

Commentary

In early 2008 the SEEK labour market indicators provided early warning that the Australian economy was slowing, and subsequently charted the economy's slide into recession. In April 2009 there were signs that the pace of decline was slowing, and the indicators for May 2009 provide firmer evidence for this conclusion. They suggest that the economy may be again reaching a turning point, and that recovery may not be far away. Further data are required before a definitive conclusion can be reached. But these SEEK data are consistent with renewed growth in some of Australia's main trading partners, such as China, and also with other local indicators.

The evidence is clearest in new job ads registered with SEEK. Between August 2008 and March 2009 new job ads (seasonally adjusted) fell by 44.2%, at a monthly rate of 6.6%. While job ads continued to fall in April and May 2009, the rate of change has slowed significantly to only 1.9% in May (Figure 2A). In May new job ads rose in Victoria (6.1%), Western Australia (3.5%), ACT (5.6) and also in Tasmania (18.1%), where the series tends to be volatile (Figure 2B). New ads continued to fall in New South Wales (-2.7%) and in South Australia (-5.3%), but the rate of decline is slowing in New South Wales.

By contrast with this smooth path, applications for jobs registered with SEEK have been volatile in recent months, falling by 6.1% in April but rising by 7.8% in May 2009. There are several possible explanations for this volatility, one of which is the effect of the shifting incidence of Easter on the seasonal pattern of job applications. Reflecting these volatile movements in the applications series, 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 - fell sharply in May 2009 (by 9.8%), following an adjusted rise of 1.3% in April 2009. Given these factors the two months should be taken together in interpreting the Index; the average rate of decline in the two months was less than half of that in the preceding months.

Another indication that we may be close to a turning point is the volatility in the figures. When the economy is growing rapidly or slowing sharply, the indicators usually point clearly in a single direction. But at a turning point the economy is subject to many conflicting forces, giving rise to diverse statistical indications. In the 2009-10 Budget, the Australian Treasury forecast that the unemployment rate would rise to a peak level of 8.5% during 2010-11. If the trends in the SEEK data evident in May are confirmed over the next few months it is likely that this forecast will prove to be unduly pessimistic.

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Figure 2A: New Job Ads Registered with SEEK, Australia, January 2006 – May 2009
(index, average 2002-2004 = 100; seasonally adjusted)

