

THE SEEK EMPLOYMENT INDEX

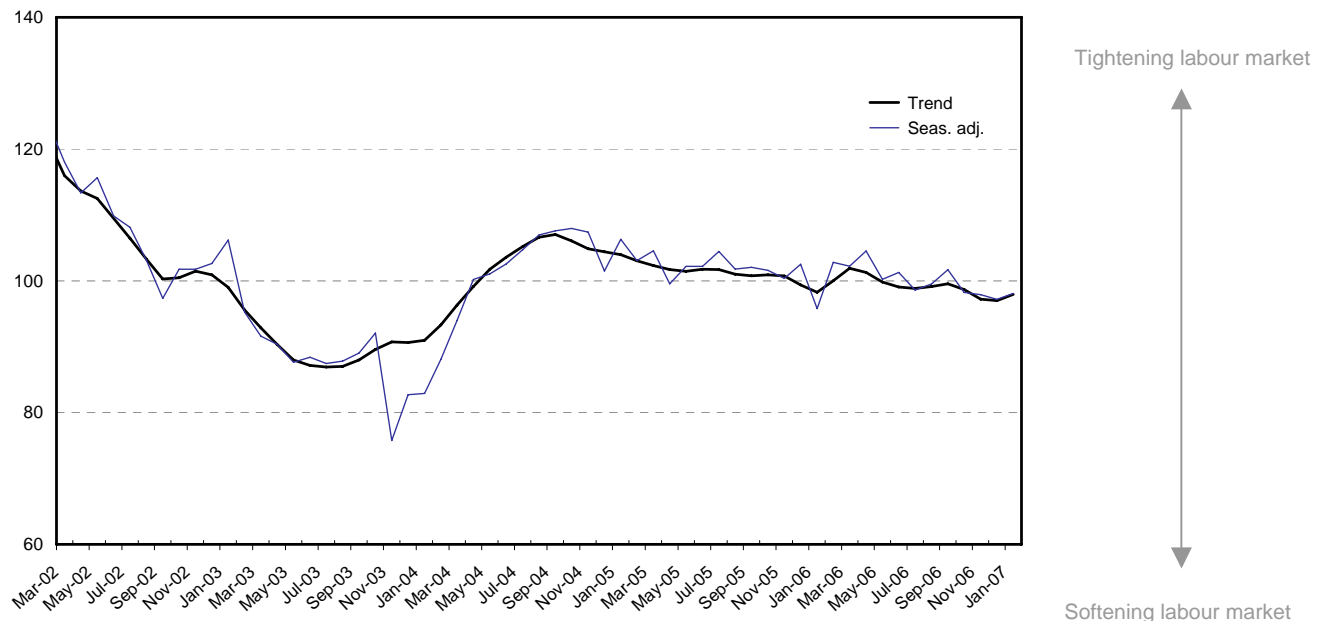
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

Each monthly release includes three key indicators:

1. The SEEK Employment Index (SEEK EI), a dynamic snapshot of matching between the supply of jobseekers and demand for workers;
2. Candidate Demand, as measured by new job advertisements posted on the SEEK website; and
3. Candidate Supply, as measured by the total volume of job applications submitted to the SEEK website, and by the number of applications received per job advertisement.

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, (Index Ave 2002-04 = 100), seasonally adjusted

