

## SEEK EI, September 2009

Australian new job ads placed with SEEK rose by 2.8% in seasonally adjusted terms in September 2009, the third consecutive monthly increase. The rise in September was evident in all states and territories with the exception of the ACT, and a notable feature was strong growth in new ads in New South Wales (8.0% for the month and 12.6% over the three months since June 2009), a state that has been a laggard in terms of economic performance. New job ads are also rising rapidly in Western Australia (5.3% for the month and 13.9% for the three months since June 2008), as the shock of the global financial crisis is being replaced by renewed investment in many important industries.

The SEEK new job ads index has proved to be an excellent cyclical indicator of recent trends in the Australian economy (Figure 1A below). These data points show that a recovery is potentially underway, and the worst of the labour market downturn may have passed, with renewed growth in job opportunities emerging. This SEEK index dates the peak of the previous boom in February 2008, but with some differences of timing among the major states, with NSW and Victoria peaking earlier but job ads in Western Australia and Queensland holding up until about May 2008. The index now dates the trough of the current cycle in June 2008, with job ads having risen appreciably in the five mainland states between June and September 2008. This should in turn provide a better climate for those leaving studies in the next few months and beginning to look for work.

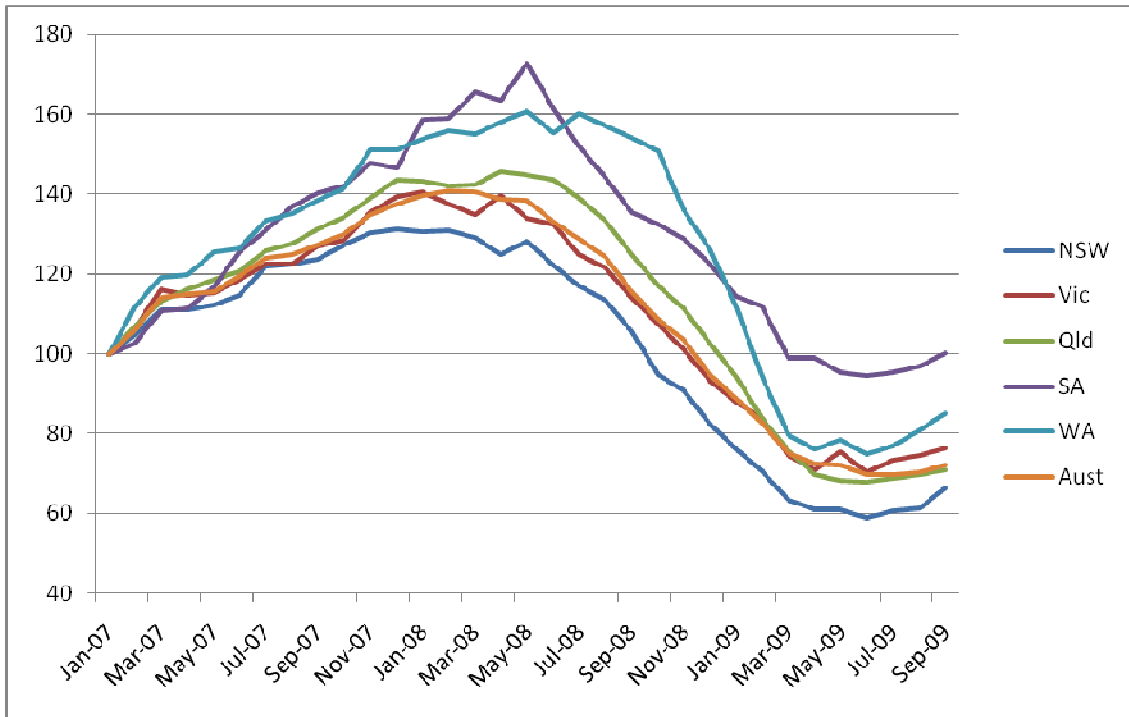
The number of job applications is influenced by two main factors: the number of people not at work looking for a job and the tendency, especially when the labour market is buoyant, for those in work to look for better jobs rather than to concentrate more on retaining their existing job. After rising by 40.9% in the year to March 2009, job applications rose by only 1.9% between March and July 2009, as unemployment rose. But in the past two months applications have begun to rise again, increasing by 7.3% in the two months to September 2009. We interpret this as another sign of a strengthening labour market, as there are clear signs of renewed job search activity by those in jobs. The SEEK sample survey of visitors to the job search website shows that over the past three months the share of those visitors in full-time work has risen appreciably.