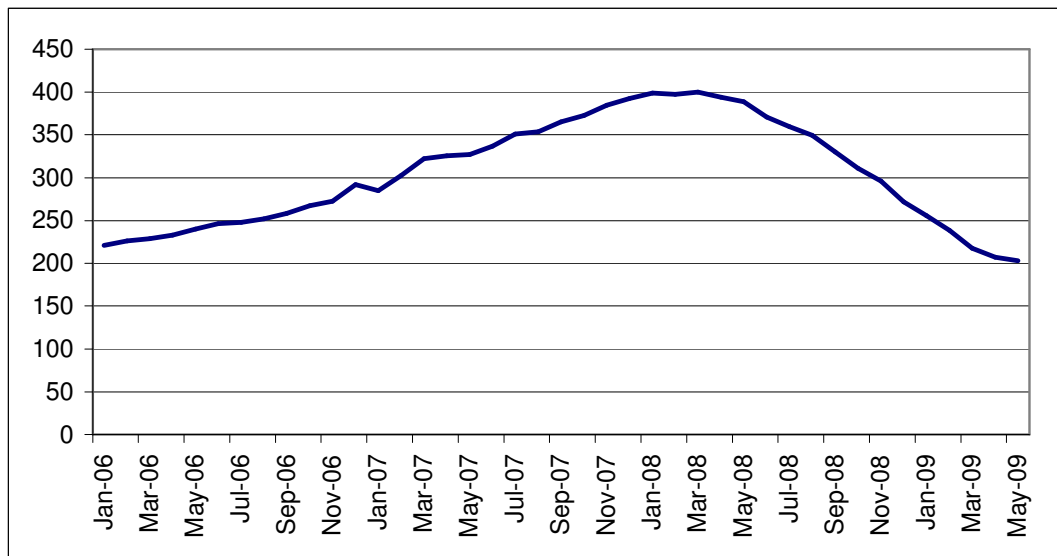
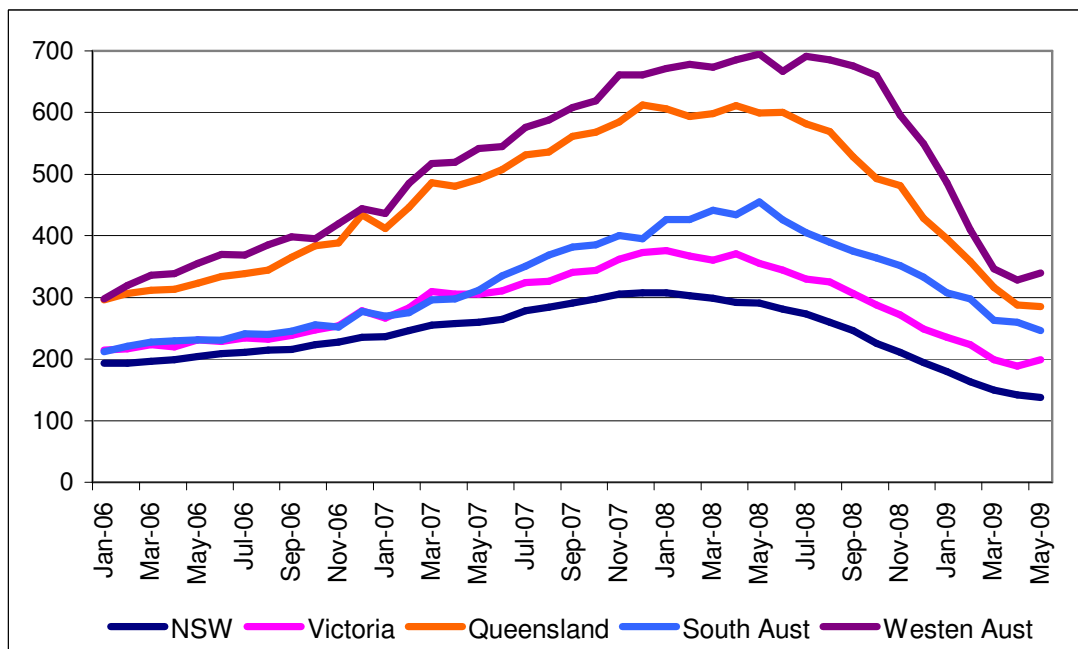


Figure 2B: New Job Ads Registered with SEEK, Five States, January 2006 – May 2009
(index, average 2002-2004 = 100; seasonally adjusted)



THE SEEK EMPLOYMENT INDEX

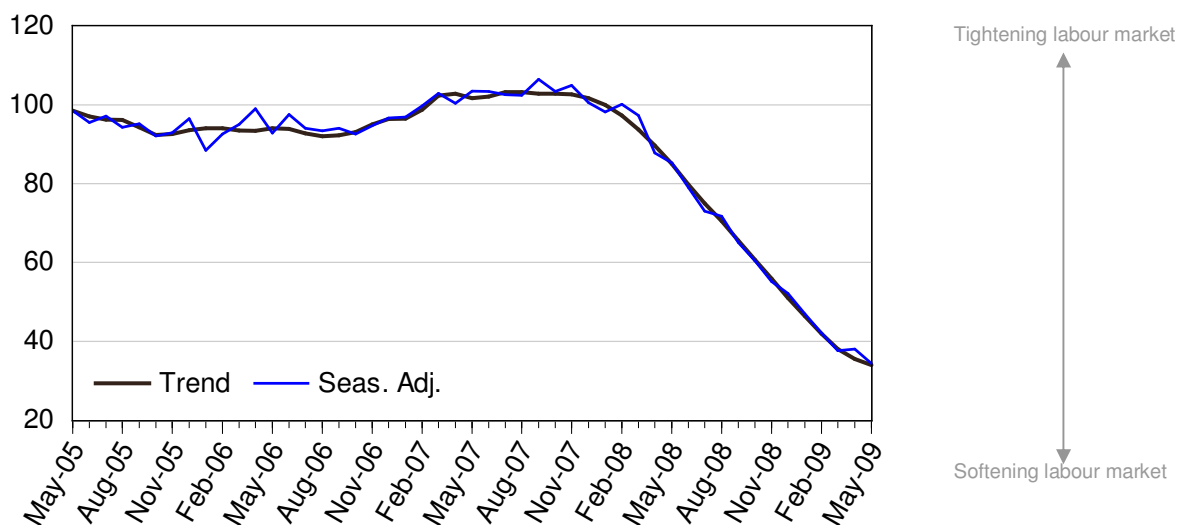
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

