

### Commentary

The SEEK data for October 2012 bring out three important features of the current Australian economic situation. First, the gradual slowing in the Australian labour market, evident during much of 2012, is continuing and if anything is becoming more pronounced. Secondly, new job ads in the resource states of Western Australia and Queensland are now falling sharply, suggesting that falling commodity prices and the completion of some big resource projects are having broader effects on the economies of those two states. Thirdly, applications for advertised new positions jumped in October (after allowing for seasonal factors) and this may be a sign of increased job seeking activity by persons who had previously withdrawn from the labour force.

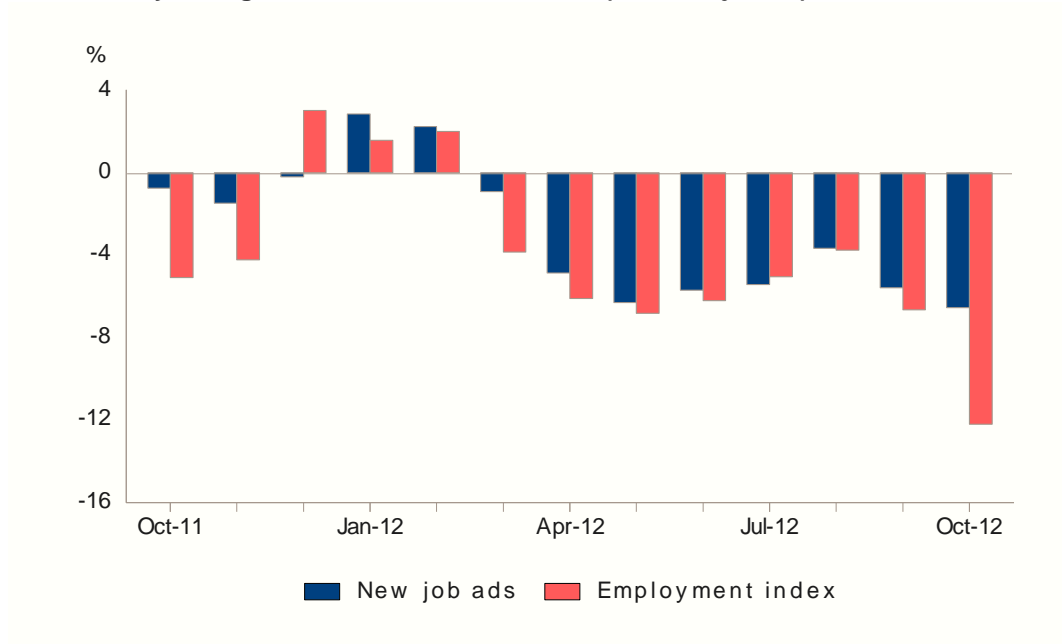
In October 2012 new job ads (seasonally adjusted) fell by 2.8% for the nation as a whole, on top of the fall of 3.0% in September, to be 13.5% lower than a year earlier. Over the past three months new job ads have fallen by 6.5% (Figure 1a), the largest quarterly fall since the global financial crisis. The SEEK Employment Index (the ratio of new job ads placed with SEEK to the number of applications for those jobs) fell by 8.1% in November 2012, to be 20.5% lower than a year earlier. This sharp change reflected both a fall in new job ads and a significant rise in the number of applications for those jobs. In the three months to October 2012 the SEEK Index fell by 12.2%, again the sharpest quarterly drop since the global financial crisis.

The October 2012 data continues the trend evident in September for significant falls in new job ads in Western Australia and Queensland. For the latest month new ads fell by 1.9% and 3.6% respectively, on top of declines of 7.6% and 6.0% respectively in September (Figure 1b). In the three months to October 2012 new job ads were down by 11.9% in Western Australia and by 10.8% in Queensland, by comparison with the national fall of 6.5%. In New South Wales and Victoria the easing of the labour market is continuing, but at a more moderate pace: new job ads over the past quarter were down by 3.9% in New South Wales and by 3.4% in Victoria.

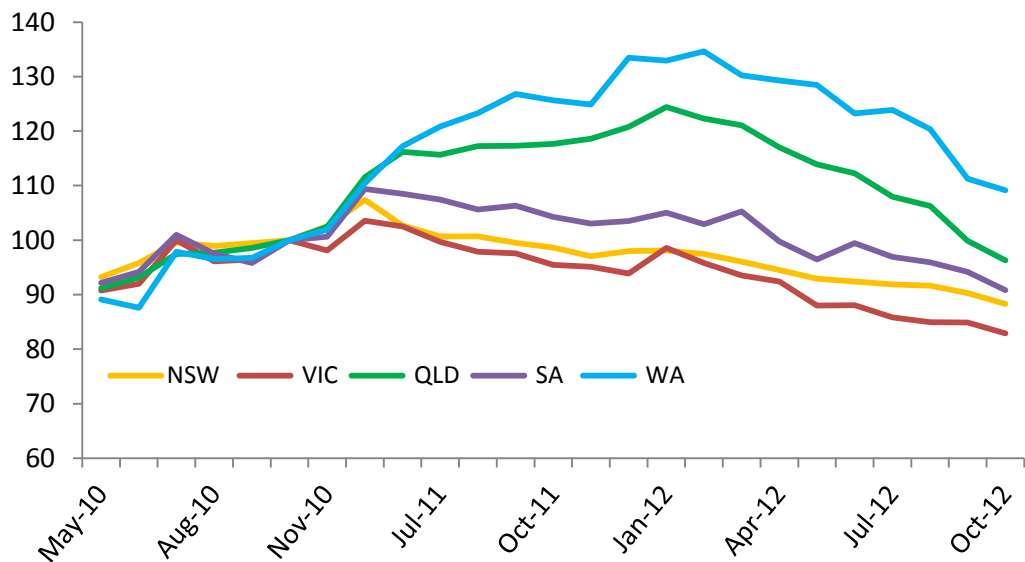
New job ads rose very strongly in the two main resource states both early in the resource boom and in its second stage in from 2010. Figure 1b shows new job ads by mainland state in somewhat longer perspective, as an index with a base at October 2010 = 100. The figure indicates both the much more rapid growth in ads in the resource states in late 2010 and in 2011, as hiring for resource investment and related projects built up, and the rapid fall in the number of these ads in recent months and especially in the past two months. This may reflect key resource projects in the two states passing through the hiring stage, a more general effect of lower commodity prices on mining activity and on confidence, and tight fiscal policies at both the state and federal levels.