Reflecting these diverse factors the SEEK Employment Index - the ratio of new job ads placed with SEEK during the month to the number of applications within the SEEK system for those jobs - has stabilised in the past three months, but has not yet begun to rise.

**Professor Peter Sheehan**

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

**Figure 1a: New Jobs Ads Placed with SEEK, Australia and the Five Mainland States, January 2007 to September 2009 (index January 2007 = 100)**



# THE SEEK EMPLOYMENT INDEX

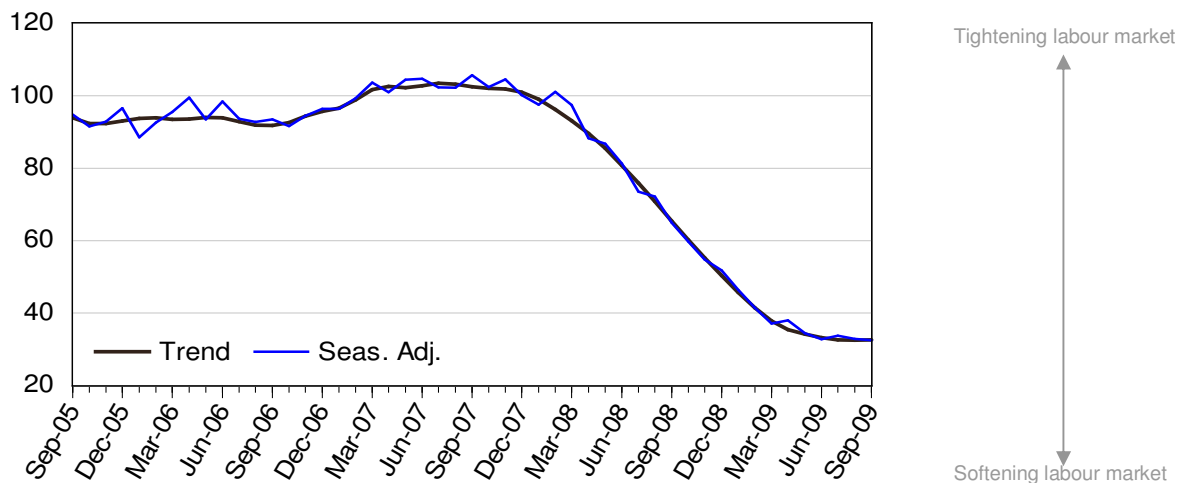
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