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.

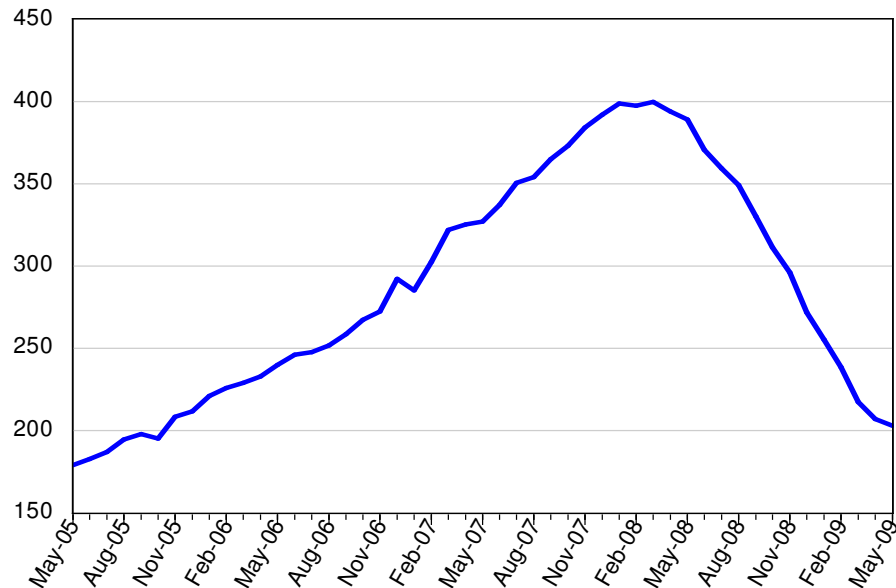
Figure 1. SEEK Employment Index (Average 2002-04 = 100), seasonally adjusted



The SEEK Employment Indicator (EI) summarises the balance between supply and demand in Australian labour market. In May, the seasonally adjusted SEEK EI index continued its decline settling at 34.3 points a fall of 9.8% on the previous month and 59.7% for the past twelve months. The monthly changes appear to suggest that the trend a softening of the labour market continues this month.

Consistent with national market, the big five states all saw falls. South Australia and New South Wales had the largest falls (13% and 9% respectively), moderate falls reported in Queensland (5.5%) and Western Australia (3.8%), and Victoria had the smallest fall (1.4%). Overall, the national and state SEEK EI suggests labour markets are continuing to soften.

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



The SEEK new job ads (seasonally adjusted) series shows that the existing trend in the number of jobs advertised maybe changing for the better. The number of job ads fell by the small amount of 1.9% in May 2009, the smallest of the last 12 months. The total change over that period was 47.9% fall. The last three months have seen a relatively small change in the annual changes, providing further good news for job seekers.

The latest job ads estimates are heterogeneous at the state level. The change in job ads for Queensland is just better than the national average at 1.1%, New South Wales and South Australia had larger falls (2.7 % and 5.7% respectively) while Western Australia reported a 3.7% increase and Victoria had the largest increase with 6.1%.

