

Commentary

The information available in recent months, both from the SEEK Indicators and from the Australian Bureau of Statistics (ABS), has suggested that the Australian labour market has been in something of a holding pattern, with no decisive movement towards either stronger growth in employment or to a sharp rise in unemployment. New jobs ads placed with SEEK were effectively stable over the first three months of 2012, and employment as measured by the ABS rose modestly. This has been in contrast to the growing concern about economic slowdown and job loss in the eastern states of Australia

The SEEK data for April 2012 indicate that this phase of relative stability may have come to an end. In this month new job ads (seasonally adjusted) fell in all states and territories (except the Northern Territory), and by 4.0% for the nation as a whole. New job ads in April 2012 were 7.2% lower than a year earlier. The SEEK Employment Index, SEI, (the ratio of new job ads placed with SEEK to the number of applications for those jobs) also fell in all states and territories except the Northern Territory. For the month of April the Index fell by 3.4% and is now 15.2% lower than in April 2011.

Some of the key features of these data are highlighted in Figures 1a to 1c below. Figure 1a shows the change in new job ads and the Index over moving three months periods to April 2012. The improved performance of these measures in late 2011 and 2012 is evident, as is the fall in both measures (by 3.5% for new job ads and by 4.9% for the SEEK Index) in the three months to April. It is notable that over the past three months both indicators have fallen in all mainland states, including Western Australia and Queensland, where new job ads fell by 2.1% and 3.7% respectively.

The other two figures provide different perspectives on new job ads. Figure 1b shows the percentage change over a twelve month period in new job ads. This measure fell significantly, while remaining positive, during much of 2011, but stabilised for some months before dropping sharply in April 2012, to be 7.2% lower than a year earlier. Figure 1c shows new job ads for the five mainland states, expressed for each state as an index with April 2010 equal to 100. This chart brings out both the progressive decline in new job ads in New South Wales, Victoria and South Australia since April 2011, as well as indications that new ads may have peaked and begun to fall in Western Australia and Queensland.

The Australian economy continues to be pulled in different directions by powerful economic and policy forces, the most recent being the decision of the Reserve Bank on 1 May 2012 to cut the cash rate by 0.5% to 3.75%. But this stimulatory measure is still in the context of restrictive fiscal policies being implemented by the Australian Governments and by State governments, and of the continued impact of the high value of the Australian dollar on trade exposed businesses. Further weakening of the labour market seems likely in the months ahead, with more extensive and better coordinated stimulatory policies being required to generate renewed growth in employment.

Figure 1a. Quarterly changes in SEEK new ads and SEI.

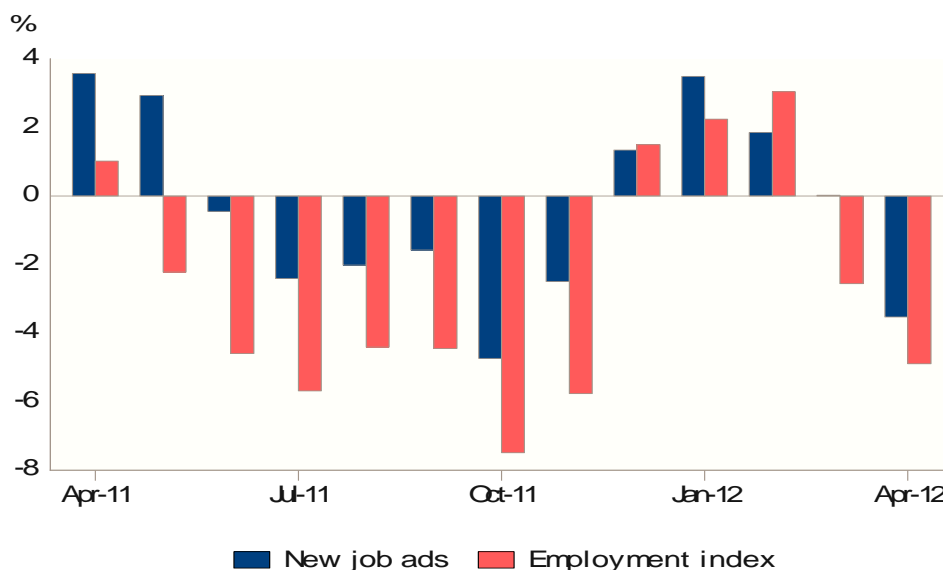


Figure 1b. Twelve month percentage changes in SEEK new ads.

