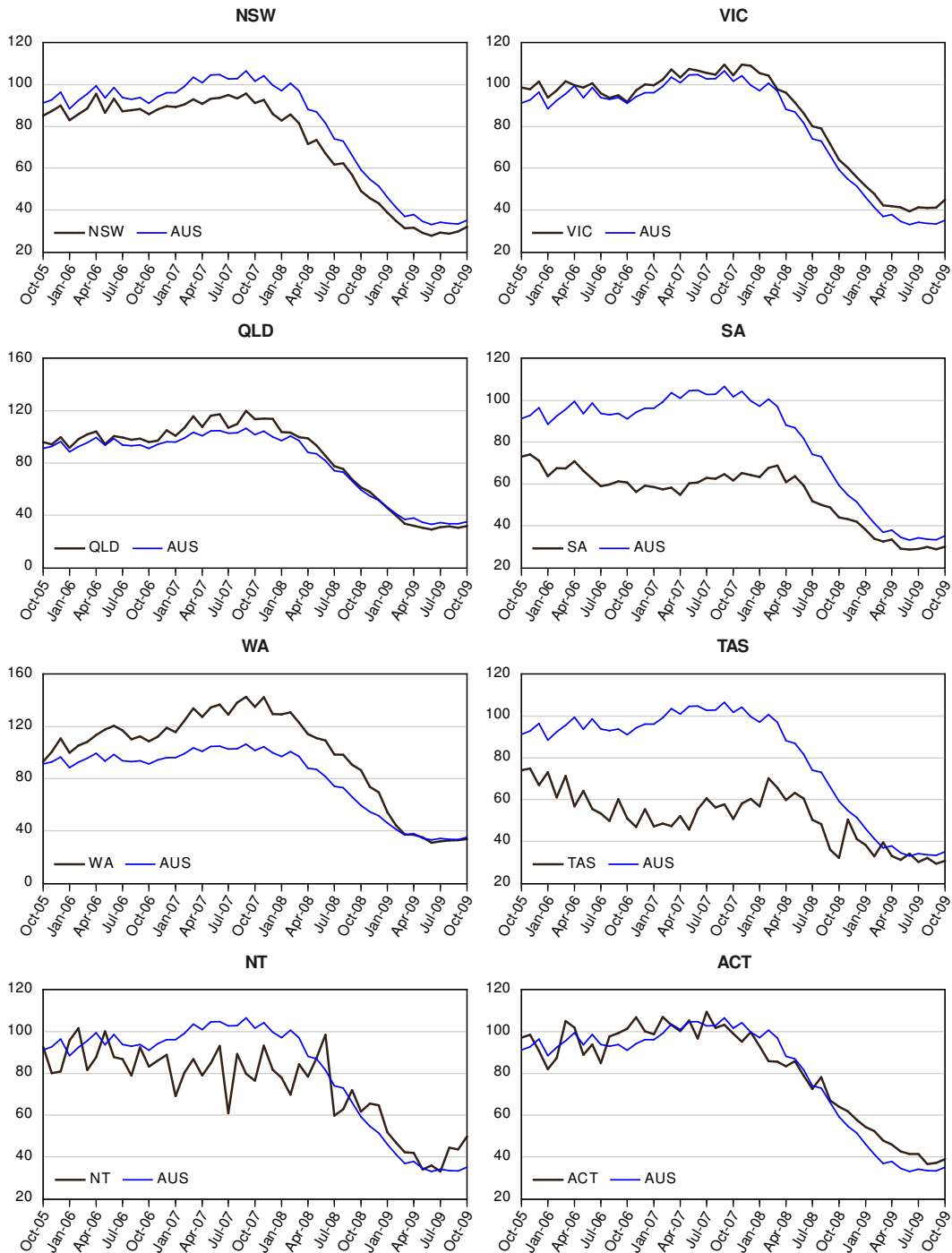
If you are looking for a place in one of these categories it is vital that you get a competitive edge and present yourself in the best light - the competition is fierce. Hundreds of applicants are received for each position advertised, making these SEEK's Top 5 most competitive occupations.