JOB SEEKER ODD SPOT

Top 5 most competitive occupations:

Industry	Occupation
Manufacturing	Process workers
Customer service	Call centre operators
Hospitality	Kitchen/sandwich hands
Accounting	Accounts Payable
Hospitality	Clerks
	Housekeeping

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:

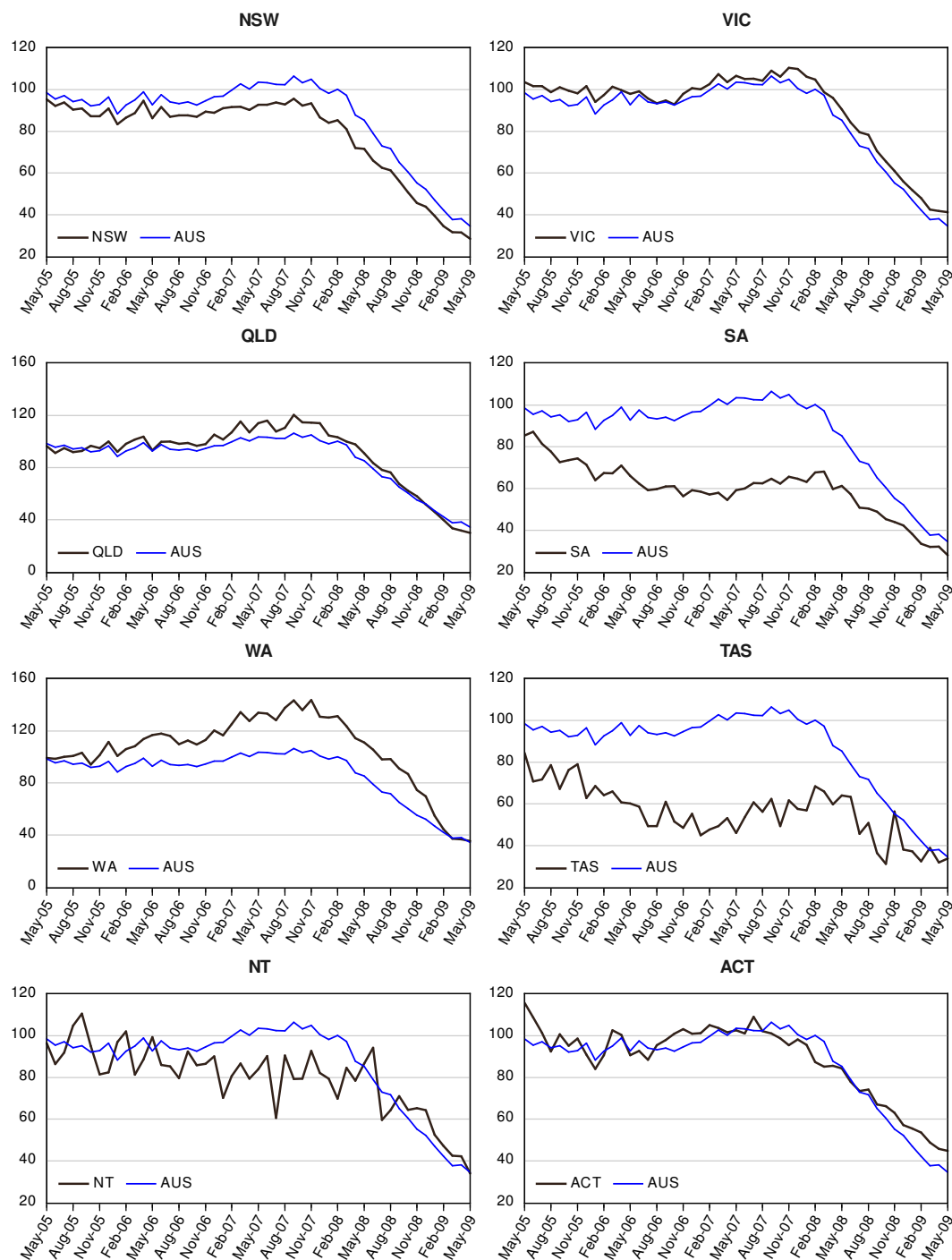
Industry	Occupation
Healthcare and medical	Nurses/midwives
Education and Training	Primary teachers
Legal	Private practice solicitors
Information technology	Consultants
Real estate and property	Property Managers