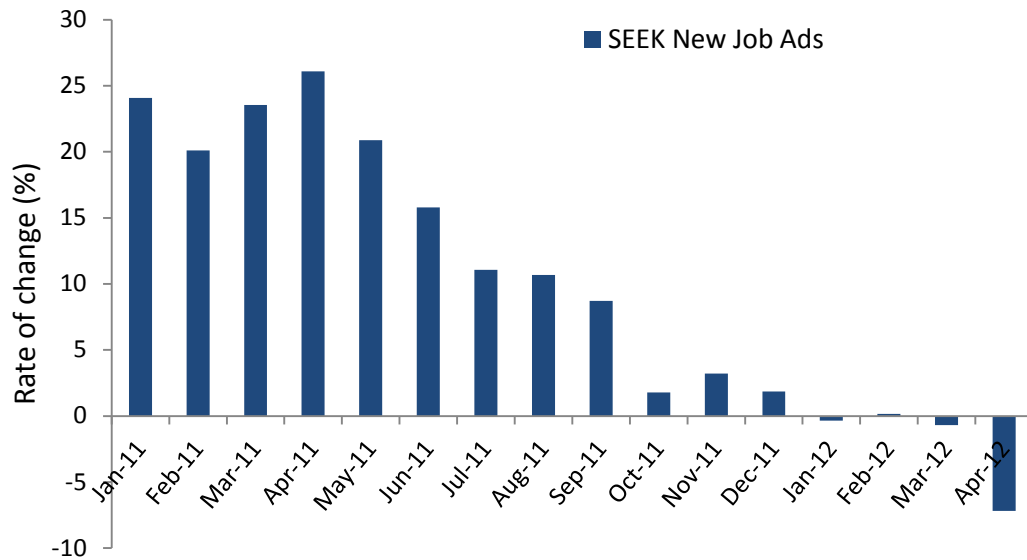
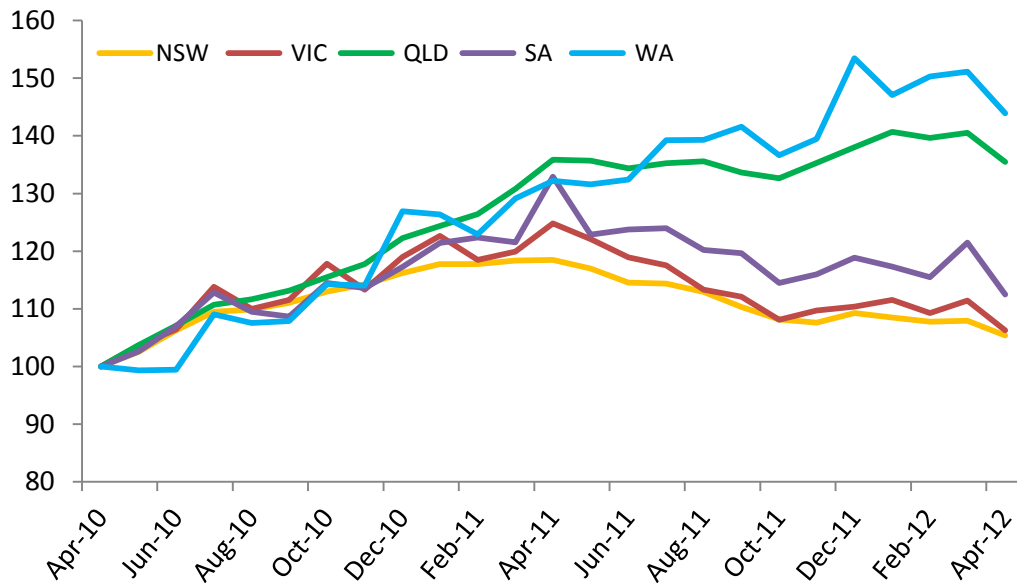


Figure 1c. New job ads registered with SEEK, mainland states (April 2010 = 100).