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**

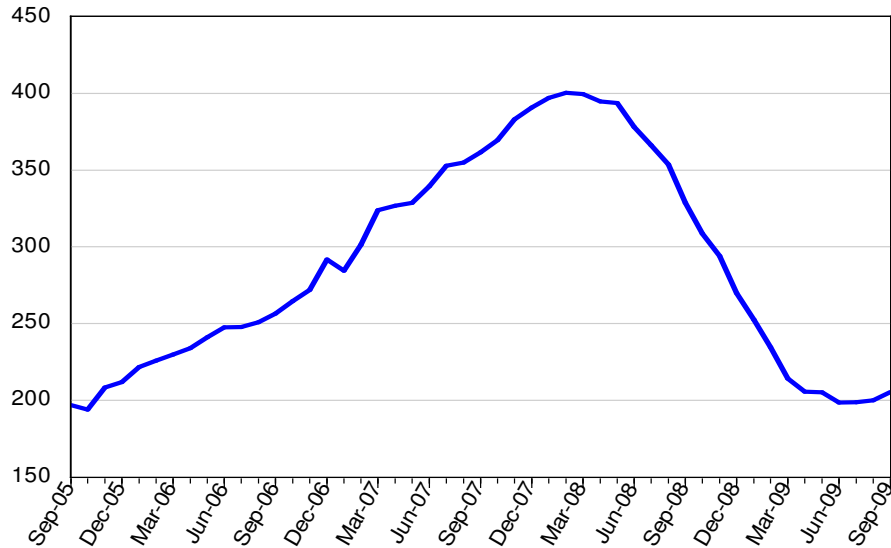


The SEEK Employment Indicator, EI, is a measure of the overall balance between supply and demand of the Australian labour market. The seasonally adjusted SEEK EI index fell 1.1 percent in September, confirming previous evidence of an end to the rapid decline since early 2008 in new job ads. Taking into account job application, the trend in the SEEK EI is showing persistent improvement, with the revised decline of 2.7% and -2.5% in July and August following the peak rates of -9.3% and -4.7% in May and June respectively. On a year-to-year basis, this seasonally adjusted index is 49.9 points below the figure for a year earlier providing further evidence that the annual pace of decline is also slowing.

This latest data show that the Australian labour market is stabilizing. There are signs that businesses are hiring staff ahead of the expected economic recovery. While growth in new job ads has improved and number of job application slowed, those already employed are now more actively search for better jobs.

Also, there are signs of regional divergence in the EI. The fall in the EI index was mainly driven by drops in South Australia (-5.1%) and Queensland (-3.6%), both recording above the national rate of decline for the month and reversing employment patterns observed last month. However, a positive growth in new job ads relative to growth in applications is observed in resource-rich mainland states, with a rise of 3.7% in New South Wales, 1.5% in Western Australia and 0.1% in Victoria to provide some offset.

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



The seasonally adjusted SEEK new job ads series in September 2009 has maintained the upward trend observed in the last two months, to increase by 2.8% and reverse the rapid decline pattern observed since early 2008. Over the year the number of job ads for Australia was 37.5 percent lower than the corresponding month in 2007. After a sharp fall of 3.3% in June and moderate improvement in July (0.1%) and August (0.6%), a strong increase is evident this month as economic recovery takes hold and the export sector begins to pick up.

At the regional State level, new job ads registered with SEEK show some similarities in growth patterns. Significant increases in the growth of new job ads were observed in New South Wales (8.0%), Western Australia (5.3%) and South Australia (3.6%), suggesting a stronger demand for labour in these resource-rich states. New job ads have also risen in all other mainland states, where Victoria (2.2%) and Queensland (1.7%) have also contributed to the upward surge in the national index.