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
May-2005	100.7	98.5	-2.5	2.3
Jun-2005	100.3	95.5	-7.2	-3.1
Jul-2005	99.3	97.1	-8.0	1.7
Aug-2005	100.9	94.3	-11.7	-2.9
Sep-2005	109.2	95.2	-12.0	0.9
Oct-2005	104.7	92.1	-17.3	-3.2
Nov-2005	91.9	93.0	-13.5	0.9
Dec-2005	92.2	96.5	-1.8	3.8
Jan-2006	71.4	88.5	-17.3	-8.4
Feb-2006	82.3	92.6	-11.1	4.7
Mar-2006	89.9	95.0	-5.2	2.6
Apr-2006	95.7	99.0	2.8	4.2
May-2006	95.1	92.8	-5.8	-6.2
Jun-2006	103.2	97.5	2.1	5.1
Jul-2006	96.0	94.1	-3.2	-3.6
Aug-2006	100.5	93.4	-1.0	-0.7
Sep-2006	109.4	94.1	-1.1	0.8
Oct-2006	104.4	92.6	0.5	-1.6
Nov-2006	94.8	94.7	1.8	2.3
Dec-2006	94.4	96.6	0.1	2.1
Jan-2007	77.0	96.9	9.6	0.3
Feb-2007	88.4	99.7	7.7	2.9
Mar-2007	96.9	102.8	8.2	3.1
Apr-2007	95.8	100.4	1.4	-2.4
May-2007	105.3	103.5	11.5	3.1
Jun-2007	108.6	103.4	6.0	-0.2
Jul-2007	103.8	102.5	9.0	-0.8
Aug-2007	111.4	102.4	9.7	-0.1
Sep-2007	125.7	106.5	13.1	4.0
Oct-2007	117.3	103.4	11.7	-2.9
Nov-2007	106.9	105.0	10.9	1.5
Dec-2007	99.4	100.6	4.1	-4.2
Jan-2008	78.1	98.2	1.3	-2.4
Feb-2008	86.3	100.1	0.4	2.0
Mar-2008	85.7	97.3	-5.4	-2.9
Apr-2008	86.2	87.8	-12.5	-9.7
May-2008	86.8	85.3	-17.6	-2.9
Jun-2008	82.7	79.0	-23.5	-7.3
Jul-2008	74.1	73.0	-28.8	-7.6
Aug-2008	80.1	71.7	-30.0	-1.8
Sep-2008	78.1	65.1	-38.9	-9.3
Oct-2008	69.6	60.4	-41.6	-7.2
Nov-2008	57.4	55.2	-47.4	-8.6
Dec-2008	51.4	52.1	-48.2	-5.6
Jan-2009	37.1	47.0	-52.2	-9.9
Feb-2009	36.6	42.1	-58.0	-10.4
Mar-2009	33.2	37.5	-61.4	-10.8
Apr-2009	34.6	38.0	-56.7	1.3
May-2009	34.5	34.3	-59.7	-9.8