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THE SEEK EMPLOYMENT INDEX

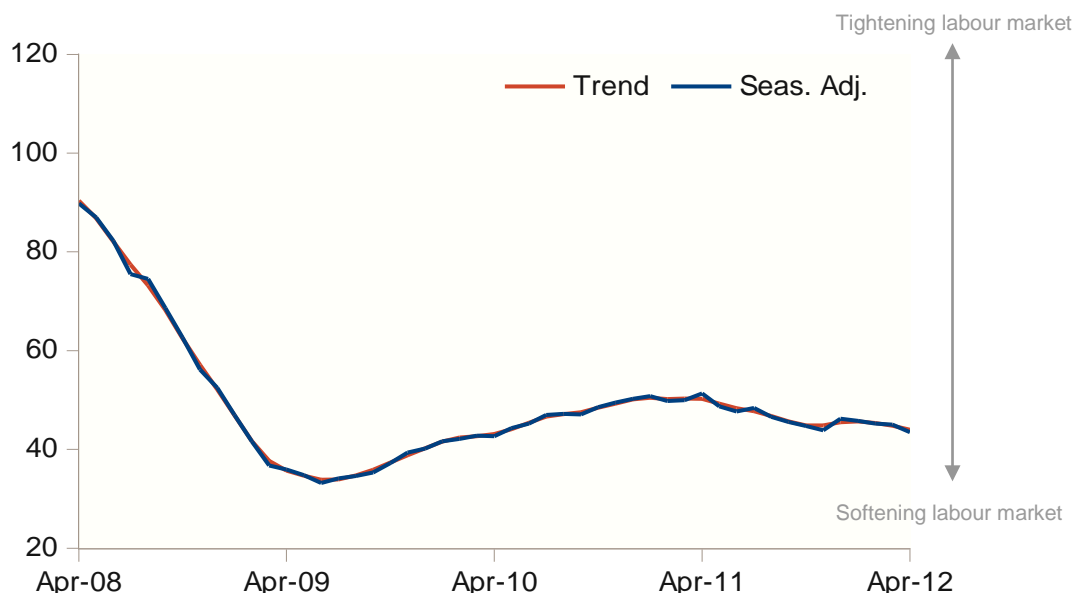
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

Each monthly release includes two key indicators:

1. The SEEK Employment Index (SEI), 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 for those ads); and
2. Candidate Demand, as measured by new job advertisements posted on the SEEK website;

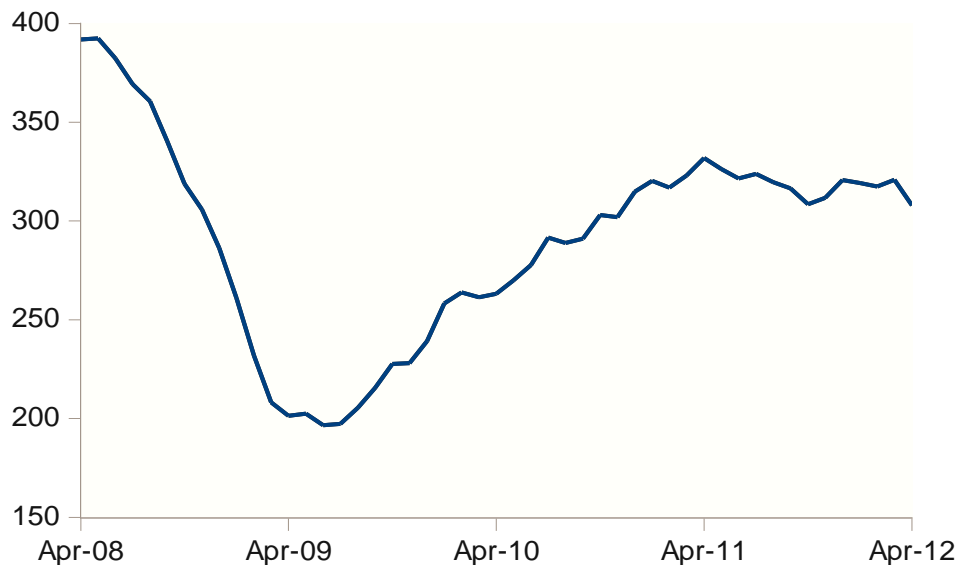
These indicators provide useful insights into the dynamics of the Australian labour market. For further explanation on the applications of use please refer to the SEEK Employment Index launch document available at http://www.seek.com.au/content/media/EmploymentIndex/SEEK_AU_EI_Background.pdf.

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



- The seasonally adjusted, SEEK Employment Indicator (SEI) - the ratio of new job ads placed with SEEK to the number of applications for those jobs – declined 3.4% in April 2012, after repeated fall since January 2012.
- The SEI is now 15.2% lower than a year ago.
- The decline in the SEI was discernible in all states and territories: New South Wales (-1%), Victoria (-4.8%), Queensland (-3.6%), South Australia (-3.8%), and Western Australia (-4.6%).
- The adjusted SEI series this month was 48% of the level recorded in April 2011 for Australia, 52% in New South Wales, 52% in Victoria, 38% in Queensland, 45% in South Australia, and 41% in Western Australia.