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
Oct-2005	104.7	91.2	-18.2	-4.0
Nov-2005	91.9	92.8	-13.8	1.8
Dec-2005	92.2	96.5	-1.7	3.9
Jan-2006	71.4	88.5	-17.4	-8.2
Feb-2006	82.3	92.5	-10.9	4.5
Mar-2006	89.9	95.6	-4.8	3.3
Apr-2006	95.7	99.5	2.6	4.1
May-2006	95.1	93.7	-5.4	-5.9
Jun-2006	103.2	98.6	2.7	5.3
Jul-2006	96.0	93.8	-3.0	-4.8
Aug-2006	100.5	93.1	-1.0	-0.8
Sep-2006	109.4	93.9	-1.3	0.8
Oct-2006	104.4	91.1	-0.1	-2.9
Nov-2006	94.8	94.3	1.6	3.5
Dec-2006	94.4	96.2	-0.3	2.0
Jan-2007	77.0	96.2	8.6	-0.0
Feb-2007	88.4	99.2	7.2	3.2
Mar-2007	96.9	103.6	8.3	4.4
Apr-2007	95.8	101.0	1.5	-2.5
May-2007	105.3	104.7	11.8	3.7
Jun-2007	108.6	104.9	6.4	0.2
Jul-2007	103.8	102.8	9.6	-2.0
Aug-2007	111.4	102.9	10.6	0.1
Sep-2007	125.7	106.6	13.5	3.6
Oct-2007	117.3	101.8	11.7	-4.5
Nov-2007	106.9	104.4	10.7	2.6
Dec-2007	99.4	99.8	3.8	-4.4
Jan-2008	78.1	97.1	1.0	-2.7
Feb-2008	86.3	100.6	1.4	3.6
Mar-2008	85.7	97.0	-6.3	-3.6
Apr-2008	86.2	88.2	-12.7	-9.1
May-2008	86.8	87.0	-16.9	-1.3
Jun-2008	82.7	81.6	-22.2	-6.2
Jul-2008	74.1	74.1	-27.9	-9.2
Aug-2008	80.1	73.1	-29.0	-1.5
Sep-2008	78.1	66.1	-38.0	-9.6
Oct-2008	69.6	59.3	-41.7	-10.3
Nov-2008	57.4	54.6	-47.7	-8.0
Dec-2008	51.4	51.4	-48.5	-5.8
Jan-2009	37.1	46.0	-52.7	-10.5
Feb-2009	36.6	41.1	-59.2	-10.6
Mar-2009	33.2	36.7	-62.2	-10.7
Apr-2009	34.6	37.8	-57.2	2.9
May-2009	33.9	34.4	-60.4	-8.8
Jun-2009	32.7	32.9	-59.6	-4.3
Jul-2009	33.8	34.1	-54.0	3.5
Aug-2009	36.6	33.4	-54.2	-1.9
Sep-2009	39.3	33.2	-49.7	-0.7
Oct-2009	42.0	35.1	-40.8	5.6

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	Ads Index Orig.	Ads Index SA	Annual % Change	Monthly % Change
Oct-2005	202.2	193.4	26.4	-1.9
Nov-2005	205.1	208.0	31.7	7.6
Dec-2005	145.3	211.5	39.4	1.7
Jan-2006	207.7	221.5	35.7	4.7
Feb-2006	223.5	225.6	40.2	1.8
Mar-2006	252.4	229.9	39.5	1.9
Apr-2006	205.6	233.9	34.3	1.7
May-2006	269.3	241.3	34.3	3.1
Jun-2006	253.3	247.9	35.3	2.7
Jul-2006	262.5	248.0	33.0	0.0
Aug-2006	283.0	251.3	29.5	1.3
Sep-2006	274.3	256.9	30.4	2.3
Oct-2006	283.4	263.7	36.4	2.6
Nov-2006	271.5	271.6	30.5	3.0
Dec-2006	193.0	291.0	37.6	7.2
Jan-2007	265.7	283.6	28.0	-2.6
Feb-2007	297.6	300.7	33.3	6.0
Mar-2007	343.3	323.7	40.8	7.6
Apr-2007	290.0	326.6	39.6	0.9
May-2007	365.6	329.2	36.4	0.8
Jun-2007	334.6	340.1	37.2	3.3
Jul-2007	384.5	354.1	42.8	4.1