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

Month	Ads	Index Orig.	Ads	Index SA	Annual % Change	Monthly % Change
May-2005		195.6		179.0	41.2	3.5
Jun-2005		188.9		182.6	39.2	2.0
Jul-2005		197.9		186.9	41.0	2.4
Aug-2005		218.8		194.5	41.8	4.0
Sep-2005		215.9		197.8	38.5	1.7
Oct-2005		202.2		195.1	27.8	-1.3
Nov-2005		205.1		208.3	32.1	6.7
Dec-2005		145.3		211.6	39.4	1.6
Jan-2006		207.7		221.1	35.7	4.5
Feb-2006		223.5		225.9	40.0	2.2
Mar-2006		252.4		228.9	39.0	1.3
Apr-2006		205.6		233.0	34.7	1.8
May-2006		269.3		239.8	34.0	2.9
Jun-2006		253.3		246.2	34.8	2.6
Jul-2006		262.5		247.7	32.5	0.6
Aug-2006		283.0		251.7	29.4	1.6
Sep-2006		274.3		258.4	30.7	2.7
Oct-2006		283.4		267.3	37.0	3.4
Nov-2006		271.5		272.4	30.8	1.9
Dec-2006		193.0		292.2	38.1	7.3
Jan-2007		265.7		285.2	29.0	-2.4
Feb-2007		297.6		302.6	33.9	6.1
Mar-2007		343.3		322.1	40.7	6.4
Apr-2007		290.0		325.4	39.7	1.0
May-2007		365.6		327.0	36.3	0.5
Jun-2007		334.6		337.2	37.0	3.1
Jul-2007		384.5		350.7	41.6	4.0
Aug-2007		402.5		354.1	40.7	1.0
Sep-2007		380.8		365.0	41.2	3.1
Oct-2007		410.5		373.1	39.6	2.2
Nov-2007		390.6		384.4	41.1	3.0
Dec-2007		261.5		392.2	34.2	2.0
Jan-2008		372.3		399.0	39.9	1.8
Feb-2008		389.5		397.4	31.3	-0.4
Mar-2008		364.6		400.0	24.2	0.6
Apr-2008		390.9		393.9	21.0	-1.5
May-2008		423.6		389.1	19.0	-1.2
Jun-2008		378.2		370.7	9.9	-4.7
Jul-2008		410.1		359.4	2.5	-3.1
Aug-2008		384.3		349.3	-1.3	-2.8
Sep-2008		372.1		330.1	-9.6	-5.5
Oct-2008		348.8		311.3	-16.6	-5.7
Nov-2008		290.8		296.2	-22.9	-4.8
Dec-2008		203.1		271.9	-30.7	-8.2
Jan-2009		244.1		255.3	-36.0	-6.1
Feb-2009		229.5		238.4	-40.0	-6.6
Mar-2009		217.5		217.3	-45.7	-8.8
Apr-2009		193.4		206.9	-47.5	-4.8
May-2009		211.2		202.9	-47.9	-1.9