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



- The monthly series of SEEK New Job Ads declined 4% in April 2012.
- The SEEK New Job Ads index is 7.2% lower than in April 2011.
- As in the March report, the decline in new job ads was seen in all regions: New South Wales (-2.4%), Victoria (-4.6%), Queensland (-3.6%), South Australia (-7.4%) and Western Australia (-4.8%).
- Compared to the same month in 2011, the seasonally adjusted SEEK New Job Ads series is lower for Australia (22%), New South Wales (32%), Victoria (25%), Queensland (20%) and South Australia (21%). In contrast, it is 6% higher in Western Australia.

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:

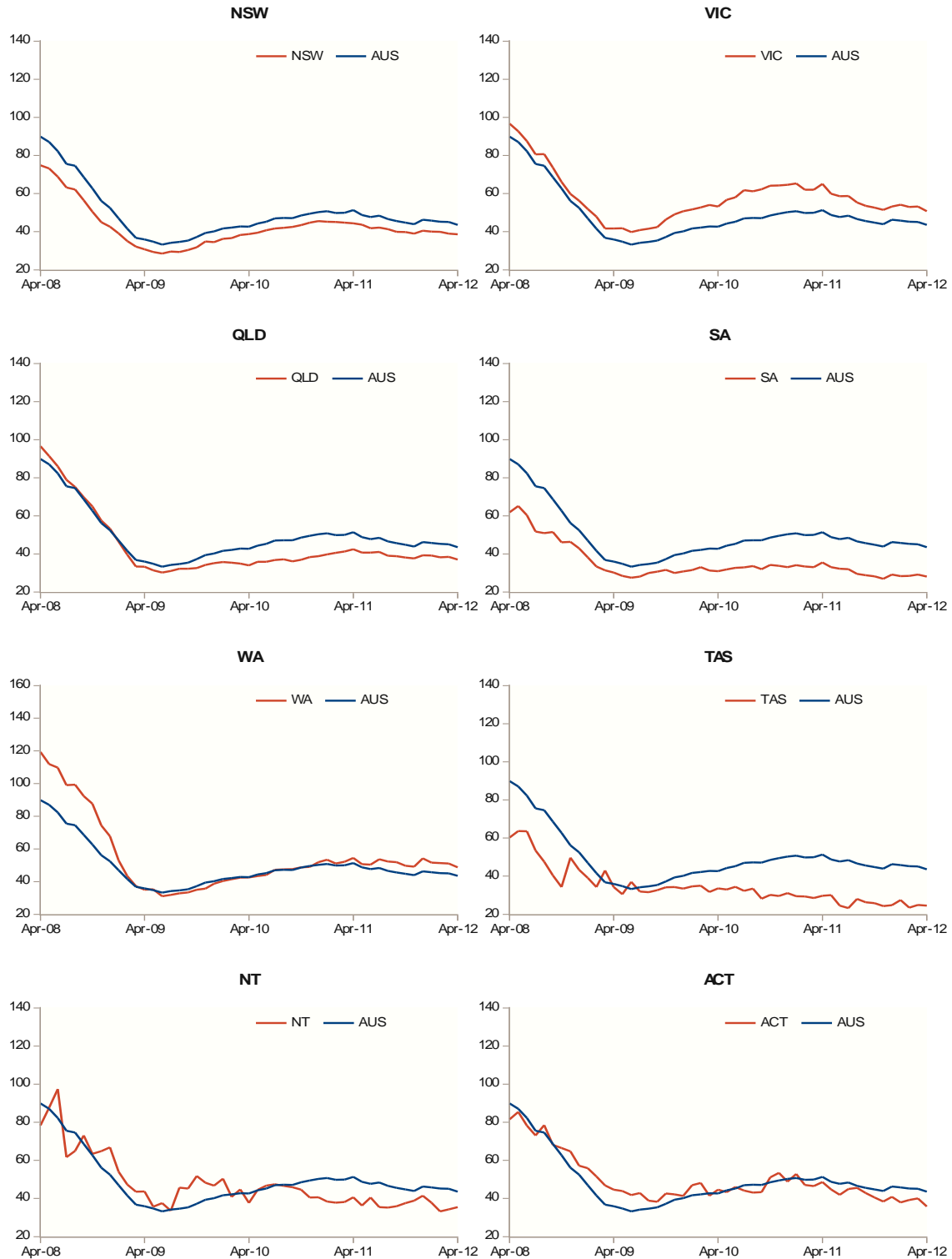
Industry	Occupation
Legal	Snr Assoc. Solicitor
Insurance & Superannuation	Broking
Construction	Architecture
Real Estate	Valuation
Healthcare & Medical	Nursing/Midwives

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 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.