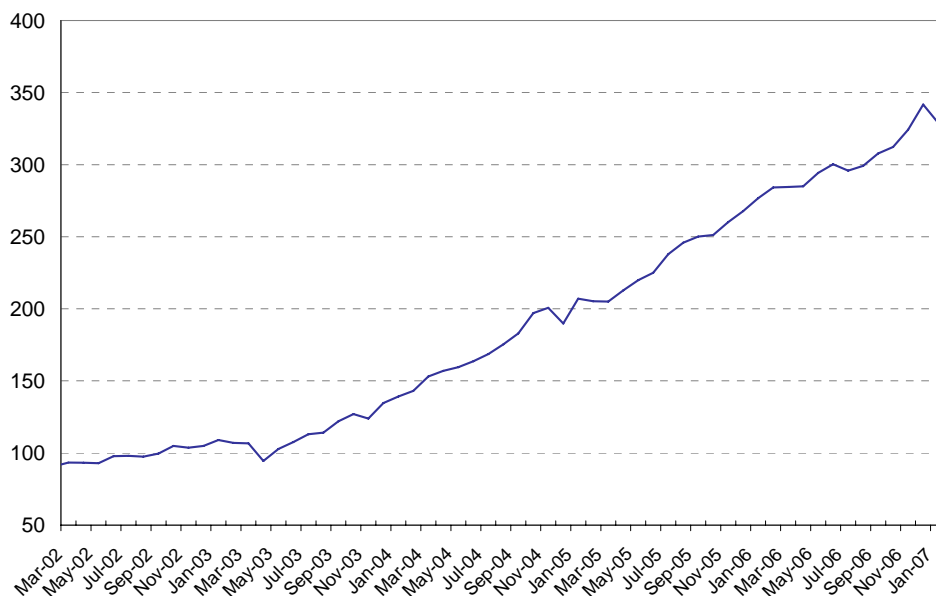


The SEEK Employment Indicator measures the demand and supply forces of the Australian labour market. In January, the SEEK seasonally adjusted EI has increased by 0.9 points. The index is 2.5 points higher than the same period last year. In support of this, the trend data also indicate an upward pattern to suggest a continuing overtime balance between supply and demand changes in the labour market.

What does this imply for the Jobseekers? Following a moderate downward pattern of the index in the past three consecutive months, the observed reverse trend this month shows a modest tightening situation of the labour market. On this basis, the Australian job seekers will have witnessed less competition for the available places.

At the regional level, Victoria (3.1%), Western Australia (1.7%) and ACT (2.2%) have all positively contributed to the rise in the index. Labour market in Queensland (-10.5%), South Australia (-6.7%) and New South Wales (-3.3%) continue to remain soft.

Figure 2. SEEK New Job Ads Posted, (Index October 2001=100), seasonally adjusted



The SEEK new job ads (seasonally adjusted) series in January 2007 have decreased by 3.7%, after showing persistent increases in the last five months. These new job ads are 18.9% higher compared to January 2006. From the regional State level, the fall in the new job ads was particularly driven by the significant decreases in Queensland (-6.3%), NSW (-5.4%), South Australia (-3.6%) and Victoria (-2.7%), all showing evidence of a slowing demand of labour. However, these declines were partially offset by the marginal increase in new ads in Western Australia (0.8%).

JOB SEEKER ODD SPOT

Top 5 most competitive occupations:

Industry (Occupation)

1. Transport & Logistics (Freight Forwarding)
2. Call Centre/Cust. Service (Call Centre Operator)
3. Manufacturing/Operations (Process Workers)
4. Hospitality & Tourism (Kitchen/Sandwich Hand)
5. Retail & Consumer Prods. (Retail: Sales Assistant)

Are you planning to apply for a position in one of these categories? It is important that you get a competitive edge and present yourself in the best light. 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)