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. 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
May-2005	162.0	179.3	217.6	170.3	218.1	185.4	171.8	183.2	179.0
Jun-2005	165.2	184.7	217.6	175.6	225.1	156.5	175.9	175.0	182.6
Jul-2005	169.7	184.8	235.3	178.3	226.8	169.7	191.3	172.4	186.9
Aug-2005	173.9	191.3	242.4	183.0	245.6	178.0	199.7	168.5	194.5
Sep-2005	176.8	194.5	247.2	188.6	253.9	183.9	219.0	187.9	197.8
Oct-2005	174.2	192.2	261.1	182.6	249.3	208.8	247.0	182.2	195.1
Nov-2005	181.5	205.6	259.8	201.2	259.4	232.6	226.3	201.6	208.3
Dec-2005	185.8	205.6	276.4	205.3	277.6	210.6	234.9	194.8	211.6
Jan-2006	193.5	214.5	296.3	211.9	297.4	206.7	266.8	196.2	221.1
Feb-2006	193.4	217.1	307.0	221.1	319.5	251.0	263.2	217.3	225.9
Mar-2006	195.9	223.1	311.1	227.1	335.8	220.0	232.9	228.2	228.9
Apr-2006	199.2	219.6	313.8	229.1	338.7	284.7	271.3	231.6	233.0
May-2006	203.6	231.4	322.9	231.1	355.4	250.6	302.3	228.8	239.8
Jun-2006	209.0	228.7	334.2	230.2	369.6	302.4	292.0	229.8	246.2
Jul-2006	210.7	234.2	338.5	240.9	368.6	249.8	239.5	236.0	247.7
Aug-2006	214.4	231.9	344.3	239.9	385.9	259.5	269.6	242.3	251.7
Sep-2006	216.2	238.0	364.7	244.8	398.8	264.0	300.2	257.2	258.4
Oct-2006	223.2	247.3	383.3	255.9	395.7	276.6	281.2	270.4	267.3
Nov-2006	227.1	254.2	388.1	251.9	419.4	307.2	293.9	266.5	272.4
Dec-2006	235.2	278.2	434.1	277.1	443.8	303.8	343.8	277.7	292.2
Jan-2007	236.6	266.8	412.3	269.0	436.3	288.9	292.0	272.8	285.2
Feb-2007	245.8	283.0	445.8	275.2	485.7	310.3	317.2	276.0	302.6
Mar-2007	254.7	309.3	486.5	296.3	517.9	359.5	372.3	296.0	322.1
Apr-2007	257.3	305.5	480.7	298.1	519.7	350.6	355.5	297.1	325.4
May-2007	259.7	305.2	491.9	311.3	542.2	349.2	345.5	292.2	327.0
Jun-2007	264.8	310.9	507.3	334.8	544.3	322.3	378.9	316.2	337.2
Jul-2007	278.3	324.4	531.3	350.6	575.9	388.5	343.1	321.2	350.7
Aug-2007	283.8	326.2	535.5	368.6	587.5	388.6	391.9	320.7	354.1
Sep-2007	291.0	341.2	561.3	381.6	608.6	447.1	353.8	313.9	365.0
Oct-2007	297.4	344.1	568.1	385.6	619.2	381.4	440.9	306.9	373.1
Nov-2007	305.1	362.3	584.4	400.1	660.6	447.4	407.8	313.4	384.4
Dec-2007	307.7	372.8	612.1	395.7	661.1	412.0	458.8	334.9	392.2
Jan-2008	307.1	375.5	606.3	426.4	671.6	475.6	464.7	342.1	399.0
Feb-2008	302.9	367.1	593.4	426.2	678.3	476.3	403.4	318.6	397.4
Mar-2008	299.1	360.2	598.7	441.6	674.0	503.2	464.4	315.3	400.0
Apr-2008	292.3	370.9	611.6	434.1	685.0	525.5	470.3	326.0	393.9
May-2008	291.1	355.2	599.0	455.3	695.3	517.5	531.7	316.1	389.1
Jun-2008	280.7	344.6	600.6	425.3	667.1	487.3	560.8	304.0	370.7
Jul-2008	273.0	329.5	581.5	405.4	691.7	375.7	464.9	298.0	359.4
Aug-2008	259.6	324.8	569.4	389.9	685.5	394.8	521.7	306.9	349.3
Sep-2008	246.5	306.7	528.2	375.1	675.8	366.5	487.6	289.4	330.1
Oct-2008	225.7	288.3	492.7	363.9	659.9	353.5	545.7	296.5	311.3
Nov-2008	211.0	271.2	481.1	351.6	595.7	427.5	514.1	289.3	296.2
Dec-2008	194.2	249.1	428.8	332.6	549.8	331.2	463.2	257.4	271.9
Jan-2009	179.2	234.9	395.1	308.0	485.9	327.9	451.6	258.4	255.3
Feb-2009	162.7	223.8	358.1	298.2	410.5	306.9	435.6	259.5	238.4
Mar-2009	149.4	198.7	316.7	262.6	346.3	311.0	464.2	240.5	217.3
Apr-2009	141.5	188.0	288.1	259.4	328.1	313.1	436.8	227.3	206.9
May-2009	137.6	199.5	285.0	245.8	339.5	369.7	391.5	240.1	202.9