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
Apr-2008	86.9	89.8	-10.7 %	-3.9 %
May-2008	87.5	87.0	-17.3 %	-3.1 %
Jun-2008	83.4	82.3	-22.9 %	-5.4 %
Jul-2008	75.1	75.5	-28.0 %	-8.3 %
Aug-2008	80.8	74.5	-29.0 %	-1.3 %
Sep-2008	78.6	68.6	-37.3 %	-7.9 %
Oct-2008	70.1	62.7	-40.5 %	-8.7 %
Nov-2008	57.5	56.2	-47.5 %	-10.3 %
Dec-2008	51.6	52.5	-49.4 %	-6.6 %
Jan-2009	37.4	47.0	-52.5 %	-10.5 %
Feb-2009	36.8	41.6	-57.6 %	-11.5 %
Mar-2009	33.4	36.8	-60.7 %	-11.5 %
Apr-2009	34.8	35.9	-60.0 %	-2.4 %
May-2009	34.5	34.8	-60.0 %	-3.1 %
Jun-2009	32.9	33.2	-59.7 %	-4.5 %
Jul-2009	34.1	34.1	-54.8 %	2.8 %
Aug-2009	37.0	34.6	-53.5 %	1.5 %
Sep-2009	39.7	35.3	-48.6 %	1.9 %
Oct-2009	41.9	37.3	-40.6 %	5.5 %
Nov-2009	40.3	39.4	-29.9 %	5.7 %
Dec-2009	39.5	40.2	-23.4 %	2.1 %
Jan-2010	33.5	41.6	-11.4 %	3.6 %
Feb-2010	37.1	42.1	1.3 %	1.1 %
Mar-2010	38.7	42.8	16.3 %	1.6 %
Apr-2010	41.6	42.6	18.8 %	-0.3 %
May-2010	43.4	44.3	27.4 %	3.8 %
Jun-2010	44.4	45.2	36.2 %	2.1 %
Jul-2010	47.5	47.0	37.6 %	3.9 %
Aug-2010	50.1	47.2	36.2 %	0.4 %
Sep-2010	52.5	47.1	33.4 %	-0.2 %
Oct-2010	54.4	48.5	30.3 %	3.1 %
Nov-2010	50.6	49.5	25.7 %	2.0 %
Dec-2010	50.2	50.2	25.0 %	1.5 %
Jan-2011	40.7	50.8	22.0 %	1.1 %
Feb-2011	43.8	49.8	18.3 %	-1.9 %
Mar-2011	45.6	50.0	16.8 %	0.3 %
Apr-2011	50.5	51.3	20.3 %	2.7 %
May-2011	47.7	48.7	10.0 %	-5.0 %
Jun-2011	46.7	47.7	5.4 %	-2.2 %
Jul-2011	48.9	48.4	3.0 %	1.5 %
Aug-2011	49.7	46.6	-1.3 %	-3.7 %
Sep-2011	50.7	45.5	-3.3 %	-2.2 %
Oct-2011	49.9	44.7	-7.8 %	-1.7 %
Nov-2011	45.0	43.9	-11.3 %	-1.9 %
Dec-2011	46.9	46.2	-8.0 %	5.3 %
Jan-2012	36.7	45.8	-9.9 %	-1.0 %
Feb-2012	39.9	45.2	-9.2 %	-1.2 %
Mar-2012	41.6	45.0	-9.9 %	-0.4 %
Apr-2012	42.4	43.5	-15.2 %	-3.4 %