# 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:**

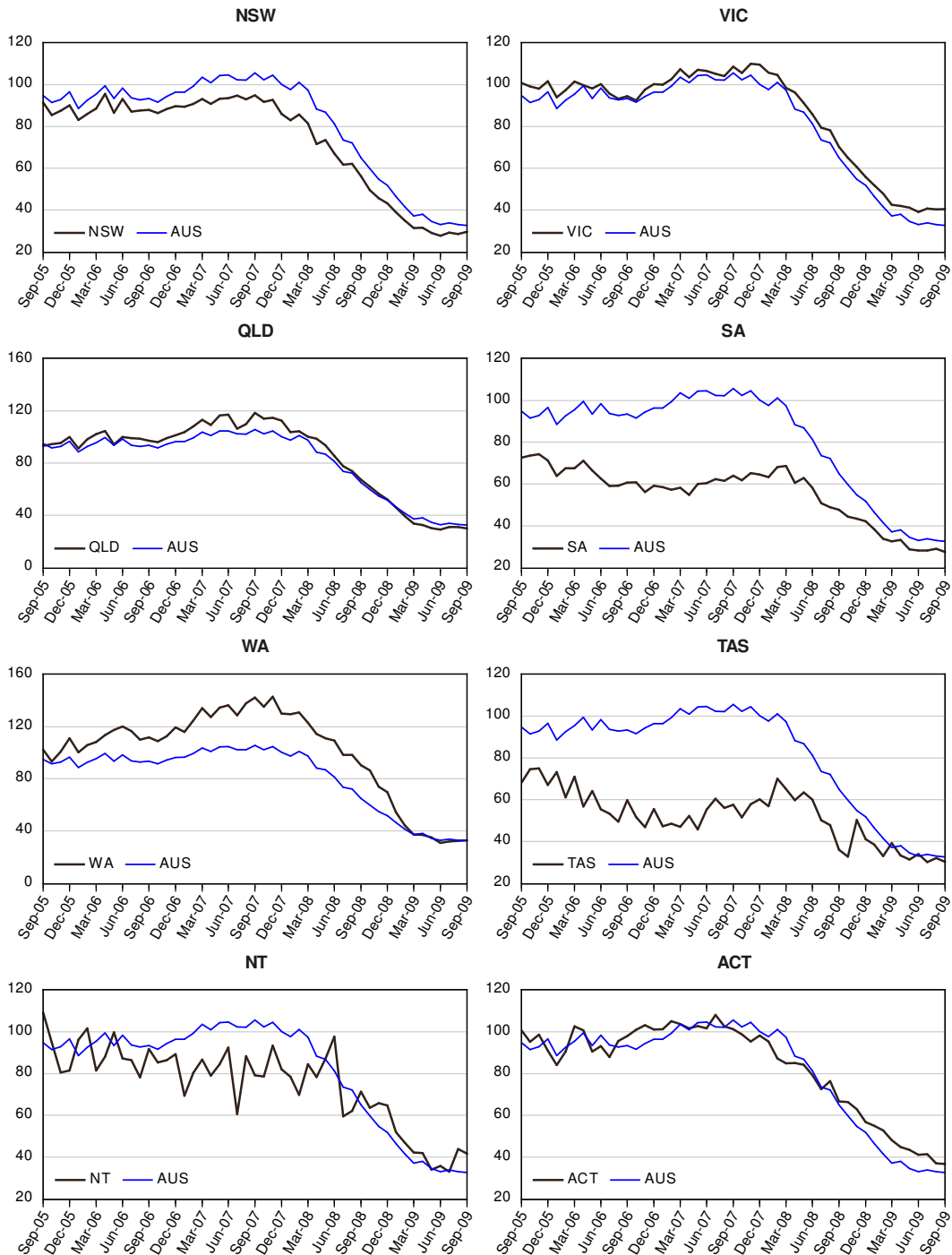
Industry	Occupation
Legal	Snr Assoc. Solicitor
Insurance & Superannuation	Broking
Construction	Architecture
Real Estate	Valuation
Healthcare & Medical	Nursing/Midwives