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
May-2005	95.4	103.6	96.4	85.3	99.3	84.6	96.5	115.8	98.5
Jun-2005	92.2	101.6	91.2	87.1	98.7	70.7	86.4	108.9	95.5
Jul-2005	93.8	101.7	94.8	81.4	100.2	71.8	92.0	101.4	97.1
Aug-2005	90.5	98.8	91.9	77.7	100.8	78.6	104.9	92.5	94.3
Sep-2005	91.0	101.1	92.7	72.6	103.0	67.2	110.7	100.8	95.2
Oct-2005	87.2	99.5	96.6	73.6	94.1	76.2	95.1	95.2	92.1
Nov-2005	87.2	98.3	94.9	74.3	101.3	78.9	81.5	98.6	93.0
Dec-2005	91.0	101.8	99.9	71.3	111.5	62.8	82.4	91.0	96.5
Jan-2006	83.3	94.1	92.1	63.9	100.7	68.5	97.0	84.1	88.5
Feb-2006	86.5	97.4	98.1	67.4	106.0	64.1	102.0	90.7	92.6
Mar-2006	88.7	101.4	101.5	67.2	108.2	66.0	81.3	102.7	95.0
Apr-2006	94.7	99.8	103.6	70.9	113.8	60.6	88.6	100.5	99.0
May-2006	86.2	98.0	93.2	65.9	116.9	60.1	99.4	90.6	92.8
Jun-2006	91.6	99.3	99.8	62.3	117.9	58.7	86.1	92.9	97.5
Jul-2006	87.1	95.7	100.0	59.1	116.1	49.2	85.3	88.5	94.1
Aug-2006	87.7	93.5	98.3	59.8	109.8	49.3	79.7	95.5	93.4
Sep-2006	87.7	94.9	98.9	60.9	112.7	61.0	92.5	98.0	94.1
Oct-2006	87.0	93.0	96.8	61.0	109.7	51.5	85.8	101.0	92.6
Nov-2006	89.5	98.0	97.9	56.3	113.1	48.5	86.6	103.1	94.7
Dec-2006	88.8	100.7	105.2	59.2	120.2	55.3	90.1	101.1	96.6
Jan-2007	91.1	100.2	101.5	58.5	116.7	44.9	70.2	101.3	96.9
Feb-2007	91.6	102.6	107.1	57.0	125.2	47.6	80.6	105.1	99.7
Mar-2007	91.8	107.4	115.4	57.9	134.4	49.2	86.7	103.8	102.8
Apr-2007	90.3	103.6	106.9	54.4	127.5	53.1	79.4	101.7	100.4
May-2007	92.7	106.6	114.0	59.2	134.0	46.0	84.0	102.7	103.5
Jun-2007	92.7	105.1	116.0	59.9	133.4	53.5	90.3	101.1	103.4
Jul-2007	93.9	105.3	107.9	62.5	128.2	60.8	60.6	109.1	102.5
Aug-2007	92.9	104.3	110.5	62.4	137.7	56.1	90.6	102.2	102.4
Sep-2007	95.6	109.2	120.5	64.6	143.5	62.4	79.2	101.1	106.5
Oct-2007	92.4	106.2	114.7	62.3	136.0	49.2	79.4	98.8	103.4
Nov-2007	93.4	110.4	114.5	65.5	143.7	61.6	92.7	95.5	105.0
Dec-2007	86.7	110.0	114.2	64.6	130.9	57.5	82.1	98.3	100.6
Jan-2008	84.1	106.1	104.6	63.2	130.4	56.8	79.5	95.7	98.2
Feb-2008	85.3	104.9	103.3	67.7	131.4	68.3	69.8	87.5	100.1
Mar-2008	81.1	98.8	99.9	68.1	123.6	65.9	84.7	85.1	97.3
Apr-2008	72.0	96.1	97.8	59.6	114.4	59.7	78.5	85.6	87.8
May-2008	71.5	90.5	90.9	61.2	111.0	64.0	86.6	84.4	85.3
Jun-2008	65.9	84.2	83.6	57.2	105.6	63.3	94.3	78.0	79.0
Jul-2008	62.4	79.6	78.2	50.8	98.0	45.6	59.7	73.5	73.0
Aug-2008	61.2	78.3	76.2	50.3	98.4	50.7	64.3	74.2	71.7
Sep-2008	56.1	70.6	67.6	48.9	91.0	36.3	71.1	67.0	65.1
Oct-2008	50.6	65.4	62.1	45.2	86.8	31.2	64.4	66.2	60.4
Nov-2008	45.5	60.9	58.1	44.0	74.6	56.3	65.2	63.2	55.2
Dec-2008	43.7	55.9	51.6	42.2	69.7	38.0	64.3	57.1	52.1
Jan-2009	39.4	51.8	45.8	38.2	54.7	37.1	52.5	55.4	47.0
Feb-2009	34.4	48.0	39.8	33.4	44.5	32.3	47.1	53.5	42.1
Mar-2009	31.6	42.4	33.3	31.8	37.1	38.8	42.4	48.8	37.5
Apr-2009	31.3	41.7	31.6	32.1	36.7	31.7	42.1	45.6	38.0
May-2009	28.3	41.2	29.9	27.9	35.3	33.7	33.9	44.7	34.3

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. 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 defined as number of applications made on SEEK last month and 7 days into the next month for new jobs posted.

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