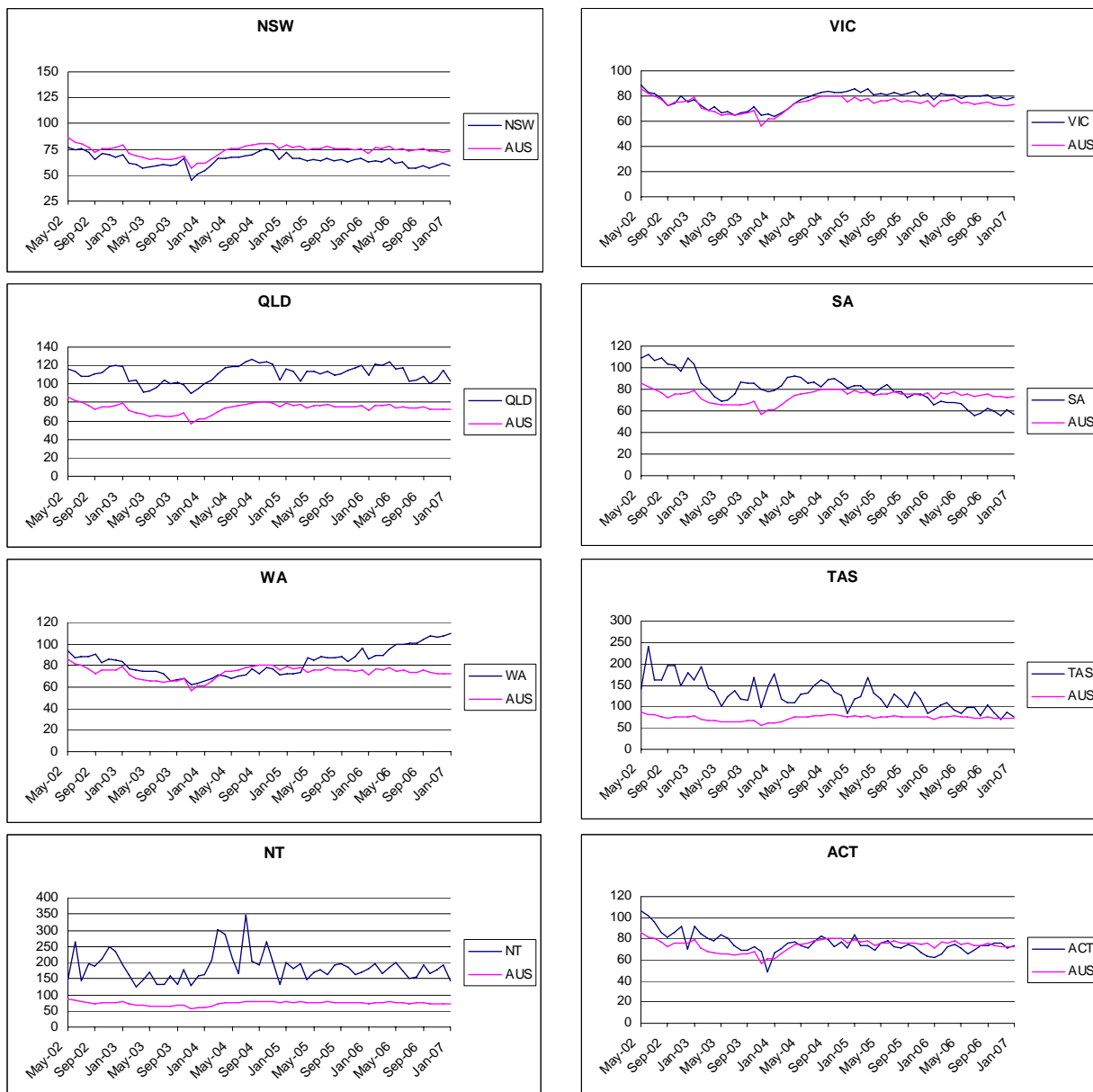
1. Legal (Solicitor)
2. Healthcare & Medical (Radiology/Sonography)
3. Healthcare & Medical (Nursing/Midwives)
4. Insurance & Superannuation (Broking)
5. Construction (Estimating)

Easy to get hired! Individuals with relevant skills attributes, knowledge and qualification in these categories are 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.

State and Territory SEEK Employment index (EI)



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	Seasonally adjusted	Annual % change	Monthly % change
Jan-03	106.2	-15.2	3.5
Feb-03	95.3	-23.1	-10.3
Mar-03	91.6	-22.4	-3.8
Apr-03	90.4	-20.3	-1.4
May-03	87.6	-24.2	-3.0
Jun-03	88.4	-19.5	0.9
Jul-03	87.5	-19.1	-1.1
Aug-03	87.8	-14.9	0.4
Sep-03	89.0	-8.5	1.4
Oct-03	92.1	-9.5	3.4
Nov-03	75.8	-25.5	-17.7
Dec-03	82.7	-19.4	9.2
Jan-04	82.9	-21.9	0.2
Feb-04	88.1	-7.5	6.3
Mar-04	94.0	2.6	6.7
Apr-04	100.2	10.9	6.6
May-04	101.1	15.3	0.9
Jun-04	102.6	16.0	1.5
Jul-04	104.7	19.7	2.1
Aug-04	107.0	21.8	2.2
Sep-04	107.6	20.9	0.6
Oct-04	108.0	17.3	0.3
Nov-04	107.4	41.7	-0.5
Dec-04	101.5	22.7	-5.5
Jan-05	106.3	28.2	4.7
Feb-05	103.1	17.0	-3.0
Mar-05	104.6	11.2	1.5
Apr-05	99.6	-0.7	-4.8
May-05	102.2	1.1	2.7
Jun-05	102.2	-0.4	0.0
Jul-05	104.5	-0.2	2.2
Aug-05	101.8	-4.8	-2.6
Sep-05	102.1	-5.1	0.3
Oct-05	101.6	-5.9	-0.5
Nov-05	100.4	-6.5	-1.2
Dec-05	102.5	1.0	2.1
Jan-06	95.8	-9.9	-6.6
Feb-06	102.8	-0.3	7.4
Mar-06	102.2	-2.2	-0.6
Apr-06	104.5	5.0	2.3
May-06	100.2	-2.0	-4.1
Jun-06	101.3	-0.9	1.0
Jul-06	98.6	-5.6	-2.6
Aug-06	99.5	-2.2	0.9
Sep-06	101.7	-0.4	2.2
Oct-06	98.2	-3.3	-3.4
Nov-06	97.9	-2.5	-0.3
Dec-06	97.2	-5.2	-0.7
Jan-07	98.1	2.5	0.9