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
Sep-2005	109.2	94.9	-12.2	1.0
Oct-2005	104.7	91.6	-18.1	-3.5
Nov-2005	91.9	92.9	-13.8	1.4
Dec-2005	92.2	96.6	-1.7	4.0
Jan-2006	71.4	88.6	-17.3	-8.3
Feb-2006	82.3	92.6	-10.8	4.6
Mar-2006	89.9	95.5	-4.8	3.2
Apr-2006	95.7	99.5	2.8	4.2
May-2006	95.1	93.5	-5.5	-6.0
Jun-2006	103.2	98.4	2.6	5.3
Jul-2006	96.0	93.7	-3.2	-4.8
Aug-2006	100.5	92.8	-1.1	-0.9
Sep-2006	109.4	93.5	-1.4	0.7
Oct-2006	104.4	91.6	0.0	-2.1
Nov-2006	94.8	94.5	1.7	3.1
Dec-2006	94.4	96.4	-0.1	2.1
Jan-2007	77.0	96.4	8.9	0.0
Feb-2007	88.4	99.4	7.3	3.0
Mar-2007	96.9	103.6	8.4	4.2
Apr-2007	95.8	101.0	1.6	-2.5
May-2007	105.3	104.5	11.7	3.4
Jun-2007	108.6	104.7	6.4	0.2
Jul-2007	103.8	102.4	9.3	-2.2
Aug-2007	111.4	102.3	10.2	-0.1
Sep-2007	125.7	105.7	13.1	3.4
Oct-2007	117.3	102.4	11.8	-3.1
Nov-2007	106.9	104.6	10.7	2.1
Dec-2007	99.4	100.3	4.0	-4.1
Jan-2008	78.1	97.6	1.2	-2.7
Feb-2008	86.3	101.1	1.7	3.5
Mar-2008	85.7	97.4	-5.9	-3.6
Apr-2008	86.2	88.3	-12.6	-9.4
May-2008	86.8	86.8	-16.9	-1.7
Jun-2008	82.7	81.3	-22.3	-6.4
Jul-2008	74.1	73.5	-28.2	-9.6
Aug-2008	80.1	72.2	-29.4	-1.8
Sep-2008	78.1	64.9	-38.6	-10.1
Oct-2008	69.6	59.8	-41.6	-7.9
Nov-2008	57.4	54.7	-47.7	-8.4
Dec-2008	51.4	51.7	-48.4	-5.5
Jan-2009	37.1	46.4	-52.5	-10.3
Feb-2009	36.6	41.5	-59.0	-10.6
Mar-2009	33.2	37.0	-62.0	-10.7
Apr-2009	34.6	38.0	-57.0	2.5
May-2009	33.9	34.4	-60.3	-9.3
Jun-2009	32.7	32.8	-59.6	-4.7
Jul-2009	33.8	33.7	-54.1	2.7
Aug-2009	36.6	32.9	-54.5	-2.5
Sep-2009	39.5	32.5	-49.9	-1.1

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.

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

Month	Ads Index Orig.	Ads Index SA	Annual % Change	Monthly % Change
Sep-2005	215.9	196.8	38.2	1.5
Oct-2005	202.2	193.8	26.6	-1.5
Nov-2005	205.1	208.1	31.7	7.4
Dec-2005	145.3	211.8	39.4	1.7
Jan-2006	207.7	221.6	35.8	4.7
Feb-2006	223.5	225.8	40.3	1.9
Mar-2006	252.4	229.8	39.5	1.8
Apr-2006	205.6	233.8	34.5	1.7
May-2006	269.3	241.0	34.3	3.1
Jun-2006	253.3	247.5	35.3	2.7
Jul-2006	262.5	247.7	32.8	0.1
Aug-2006	283.0	250.8	29.3	1.3
Sep-2006	274.3	256.3	30.3	2.2
Oct-2006	283.4	264.5	36.5	3.2
Nov-2006	271.5	271.9	30.6	2.8
Dec-2006	193.0	291.6	37.7	7.3
Jan-2007	265.7	284.3	28.3	-2.5
Feb-2007	297.6	301.2	33.4	6.0
Mar-2007	343.3	323.9	40.9	7.5
Apr-2007	290.0	326.8	39.8	0.9
May-2007	365.6	328.7	36.4	0.6
Jun-2007	334.6	339.6	37.2	3.3
Jul-2007	384.5	352.9	42.5	3.9
Aug-2007	402.5	354.9	41.5	0.6
Sep-2007	380.8	361.6	41.1	1.9
Oct-2007	410.5	369.6	39.7	2.2
Nov-2007	390.6	383.0	40.9	3.6
Dec-2007	261.5	390.8	34.0	2.0
Jan-2008	372.3	397.0	39.7	1.6
Feb-2008	389.5	400.5	32.9	0.9
Mar-2008	364.6	399.6	23.4	-0.2
Apr-2008	390.9	394.7	20.8	-1.2
May-2008	423.6	393.6	19.7	-0.3
Jun-2008	378.2	378.0	11.3	-4.0
Jul-2008	410.1	366.2	3.8	-3.1
Aug-2008	384.3	353.6	-0.4	-3.4
Sep-2008	372.1	328.6	-9.1	-7.1
Oct-2008	348.8	308.5	-16.5	-6.1
Nov-2008	290.8	294.0	-23.2	-4.7
Dec-2008	203.1	269.7	-31.0	-8.3
Jan-2009	244.1	252.5	-36.4	-6.4
Feb-2009	229.5	234.7	-41.4	-7.1
Mar-2009	217.5	214.1	-46.4	-8.8
Apr-2009	193.4	205.6	-47.9	-4.0
May-2009	211.2	205.1	-47.9	-0.2
Jun-2009	199.7	198.4	-47.5	-3.3
Jul-2009	219.8	198.6	-45.8	0.1
Aug-2009	216.3	199.7	-43.5	0.6
Sep-2009	234.6	205.3	-37.5	2.8