Aug-2007	402.5	356.6	41.9	0.7
Sep-2007	380.8	363.8	41.6	2.0
Oct-2007	410.5	368.5	39.7	1.3
Nov-2007	390.6	382.6	40.9	3.8
Dec-2007	261.5	389.3	33.8	1.8
Jan-2008	372.3	395.3	39.4	1.5
Feb-2008	389.5	398.8	32.6	0.9
Mar-2008	364.6	398.1	23.0	-0.2
Apr-2008	390.9	393.7	20.5	-1.1
May-2008	423.6	394.1	19.7	0.1
Jun-2008	378.2	379.1	11.5	-3.8
Jul-2008	410.1	368.7	4.1	-2.7
Aug-2008	384.3	357.2	0.2	-3.1
Sep-2008	372.1	333.2	-8.4	-6.7
Oct-2008	348.8	307.6	-16.5	-7.7
Nov-2008	290.8	293.5	-23.3	-4.6
Dec-2008	203.1	268.2	-31.1	-8.6
Jan-2009	244.1	250.6	-36.6	-6.6
Feb-2009	229.5	232.7	-41.6	-7.1
Mar-2009	217.5	212.2	-46.7	-8.8
Apr-2009	193.4	204.3	-48.1	-3.7
May-2009	211.2	205.0	-48.0	0.3
Jun-2009	199.7	199.0	-47.5	-2.9
Jul-2009	219.8	200.5	-45.6	0.8
Aug-2009	216.3	202.8	-43.2	1.2
Sep-2009	234.6	210.1	-37.0	3.6
Oct-2009	245.4	219.9	-28.5	4.6

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
Oct-2005	170.6	190.4	260.1	182.0	246.2	203.5	242.2	181.8	193.4
Nov-2005	182.1	204.7	257.7	200.9	257.3	219.7	224.8	201.4	208.0
Dec-2005	184.2	205.1	275.6	204.9	275.9	222.5	233.5	194.8	211.5
Jan-2006	193.6	214.2	295.4	211.7	295.9	219.6	265.3	196.2	221.5
Feb-2006	192.1	217.0	306.7	221.5	318.8	237.4	262.0	217.2	225.6
Mar-2006	195.5	223.6	311.8	227.8	336.3	235.8	233.2	228.3	229.9
Apr-2006	201.0	219.4	315.6	229.9	339.0	263.5	271.0	231.6	233.9
May-2006	204.3	232.8	326.3	232.0	358.1	263.9	304.1	229.0	241.3
Jun-2006	212.1	232.1	335.5	231.0	375.2	287.8	293.8	230.6	247.9
Jul-2006	211.9	235.3	339.3	241.4	372.1	268.8	245.3	235.0	248.0
Aug-2006	214.9	232.2	344.5	239.5	388.1	262.1	271.3	243.0	251.3
Sep-2006	216.8	237.4	363.4	243.9	397.9	257.9	298.9	258.0	256.9
Oct-2006	221.6	244.7	381.2	254.1	391.2	275.1	276.5	269.1	263.7
Nov-2006	224.1	252.8	384.9	250.6	415.9	296.7	292.0	266.0	271.6
Dec-2006	237.9	276.8	433.8	276.3	439.7	304.2	341.2	277.3	291.0
Jan-2007	232.5	265.8	410.0	268.3	434.1	304.0	290.3	272.7	283.6
Feb-2007	243.1	282.6	445.0	275.1	484.8	317.1	315.3	276.0	300.7
Mar-2007	257.9	309.1	487.3	297.3	518.1	346.5	372.5	296.1	323.7
Apr-2007	258.2	305.1	482.7	299.3	521.1	344.5	355.7	297.4	326.6
May-2007	260.8	307.4	498.3	313.9	546.5	346.3	347.6	292.9	329.2
Jun-2007	266.4	316.5	509.4	337.7	551.9	343.5	381.2	318.4	340.1
Jul-2007	283.6	327.3	533.8	352.4	582.2	391.4	351.2	318.4	354.1