Note: The 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 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
Apr-2008		390.9		391.9	22.1 %	2.4 %
May-2008		423.6		392.5	19.0 %	0.1 %
Jun-2008		378.2		382.4	13.1 %	-2.6 %
Jul-2008		410.1		369.3	4.6 %	-3.4 %
Aug-2008		384.3		360.6	0.9 %	-2.4 %
Sep-2008		372.1		340.3	-8.1 %	-5.6 %
Oct-2008		348.8		318.8	-14.6 %	-6.3 %
Nov-2008		290.8		305.8	-21.9 %	-4.1 %
Dec-2008		203.1		286.3	-27.4 %	-6.4 %
Jan-2009		244.1		261.0	-33.1 %	-8.8 %
Feb-2009		229.5		231.8	-40.0 %	-11.2 %
Mar-2009		217.5		208.2	-45.6 %	-10.2 %
Apr-2009		193.4		201.4	-48.6 %	-3.3 %
May-2009		211.2		202.4	-48.4 %	0.5 %
Jun-2009		199.7		196.5	-48.6 %	-2.9 %
Jul-2009		219.8		197.3	-46.6 %	0.4 %
Aug-2009		216.3		205.4	-43.0 %	4.1 %
Sep-2009		234.6		215.5	-36.7 %	4.9 %
Oct-2009		245.4		227.7	-28.6 %	5.6 %
Nov-2009		221.3		228.0	-25.4 %	0.2 %
Dec-2009		173.9		239.2	-16.4 %	4.9 %
Jan-2010		238.0		258.2	-1.1 %	7.9 %
Feb-2010		261.8		263.9	13.8 %	2.2 %
Mar-2010		281.7		261.4	25.6 %	-0.9 %
Apr-2010		254.9		263.2	30.7 %	0.7 %
May-2010		280.1		269.9	33.4 %	2.6 %
Jun-2010		281.6		277.7	41.3 %	2.9 %
Jul-2010		317.3		291.5	47.8 %	5.0 %
Aug-2010		312.3		288.9	40.6 %	-0.9 %
Sep-2010		315.8		291.1	35.1 %	0.8 %
Oct-2010		315.6		303.0	33.1 %	4.1 %
Nov-2010		300.9		301.9	32.4 %	-0.4 %
Dec-2010		223.6		314.9	31.6 %	4.3 %
Jan-2011		287.2		320.4	24.1 %	1.7 %
Feb-2011		312.6		317.0	20.1 %	-1.1 %
Mar-2011		350.1		323.0	23.5 %	1.9 %
Apr-2011		302.2		331.8	26.1 %	2.7 %
May-2011		345.1		326.3	20.9 %	-1.7 %
Jun-2011		324.0		321.6	15.8 %	-1.4 %
Jul-2011		340.4		323.8	11.1 %	0.7 %
Aug-2011		357.9		319.7	10.7 %	-1.3 %
Sep-2011		344.8		316.5	8.7 %	-1.0 %
Oct-2011		317.6		308.5	1.8 %	-2.5 %
Nov-2011		311.8		311.7	3.2 %	1.0 %
Dec-2011		223.0		320.7	1.9 %	2.9 %
Jan-2012		300.6		319.3	-0.4 %	-0.5 %
Feb-2012		319.9		317.5	0.2 %	-0.6 %
Mar-2012		340.9		320.8	-0.7 %	1.1 %
Apr-2012		276.9		308.0	-7.2 %	-4.0 %