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
Sep-2005	177.7	193.8	248.3	188.2	252.3	186.1	216.8	188.0	196.8
Oct-2005	170.7	191.3	255.9	182.2	247.4	203.6	246.3	182.2	193.8
Nov-2005	182.1	205.2	260.8	201.0	258.3	219.8	225.6	201.6	208.1
Dec-2005	184.3	205.3	276.5	205.0	276.8	222.5	234.1	194.9	211.8
Jan-2006	193.7	214.3	293.4	211.8	296.7	219.6	265.8	196.2	221.6
Feb-2006	192.3	217.0	307.1	221.4	319.4	237.3	262.3	217.3	225.8
Mar-2006	195.7	223.5	312.1	227.7	336.5	235.7	232.8	228.3	229.8
Apr-2006	201.1	219.4	316.7	229.8	339.2	263.3	271.3	231.6	233.8
May-2006	204.4	232.2	325.8	231.9	357.6	263.7	303.0	228.9	241.0
Jun-2006	212.1	231.5	333.4	230.8	374.3	287.7	292.5	230.4	247.5
Jul-2006	211.8	234.8	337.9	241.3	370.8	268.6	244.3	234.6	247.7
Aug-2006	214.6	231.8	346.8	239.4	386.3	262.1	269.4	242.5	250.8
Sep-2006	216.4	236.6	357.7	243.6	395.8	258.3	296.7	257.3	256.3
Oct-2006	221.7	246.0	381.3	254.6	393.0	275.2	280.9	270.4	264.5
Nov-2006	224.0	253.5	393.0	250.9	417.5	296.8	292.9	266.5	271.9
Dec-2006	237.9	277.2	418.1	276.6	441.3	304.3	342.7	277.7	291.6
Jan-2007	232.7	266.3	420.9	268.6	435.2	303.9	290.9	272.9	284.3
Feb-2007	243.4	282.8	449.3	275.2	485.6	317.0	315.6	276.1	301.2
Mar-2007	258.3	309.5	475.7	297.3	518.5	346.4	372.3	296.1	323.9
Apr-2007	258.7	305.5	489.3	299.3	521.1	344.2	355.7	297.2	326.8
May-2007	261.0	306.5	499.6	313.6	545.7	346.0	346.4	292.4	328.7
Jun-2007	266.6	315.9	507.7	337.2	550.6	343.2	380.0	317.8	339.6
Jul-2007	283.4	326.1	529.3	351.7	580.0	391.2	349.4	317.5	352.9
Aug-2007	284.8	326.0	537.5	367.6	588.0	397.7	391.7	321.3	354.9
Sep-2007	288.1	338.1	552.1	377.1	603.0	416.2	349.2	314.2	361.6
Oct-2007	295.9	342.0	564.7	381.7	615.4	396.8	441.3	307.0	369.6
Nov-2007	303.4	360.8	585.5	397.1	657.4	426.4	406.5	313.6	383.0
Dec-2007	305.5	370.9	604.0	393.8	657.3	435.1	457.6	335.0	390.8
Jan-2008	303.6	374.5	602.8	425.9	670.0	474.5	462.8	342.3	397.0
Feb-2008	304.4	366.6	598.1	427.3	678.1	490.2	402.2	318.9	400.5
Mar-2008	300.5	358.9	599.0	444.6	674.2	503.6	464.3	315.5	399.6
Apr-2008	290.6	371.9	612.7	439.0	688.0	522.7	471.1	326.5	394.7
May-2008	298.6	357.0	609.5	464.0	699.2	509.9	532.5	316.5	393.6
Jun-2008	284.5	353.0	604.6	433.1	676.5	478.0	562.8	307.1	378.0
Jul-2008	272.4	332.5	585.4	408.2	697.5	416.6	473.2	291.3	366.2
Aug-2008	263.8	324.0	561.1	387.3	684.5	382.6	521.4	307.9	353.6
Sep-2008	245.7	303.7	525.1	363.7	670.2	363.0	481.6	290.0	328.6
Oct-2008	220.8	285.7	493.0	355.3	655.8	364.4	546.7	296.7	308.5
Nov-2008	211.3	269.1	469.1	345.9	591.4	386.9	512.3	289.5	294.0
Dec-2008	191.4	248.4	431.4	329.1	548.9	359.3	462.7	257.7	269.7
Jan-2009	177.1	234.1	395.8	307.1	485.2	337.4	449.9	258.7	252.5
Feb-2009	164.2	223.4	353.0	300.3	410.5	312.3	432.4	259.9	234.7
Mar-2009	147.8	198.7	318.4	266.1	347.4	318.3	464.8	241.0	214.1
Apr-2009	141.8	188.6	293.8	266.2	330.7	323.9	437.6	227.8	205.6
May-2009	142.2	200.7	287.7	255.8	341.1	334.9	391.9	240.6	205.1
Jun-2009	137.0	187.4	285.7	253.3	325.3	306.0	415.6	229.0	198.4
Jul-2009	140.9	195.3	289.1	255.8	335.1	307.9	360.9	241.3	198.6
Aug-2009	142.9	198.9	294.1	259.9	351.6	319.1	432.8	225.1	199.7
Sep-2009	154.3	203.3	299.2	269.2	370.4	320.1	473.2	222.0	205.3