Aug-2007	285.3	327.5	537.1	368.4	590.8	397.4	394.4	322.5	356.6
Sep-2007	289.0	340.4	559.0	378.2	606.0	415.6	351.4	315.7	363.8
Oct-2007	295.9	340.1	563.4	380.2	612.7	396.6	434.7	304.0	368.5
Nov-2007	303.8	359.8	581.2	395.9	654.8	426.4	405.2	312.4	382.6
Dec-2007	305.8	370.4	611.1	392.8	654.7	435.1	455.6	334.1	389.3
Jan-2008	303.4	373.6	602.3	425.1	668.2	474.5	461.8	341.7	395.3
Feb-2008	304.0	365.5	592.2	426.9	677.0	490.2	402.2	318.7	398.8
Mar-2008	299.7	356.7	596.3	444.4	673.6	503.9	463.7	315.6	398.1
Apr-2008	289.6	371.1	614.9	439.3	688.4	523.2	472.4	326.9	393.7
May-2008	298.3	357.9	608.1	465.1	700.1	510.3	533.4	317.3	394.1
Jun-2008	284.1	353.7	604.3	434.5	678.6	478.1	564.7	308.3	379.1
Jul-2008	272.6	334.6	585.2	409.9	700.4	416.9	476.1	292.9	368.7
Aug-2008	264.4	326.6	572.8	389.4	687.4	382.3	524.6	310.0	357.2
Sep-2008	246.9	307.7	526.9	366.4	673.7	362.5	485.5	292.7	333.2
Oct-2008	220.9	284.1	487.0	352.2	652.7	364.2	538.5	291.0	307.6
Nov-2008	211.7	268.2	478.7	343.5	588.6	386.8	509.6	287.4	293.5
Dec-2008	191.7	248.2	428.7	327.2	547.3	359.2	462.4	256.4	268.2
Jan-2009	176.9	233.3	392.5	305.8	484.0	337.4	449.4	257.8	250.6
Feb-2009	163.9	222.6	356.6	299.6	409.9	312.3	432.0	259.5	232.7
Mar-2009	147.3	197.1	315.6	265.7	347.3	318.5	465.5	241.2	212.2
Apr-2009	141.2	187.6	289.3	266.4	331.2	324.1	439.3	228.5	204.3
May-2009	142.0	201.0	290.8	256.8	341.5	335.0	392.5	241.9	205.0
Jun-2009	136.7	187.7	286.1	255.0	326.4	306.1	417.8	230.8	199.0
Jul-2009	141.0	196.8	288.2	258.2	336.6	308.4	363.1	243.8	200.5
Aug-2009	143.2	201.2	298.2	263.3	353.2	318.5	435.4	228.0	202.8
Sep-2009	155.2	207.0	303.8	273.5	372.5	318.1	477.0	225.5	210.1
Oct-2009	159.5	219.9	320.7	278.5	400.1	309.5	545.6	237.2	219.9

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
Oct-2005	85.2	98.6	96.2	73.0	93.0	74.0	92.7	97.2	91.2
Nov-2005	87.4	97.8	94.2	74.1	100.5	74.9	80.2	98.5	92.8
Dec-2005	90.0	101.5	99.6	71.0	110.8	66.8	81.0	90.8	96.5
Jan-2006	83.1	93.9	91.7	63.7	100.0	73.1	95.8	82.1	88.5
Feb-2006	85.9	97.4	98.1	67.5	105.6	61.0	101.7	87.4	92.5
Mar-2006	88.6	101.6	101.9	67.4	108.2	71.3	81.6	105.1	95.6
Apr-2006	95.6	99.7	104.2	70.8	113.6	56.7	87.9	102.0	99.5
May-2006	86.6	98.6	94.5	66.3	117.7	64.1	100.3	89.0	93.7
Jun-2006	93.3	100.7	100.7	62.4	120.4	55.5	87.7	93.8	98.6
Jul-2006	87.2	95.9	99.6	58.9	117.0	53.4	86.9	84.9	93.8