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

Month	Original	Seasonally adjusted	Annual % change	Monthly % change
Jan-03	100.1	109.0	30.4	3.8
Feb-03	100.8	107.0	18.0	-1.9
Mar-03	105.8	106.7	14.3	-0.3
Apr-03	91.6	94.4	1.3	-11.5
May-03	110.5	102.8	10.6	8.9
Jun-03	105.8	107.6	10.1	4.6
Jul-03	123.3	113.1	15.4	5.1
Aug-03	115.2	114.1	17.0	0.9
Sep-03	126.6	122.0	22.4	6.9
Oct-03	133.8	127.0	21.1	4.1
Nov-03	104.8	123.8	19.4	-2.5
Dec-03	87.2	134.6	28.3	8.7
Jan-04	120.4	139.2	27.7	3.4
Feb-04	135.7	143.1	33.8	2.8
Mar-04	163.6	153.1	43.5	6.9
Apr-04	151.0	157.0	66.2	2.6
May-04	163.9	159.5	55.1	1.6
Jun-04	165.7	163.7	52.1	2.6
Jul-04	176.0	168.6	49.1	3.0
Aug-04	182.1	175.4	53.8	4.0
Sep-04	190.1	183.0	50.0	4.3
Oct-04	196.0	197.1	55.2	7.7
Nov-04	186.0	200.7	62.0	1.8
Dec-04	128.2	189.7	40.9	-5.4
Jan-05	181.0	207.0	48.8	9.1
Feb-05	193.8	205.3	43.4	-0.8
Mar-05	202.8	205.0	33.9	-0.2
Apr-05	209.2	212.8	35.5	3.8
May-05	232.5	220.0	37.9	3.4
Jun-05	227.0	225.0	37.5	2.3
Jul-05	237.9	237.9	41.1	5.7
Aug-05	262.9	246.0	40.2	3.4
Sep-05	259.3	250.1	36.7	1.7
Oct-05	247.3	251.2	27.5	0.4
Nov-05	242.5	260.1	29.6	3.5
Dec-05	178.2	267.8	41.1	3.0
Jan-06	251.2	276.7	33.7	3.3
Feb-06	269.6	284.2	38.4	2.7
Mar-06	305.9	284.4	38.8	0.1
Apr-06	250.3	285.0	33.9	0.2
May-06	322.3	294.4	33.8	3.3
Jun-06	304.9	300.3	33.5	2.0
Jul-06	293.8	295.8	24.3	-1.5
Aug-06	315.6	299.1	21.6	1.1
Sep-06	306.0	307.7	23.0	2.9
Oct-06	316.1	312.3	24.3	1.5
Nov-06	302.8	324.3	24.7	3.8
Dec-06	215.1	341.7	27.6	5.3
Jan-07	296.3	329.0	18.9	-3.7