Note: The 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 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
Apr-2008	298.2	362.8	601.0	440.4	703.3	513.8	475.2	301.5	391.9
May-2008	296.8	358.7	601.7	479.5	704.1	500.7	532.6	319.7	392.5
Jun-2008	286.4	352.1	600.2	436.1	681.0	483.5	555.2	308.4	382.4
Jul-2008	274.2	332.6	589.7	405.1	697.6	416.7	473.1	293.7	369.3
Aug-2008	261.9	330.9	568.1	394.4	697.2	394.9	523.4	316.0	360.6
Sep-2008	243.9	312.6	534.2	378.8	680.1	378.5	489.3	294.6	340.3
Oct-2008	223.1	289.4	504.4	363.3	658.9	384.2	538.2	296.7	318.8
Nov-2008	213.7	277.6	487.5	367.6	604.2	406.6	521.4	309.2	305.8
Dec-2008	199.4	263.5	462.3	344.3	551.4	374.9	482.0	275.1	286.3
Jan-2009	183.9	242.8	409.5	310.4	492.9	348.3	466.8	273.0	261.0
Feb-2009	164.5	221.7	355.3	295.1	407.3	317.9	432.2	257.9	231.8
Mar-2009	151.3	197.4	313.5	252.6	356.1	326.2	469.5	235.9	208.2
Apr-2009	145.0	193.8	302.6	254.6	334.5	333.4	467.8	236.2	201.4
May-2009	143.4	201.4	294.6	258.0	345.5	337.5	402.5	246.1	202.4
Jun-2009	140.5	191.0	294.8	251.9	325.4	318.1	425.1	235.6	196.5
Jul-2009	140.4	195.0	289.1	249.1	335.2	311.9	360.8	246.4	197.3
Aug-2009	145.0	204.1	299.8	265.9	358.2	329.3	434.4	232.3	205.4
Sep-2009	154.7	211.0	310.2	288.2	381.6	327.8	480.8	226.6	215.5
Oct-2009	162.0	226.0	320.0	305.8	406.6	326.4	543.2	257.5	227.7
Nov-2009	168.1	224.5	318.9	282.0	402.4	328.3	457.7	244.4	228.0
Dec-2009	173.6	238.2	331.6	296.1	440.3	350.6	515.3	240.0	239.2
Jan-2010	186.1	253.6	357.9	324.9	481.4	368.6	518.4	297.2	258.2
Feb-2010	190.9	260.2	363.5	328.2	496.9	380.4	496.1	292.5	263.9
Mar-2010	192.5	256.9	358.3	315.3	495.2	391.1	481.3	257.3	261.4
Apr-2010	193.1	255.6	356.6	308.7	519.6	400.8	464.3	278.9	263.2
May-2010	198.1	264.9	369.9	316.8	516.1	395.1	503.7	278.2	269.9
Jun-2010	205.1	272.0	381.9	330.3	516.8	393.8	544.8	288.1	277.7
Jul-2010	211.4	290.9	394.7	348.3	566.7	390.2	550.5	295.2	291.5
Aug-2010	212.2	281.0	398.1	338.0	558.8	392.5	554.4	291.4	288.9
Sep-2010	214.4	285.1	403.5	335.3	560.6	369.9	486.1	284.3	291.1
Oct-2010	218.1	301.1	411.9	353.5	593.7	374.6	551.3	342.6	303.0
Nov-2010	220.5	289.6	419.9	350.7	592.5	385.9	475.8	346.8	301.9
Dec-2010	224.4	304.2	436.0	361.9	659.6	415.1	541.1	338.0	314.9
Jan-2011	227.4	313.5	443.4	374.9	656.6	431.0	547.6	349.7	320.4
Feb-2011	227.3	302.8	450.8	377.8	638.7	411.4	505.4	340.6	317.0
Mar-2011	228.5	306.5	466.4	375.2	671.0	411.6	541.7	341.2	323.0
Apr-2011	228.8	319.0	484.4	410.2	686.9	423.2	568.8	358.4	331.8
May-2011	225.9	312.0	483.8	379.3	683.7	433.6	526.2	327.4	326.3
Jun-2011	221.1	304.0	479.2	382.0	688.0	390.1	561.2	321.7	321.6
Jul-2011	220.8	300.4	482.2	382.8	723.5	388.4	582.0	332.5	323.8
Aug-2011	218.1	289.6	483.5	371.0	723.8	373.0	567.6	340.4	319.7
Sep-2011	213.0	286.5	476.6	369.4	735.7	412.5	600.3	335.1	316.5
Oct-2011	208.9	276.2	472.9	353.5	710.1	395.1	577.6	318.9	308.5
Nov-2011	207.8	280.4	482.4	358.0	724.7	393.4	571.3	324.0	311.7
Dec-2011	211.0	282.2	492.1	367.0	797.5	371.2	632.7	332.1	320.7
Jan-2012	209.4	285.1	501.7	362.1	764.2	408.5	613.5	316.5	319.3
Feb-2012	208.1	279.3	497.9	356.4	781.0	412.3	578.9	318.5	317.5
Mar-2012	208.4	284.9	501.1	375.1	785.2	432.9	609.1	325.0	320.8
Apr-2012	203.4	271.6	483.0	347.1	747.9	415.2	570.2	296.1	308.0

Note: The 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 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. Also the state and national series are seasonally adjusted separately and, as a result, there may be some discrepancy between the national and the average of the state series.