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
Sep-2005	91.6	100.9	93.2	72.5	102.4	68.0	109.2	100.8	94.9
Oct-2005	85.5	99.1	94.6	73.5	93.3	74.5	94.9	95.3	91.6
Nov-2005	87.5	98.1	95.4	74.3	100.9	74.9	80.6	98.6	92.9
Dec-2005	90.2	101.7	100.0	71.3	111.1	67.0	81.4	91.0	96.6
Jan-2006	83.2	94.0	91.1	63.8	100.3	73.2	96.1	84.0	88.6
Feb-2006	86.0	97.4	98.2	67.5	105.8	61.1	101.8	90.6	92.6
Mar-2006	88.7	101.5	102.0	67.5	108.3	71.1	81.4	102.7	95.5
Apr-2006	95.6	99.8	104.6	71.1	113.6	56.7	88.1	100.6	99.5
May-2006	86.6	98.3	94.4	66.4	117.5	64.1	99.8	90.6	93.5
Jun-2006	93.2	100.4	100.1	62.6	120.2	55.4	87.2	93.1	98.4
Jul-2006	87.1	95.7	99.2	59.0	116.6	53.3	86.5	87.9	93.7
Aug-2006	87.6	93.4	98.6	59.2	109.9	49.4	78.2	95.7	92.8
Sep-2006	88.0	94.5	97.1	60.7	111.9	59.8	91.9	98.0	93.5
Oct-2006	86.4	92.5	96.2	60.8	108.9	51.6	85.4	101.0	91.6
Nov-2006	88.3	97.7	99.1	56.1	112.6	46.7	86.4	103.2	94.5
Dec-2006	89.7	100.4	101.2	59.2	119.5	55.4	89.4	101.1	96.4
Jan-2007	89.4	100.0	103.6	58.4	116.0	47.2	69.4	101.2	96.4
Feb-2007	90.7	102.6	108.2	57.1	124.8	48.5	80.4	105.1	99.4
Mar-2007	93.2	107.5	113.0	58.2	134.2	46.9	86.7	103.7	103.6
Apr-2007	90.9	103.6	109.1	54.6	127.3	52.2	79.0	101.7	101.0
May-2007	93.3	107.2	116.5	59.9	134.5	45.6	84.5	102.8	104.5
Jun-2007	93.6	106.6	117.0	60.4	136.5	55.1	92.5	101.7	104.7
Jul-2007	94.9	105.3	106.3	62.3	128.8	60.4	60.6	108.1	102.4
Aug-2007	93.0	104.2	109.9	61.5	137.9	56.0	88.4	102.7	102.3
Sep-2007	95.0	108.6	118.5	63.9	142.4	57.5	79.1	101.2	105.7
Oct-2007	91.9	105.6	113.9	61.8	135.2	51.5	78.6	98.8	102.4
Nov-2007	92.9	110.0	114.7	65.2	143.0	57.9	93.4	95.4	104.6
Dec-2007	86.1	109.6	112.6	64.5	130.0	60.2	82.0	98.2	100.3
Jan-2008	83.0	105.9	103.9	63.2	129.6	56.9	78.4	95.4	97.6
Feb-2008	85.8	104.8	104.4	68.0	130.9	70.1	69.8	87.3	101.1
Mar-2008	81.5	98.6	100.2	68.7	122.9	65.1	84.5	84.8	97.4
Apr-2008	71.6	96.3	98.6	60.4	114.4	59.8	78.3	85.1	88.3
May-2008	73.5	91.2	93.6	62.9	111.0	63.5	87.1	84.2	86.8
Jun-2008	67.0	85.9	85.5	58.3	109.2	60.0	97.7	79.2	81.3
Jul-2008	61.6	79.5	77.6	50.7	98.4	50.1	59.5	72.5	73.5
Aug-2008	62.1	78.2	73.9	48.9	98.2	47.9	62.1	76.4	72.2
Sep-2008	56.2	70.2	67.2	47.5	90.5	35.9	71.3	66.7	64.9
Oct-2008	49.5	64.9	62.0	44.2	86.3	32.6	63.6	66.4	59.8
Nov-2008	45.6	60.5	56.5	43.4	74.0	50.2	65.8	62.9	54.7