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

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

Month	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Jan-03	92.0	120.1	187.3	136.3	110.1	216.3	196.9	142.0	109.0
Feb-03	88.5	123.8	190.4	126.1	110.4	218.7	175.0	141.2	107.0
Mar-03	90.4	120.2	184.4	133.8	113.9	200.0	162.4	138.6	106.7
Apr-03	84.7	105.9	163.8	121.4	115.2	236.0	155.6	103.3	94.4
May-03	93.0	111.6	176.5	129.8	119.5	175.6	174.9	138.2	102.8
Jun-03	95.1	116.9	188.2	131.0	118.6	240.3	171.6	146.8	107.6
Jul-03	99.3	122.3	203.5	143.0	125.8	354.1	168.1	144.2	113.1
Aug-03	98.3	125.9	198.1	152.3	127.2	239.0	178.8	147.0	114.1
Sep-03	105.0	135.8	220.0	148.0	130.9	263.1	187.1	141.5	122.0
Oct-03	110.6	138.5	221.7	148.6	137.8	300.0	210.0	137.2	127.0
Nov-03	99.5	139.3	228.9	155.9	150.1	229.8	208.4	128.6	123.8
Dec-03	109.1	154.7	241.1	171.0	152.4	394.6	229.2	155.4	134.6
Jan-04	117.0	155.4	252.7	164.9	157.5	450.1	236.5	149.5	139.2
Feb-04	123.1	162.1	260.2	169.8	163.7	332.9	303.7	157.5	143.1
Mar-04	131.9	167.5	277.3	172.4	170.7	367.5	351.5	164.5	153.1
Apr-04	136.5	177.4	304.1	179.6	174.6	298.2	353.1	164.9	157.0
May-04	138.3	178.6	299.2	186.6	185.4	396.8	305.9	170.7	159.5
Jun-04	139.2	181.9	310.5	187.5	191.7	323.2	281.5	190.5	163.7
Jul-04	141.8	187.8	326.8	180.9	200.6	352.5	370.4	207.9	168.6
Aug-04	147.4	191.0	337.3	184.0	213.2	455.1	346.2	208.0	175.4
Sep-04	154.0	196.9	353.5	212.1	221.1	482.8	366.2	211.5	183.0
Oct-04	167.9	215.3	372.2	232.3	235.1	430.6	341.9	234.9	197.1
Nov-04	169.6	217.1	382.2	218.8	238.3	453.5	379.0	238.0	200.7
Dec-04	156.9	207.5	365.2	197.5	242.7	436.9	325.0	215.9	189.7
Jan-05	175.3	225.5	404.6	220.8	255.2	478.1	339.8	249.7	207.0
Feb-05	164.4	222.9	409.9	233.6	264.6	484.1	362.7	252.2	205.3
Mar-05	164.4	223.1	411.4	225.1	277.8	495.5	357.7	270.3	205.0
Apr-05	171.7	232.1	445.3	243.9	297.5	498.4	371.2	244.2	212.8
May-05	174.7	237.5	469.1	255.2	301.8	521.3	401.7	290.3	220.0
Jun-05	176.1	248.3	471.2	258.7	316.8	415.2	418.6	270.6	225.0
Jul-05	188.0	254.0	525.4	270.3	322.9	450.6	411.1	274.5	237.9
Aug-05	189.1	266.9	540.2	275.2	348.2	486.7	467.1	283.7	246.0
Sep-05	194.9	269.5	542.8	284.8	359.1	511.3	487.4	304.1	250.1
Oct-05	193.2	267.4	568.1	280.0	368.1	582.9	519.6	312.4	251.2
Nov-05	202.9	276.0	577.7	296.5	380.2	627.2	501.7	339.5	260.1
Dec-05	208.6	279.9	610.2	303.7	405.9	530.0	508.8	328.6	267.8
Jan-06	214.5	287.5	644.1	315.9	424.8	515.6	580.1	334.2	276.7
Feb-06	209.8	292.8	666.6	328.3	442.6	624.1	604.6	355.2	284.2
Mar-06	211.2	299.7	666.0	338.1	454.7	561.9	595.2	359.4	284.4
Apr-06	214.3	296.7	665.9	337.8	464.4	798.7	596.8	377.3	285.0
May-06	215.9	307.0	697.2	348.0	485.6	695.9	665.8	364.5	294.4
Jun-06	221.5	306.9	718.2	349.4	502.1	794.6	650.4	385.6	300.3
Jul-06	209.4	310.6	661.3	348.4	526.3	728.8	621.9	398.9	295.8
Aug-06	213.9	305.9	719.1	341.4	523.7	624.3	603.1	382.9	299.1
Sep-06	221.9	312.9	757.2	354.7	544.5	651.0	617.0	401.0	307.7
Oct-06	223.7	317.5	774.0	361.8	559.3	653.5	603.7	411.0	312.3
Nov-06	235.0	326.2	821.1	361.3	582.1	767.8	626.5	418.6	324.3
Dec-06	249.0	343.8	894.6	390.4	599.0	742.3	582.8	433.8	341.7
Jan-07	235.5	334.4	838.0	376.3	603.7	706.3	578.0	425.8	329.0