Aug-2006	87.9	93.7	97.9	59.7	110.3	49.6	79.0	97.7	93.1
Sep-2006	88.4	95.0	98.6	61.1	112.4	60.1	92.5	99.4	93.9
Oct-2006	85.9	91.8	96.2	60.7	108.6	51.0	83.2	101.4	91.1
Nov-2006	88.2	97.4	97.1	56.1	112.2	46.7	86.2	107.0	94.3
Dec-2006	89.7	100.2	104.9	59.0	119.1	55.4	88.9	100.1	96.2
Jan-2007	89.2	99.8	100.8	58.5	115.8	47.1	69.2	98.9	96.2
Feb-2007	90.6	102.5	107.1	57.3	124.6	48.5	80.5	107.0	99.2
Mar-2007	93.0	107.3	115.8	58.2	134.1	47.1	86.8	103.3	103.6
Apr-2007	90.8	103.5	107.6	54.7	127.3	52.1	78.9	100.3	101.0
May-2007	93.3	107.6	116.2	60.1	134.6	45.5	84.9	105.4	104.7
Jun-2007	93.7	106.8	117.4	60.7	136.8	55.4	93.1	96.7	104.9
Jul-2007	95.1	105.8	107.2	62.8	129.2	60.5	60.8	109.5	102.8
Aug-2007	93.4	104.9	109.8	62.4	138.3	56.2	89.4	101.9	102.9
Sep-2007	95.8	109.6	120.0	64.7	142.9	57.7	79.8	103.3	106.6
Oct-2007	91.2	104.6	113.7	61.6	135.1	50.6	76.5	99.0	101.8
Nov-2007	92.8	109.6	113.9	65.2	142.5	58.0	93.4	95.2	104.4
Dec-2007	86.0	109.2	113.9	64.2	129.6	60.3	81.7	99.8	99.8
Jan-2008	82.9	105.5	103.8	63.3	129.3	56.7	78.0	93.0	97.1
Feb-2008	85.7	104.5	103.3	67.7	130.7	70.2	69.8	85.8	100.6
Mar-2008	81.4	97.9	99.7	68.8	122.8	65.6	84.4	85.6	97.0
Apr-2008	71.5	96.2	98.9	60.8	114.3	59.7	78.5	83.5	88.2
May-2008	73.5	91.5	93.4	63.6	111.0	63.3	87.4	85.9	87.0
Jun-2008	67.1	86.2	85.4	59.1	109.4	60.4	98.5	78.8	81.6
Jul-2008	61.7	80.2	77.5	51.6	98.5	50.3	59.8	72.5	74.1
Aug-2008	62.4	79.1	75.3	50.0	98.4	48.2	62.8	78.2	73.1
Sep-2008	56.8	71.6	67.5	48.6	90.7	36.0	72.1	67.0	66.1
Oct-2008	49.0	64.0	61.3	43.8	86.5	31.9	61.7	64.0	59.3
Nov-2008	45.5	60.2	57.7	43.1	73.8	50.4	65.6	61.8	54.6
Dec-2008	43.0	55.6	51.7	41.7	69.6	41.0	64.8	57.7	51.4
Jan-2009	38.7	51.4	45.4	38.0	54.4	38.2	51.7	54.1	46.0
Feb-2009	34.7	47.7	39.7	33.8	44.2	32.8	46.8	52.4	41.1
Mar-2009	31.1	42.1	33.3	32.3	37.0	39.4	42.1	47.8	36.7
Apr-2009	31.3	41.7	32.0	33.2	36.9	33.0	41.9	45.9	37.8
May-2009	28.9	41.2	30.4	28.9	35.1	31.0	33.8	42.6	34.4
Jun-2009	27.6	39.2	29.1	28.5	30.8	34.1	35.9	41.4	32.9
Jul-2009	29.1	41.1	30.8	28.8	32.0	30.1	32.9	41.4	34.1
Aug-2009	28.6	40.9	31.5	29.7	32.4	32.0	44.3	36.5	33.4
Sep-2009	29.6	41.1	30.3	28.6	32.9	29.2	43.6	37.1	33.2
Oct-2009	31.8	44.9	31.6	29.9	33.6	30.5	49.7	38.9	35.1

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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