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

Month	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Apr-2008	74.9	96.7	96.5	61.9	119.3	60.3	78.4	81.6	89.8
May-2008	73.2	92.6	91.4	65.1	112.0	63.6	87.6	85.4	87.0
Jun-2008	68.9	87.6	85.9	60.3	109.8	63.5	97.4	78.2	82.3
Jul-2008	63.1	80.5	78.9	51.7	99.1	53.4	61.7	73.1	75.5
Aug-2008	62.1	80.7	75.1	50.9	99.4	47.5	65.0	78.5	74.5
Sep-2008	56.5	73.7	69.7	51.5	92.3	40.4	73.1	68.1	68.6
Oct-2008	50.6	66.1	64.9	46.0	87.7	34.3	63.5	66.5	62.7
Nov-2008	45.0	59.8	57.5	46.3	74.3	49.7	64.8	64.8	56.2
Dec-2008	42.6	56.3	53.2	42.9	67.8	43.4	66.8	57.2	52.5
Jan-2009	39.1	51.9	46.4	38.1	52.9	39.1	54.0	55.9	47.0
Feb-2009	35.1	47.9	39.6	33.4	43.4	34.3	47.3	51.6	41.6
Mar-2009	32.2	41.6	33.4	31.3	37.2	42.9	43.6	46.8	36.8
Apr-2009	30.8	41.7	33.3	30.2	35.0	34.2	43.7	44.6	35.9
May-2009	29.4	41.7	31.4	28.4	35.4	30.5	35.7	43.9	34.8
Jun-2009	28.5	39.8	30.2	27.5	31.0	37.0	37.6	41.8	33.2
Jul-2009	29.5	40.9	31.0	28.1	31.8	32.0	33.6	42.9	34.1
Aug-2009	29.4	41.5	32.2	29.9	32.9	31.6	45.7	38.9	34.6
Sep-2009	30.4	42.4	32.2	30.6	33.3	32.6	45.2	38.3	35.3
Oct-2009	31.8	46.3	32.5	31.6	35.0	34.1	51.8	42.6	37.3
Nov-2009	34.9	49.1	34.1	29.9	35.7	34.3	48.2	42.2	39.4
Dec-2009	34.6	50.7	35.1	30.8	38.7	33.5	46.8	41.3	40.2
Jan-2010	36.3	51.7	35.7	31.5	40.3	34.6	50.4	46.9	41.6
Feb-2010	36.6	52.8	35.4	33.0	41.5	34.9	40.8	48.1	42.1
Mar-2010	38.3	54.0	34.9	31.2	42.5	31.7	44.7	41.4	42.8
Apr-2010	38.8	53.2	33.9	30.9	42.6	33.6	37.7	44.6	42.6
May-2010	39.5	56.7	35.8	31.8	43.4	33.0	44.5	43.3	44.3
Jun-2010	40.7	58.0	35.8	32.7	44.0	34.4	46.7	46.1	45.2
Jul-2010	41.7	61.8	36.8	32.9	47.2	32.3	47.5	44.1	47.0
Aug-2010	42.0	61.2	37.2	33.6	47.6	33.4	46.6	43.1	47.2
Sep-2010	42.5	62.2	36.1	31.9	47.7	28.1	45.9	43.3	47.1
Oct-2010	43.4	64.1	36.8	34.1	48.7	30.2	44.6	51.1	48.5
Nov-2010	44.8	64.3	38.3	33.7	49.0	29.6	40.5	53.4	49.5
Dec-2010	45.5	64.6	38.8	33.0	51.9	31.2	40.6	48.9	50.2
Jan-2011	45.2	65.4	39.7	34.0	53.4	29.5	38.4	52.8	50.8
Feb-2011	45.1	62.1	40.5	33.3	51.1	29.4	37.8	47.1	49.8
Mar-2011	44.7	62.0	41.2	33.0	52.2	28.5	38.2	46.5	50.0
Apr-2011	44.4	65.0	42.4	35.5	54.4	29.7	40.6	48.6	51.3
May-2011	43.6	59.9	40.7	33.0	50.7	30.1	36.3	44.8	48.7
Jun-2011	41.8	58.7	40.7	32.2	50.4	24.5	40.6	41.9	47.7
Jul-2011	42.2	58.7	41.0	32.0	53.7	23.2	35.4	45.0	48.4
Aug-2011	41.3	55.3	38.9	29.4	52.3	28.0	35.3	45.5	46.6
Sep-2011	39.9	53.5	38.8	28.8	51.9	26.3	35.9	42.9	45.5
Oct-2011	39.8	52.6	38.0	28.2	49.7	25.8	37.6	40.5	44.7
Nov-2011	38.9	51.5	37.6	26.9	49.1	24.3	38.8	38.4	43.9
Dec-2011	40.5	53.2	39.2	29.1	54.2	24.8	41.4	40.8	46.2
Jan-2012	40.1	54.1	39.1	28.4	51.7	27.5	37.8	37.9	45.8
Feb-2012	39.9	53.0	38.2	28.4	51.4	23.5	33.2	39.2	45.2
Mar-2012	39.0	53.2	38.4	29.1	51.1	24.9	34.3	40.1	45.0
Apr-2012	38.6	50.7	37.1	28.0	48.7	24.5	35.5	35.8	43.5

Note: The 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 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. Also, the state and national series are seasonally adjusted separately and, as a result, there may be some discrepancy between the national and the average of the state series.

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 working day and holiday effects. Also, the 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.

Note also that in order to account for regional diversity and to arrive at more robust adjustments for the national series, the state and national series are adjusted separately and, thus, there may be some discrepancy between the national and the average of the state series from time to time.

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. The latter is initially forecast and subsequently updated with actual figures.

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