Dec-2008	43.1	55.7	52.0	42.0	69.7	41.0	64.8	56.8	51.7
Jan-2009	38.9	51.7	45.8	38.2	54.4	38.4	51.9	54.9	46.4
Feb-2009	34.8	47.9	39.3	33.7	44.2	32.8	46.8	52.7	41.5
Mar-2009	31.3	42.4	33.6	32.4	37.0	39.2	42.1	48.0	37.0
Apr-2009	31.5	41.9	32.5	33.2	36.9	33.1	41.9	44.7	38.0
May-2009	29.0	41.1	30.1	28.6	35.1	31.3	33.8	43.4	34.4
Jun-2009	27.6	39.0	29.0	28.1	30.7	33.8	35.6	41.1	32.8
Jul-2009	29.1	40.6	30.9	28.1	31.9	30.0	32.8	41.4	33.7
Aug-2009	28.4	40.2	31.0	28.9	32.4	31.9	43.8	36.9	32.9
Sep-2009	29.4	40.2	29.9	27.4	32.9	30.1	41.6	36.6	32.5

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.

# 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.

## Disclaimer

This document may not be reproduced, distributed or published by any recipient for any purpose. Under no circumstances is this document to be used or considered to be an offer to sell, or to be soliciting an offer to buy.

The information and any opinions contained in this document have been obtained from and are based upon, sources that are believed to be reliable. The views expressed in this document accurately reflect the authors' personal views. The authors make no representation as to the accuracy or completeness of the information and/or opinions and neither the information nor the opinions should be relied upon as such. All opinions and estimates contained in this document reflect the authors' judgments on the date of this document and may change without notice from time to time. The authors' compensation, remuneration or any money paid to the authors' for production of this document was in no way, and never will be directly or indirectly related to specific recommendations, views or opinions expressed about any matter contained in this document.

SEEK Limited and its related bodies corporate, their respective directors, officers, and employees disclaim any responsibility, and shall not be liable, for any loss, damage, claim, liability, proceedings, cost or expense ("Liability") arising directly or indirectly (and whether in tort (including negligence), contract, equity or otherwise) out of or in connection with the contents of and/or any omissions from the contents of this document and/or any communications in relation to them.