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
Jan-03	70.1	77.2	118.6	103.0	83.3	162.8	194.0	91.6	79.0
Feb-03	61.6	72.1	103.0	85.5	76.6	194.7	160.5	84.6	70.9
Mar-03	60.4	68.9	103.8	80.1	75.7	141.8	124.6	80.4	68.1
Apr-03	57.4	71.4	91.4	73.1	74.5	135.1	145.6	78.5	67.2
May-03	58.3	66.9	92.6	69.0	74.2	101.5	169.4	83.6	65.2
Jun-03	59.3	67.3	97.0	70.4	74.2	122.2	132.7	80.1	65.7
Jul-03	60.8	64.6	104.1	75.8	72.0	138.2	131.2	73.2	65.0
Aug-03	59.0	67.0	100.6	87.0	65.5	118.6	157.3	69.2	65.3
Sep-03	60.5	68.0	101.3	85.5	67.2	113.9	131.2	68.8	66.2
Oct-03	66.4	71.8	98.7	85.7	68.1	169.0	177.4	72.6	68.5
Nov-03	45.0	64.6	89.2	80.2	62.3	98.2	128.1	67.9	56.3
Dec-03	50.8	65.6	95.1	77.6	62.9	149.4	159.0	48.9	61.5
Jan-04	54.6	63.3	100.8	79.2	65.3	177.5	163.7	66.6	61.7
Feb-04	59.3	67.1	104.9	83.4	68.2	116.8	207.2	70.6	65.5
Mar-04	65.8	69.6	111.1	90.6	71.5	110.1	302.3	75.5	69.9
Apr-04	66.1	74.0	118.2	91.8	70.2	110.6	286.9	76.9	74.5
May-04	67.3	76.9	118.4	90.6	68.1	130.0	211.3	73.3	75.2
Jun-04	67.4	79.0	118.5	85.3	69.9	133.1	167.7	71.1	76.3
Jul-04	68.2	81.4	123.6	86.7	71.4	147.2	347.1	77.2	77.9
Aug-04	69.8	82.5	127.0	82.6	76.4	162.4	202.8	82.2	79.6
Sep-04	73.9	84.0	122.7	89.3	72.5	154.1	193.4	79.7	80.0
Oct-04	75.2	82.8	123.9	90.5	78.3	135.5	264.8	73.0	80.3
Nov-04	72.8	83.1	122.2	85.1	76.9	126.0	205.3	76.7	79.9
Dec-04	64.7	83.7	104.0	80.9	71.8	83.2	132.0	71.6	75.5
Jan-05	71.8	85.3	116.2	83.6	72.6	118.6	199.9	83.2	79.1
Feb-05	66.4	83.1	113.0	83.8	72.2	123.3	179.7	73.5	76.6
Mar-05	66.6	85.9	103.4	77.7	73.1	169.3	195.7	73.6	77.8
Apr-05	64.3	81.0	114.1	76.0	87.2	133.0	148.3	68.5	74.0
May-05	65.3	82.0	113.1	81.0	84.5	117.1	170.5	76.4	76.0
Jun-05	63.7	81.4	111.5	84.2	87.9	97.3	177.4	77.8	76.0
Jul-05	66.2	83.0	114.2	77.9	87.2	128.9	162.7	72.8	77.7
Aug-05	64.5	80.6	110.1	78.0	87.1	113.8	192.7	70.9	75.7
Sep-05	64.6	82.3	111.4	72.7	88.0	98.4	198.1	74.8	75.9
Oct-05	63.0	83.8	114.3	75.7	83.4	135.3	184.3	72.4	75.5
Nov-05	65.2	79.8	117.5	75.0	88.2	116.8	164.0	66.8	74.6
Dec-05	65.9	82.0	119.7	71.8	96.2	85.1	171.5	63.1	76.2
Jan-06	62.4	77.1	109.8	65.3	86.1	91.3	181.1	61.8	71.2
Feb-06	64.2	82.1	121.6	69.0	89.9	103.9	195.0	66.0	76.5
Mar-06	63.0	81.2	119.7	68.3	89.9	110.7	167.6	72.7	76.0
Apr-06	66.3	80.8	123.7	68.0	95.4	92.0	183.9	75.0	77.7
May-06	61.8	77.8	115.6	67.0	99.8	84.4	198.5	70.9	74.5
Jun-06	62.7	79.8	117.0	61.2	99.9	97.1	175.1	66.0	75.3
Jul-06	56.4	79.6	103.6	55.9	100.9	97.7	149.9	68.5	73.3
Aug-06	56.6	79.8	104.0	57.4	100.7	77.2	154.4	73.6	74.0
Sep-06	59.1	81.2	108.1	62.5	104.3	102.5	192.7	74.1	75.6
Oct-06	56.4	78.1	100.7	60.3	107.0	86.6	166.7	76.2	73.0
Nov-06	59.3	78.9	105.9	56.0	106.1	71.3	176.3	75.8	72.8
Dec-06	61.3	77.0	114.4	60.6	107.7	88.2	191.3	71.5	72.3
Jan-07	59.3	79.4	102.4	56.6	109.6	76.4	142.2	73.0	73.0

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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