An important feature of recent official Labour Force Survey data has been the weakness in participation rates, so that slower growth in employment has been reflected in withdrawal from the labour force (lower participation rates) rather than in higher unemployment. This trend had been evident also in the SEEK data, as the number of applications has not risen sharply even though new job ads have been falling. In the year to September 2012, for example, total applications rose by less than 2% even though the number of new job ads fell by 13.5%. In the month of October 2012 applications rose by over 5% on a seasonally adjusted basis, and this may foreshadow a rise in labour force participation and hence in numbers seeking work.

**Figure 1a. Quarterly changes in SEEK new ads and EI (seas. Adjusted).**



**Figure 1b. New job ads in Australia, five mainland states, (seas. adjusted, October 2010 = 100)**



**Professor Peter Sheehan**  
**Research Director, Centre for Strategic Economic Studies,**  
**Victoria University**

# THE SEEK EMPLOYMENT INDEX

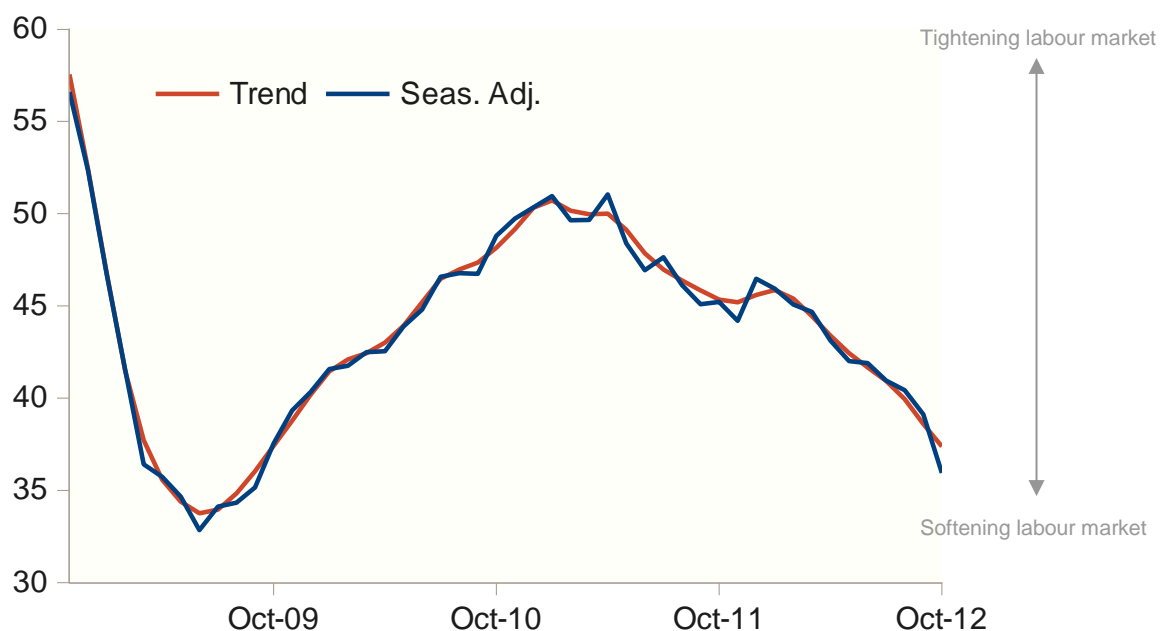
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

Each monthly release includes two key indicators:

1. The SEEK Employment Index (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](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 sharply by 8.1% in October 2012, and that comes after continuous falls since January 2012.
- The SEI is now 20.5% lower than a year earlier.
- The fall in the SEI was pervasive across states and territories: New South Wales (-7%), Victoria (-6.8%), Queensland (-7.6%), South Australia (-10.3%) and Western Australia (-10.9%).
- When compared to October four years ago, the adjusted SEI series this month is *lower* by 15% in Australia, by 16% in New South Wales, by 18% in Victoria, by 23% in Queensland, by 7% in South Australia, and by 33% in Western Australia.

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



- The monthly series of SEEK New Job Ads fell 2.8% in October 2012.
- The SEEK New Job Ads index is 13.5% lower than last year.
- The new job ads series has fallen in all major states: New South Wales (-2.2%), Victoria (-2.3%), Queensland (-3.6%), South Australia (-3.6%) and Western Australia (-1.9%).
- When compared to October four years ago, the adjusted SEEK New Job Ads series is *lower* in Australia (14%) and in all states: New South Wales (10%), Victoria (13%), Queensland (18%), South Australia (13%), and in Western Australia (13%).

## 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
Oct-2008	70.1	63.0	-40.5 %	-8.0 %
Nov-2008	57.5	56.6	-47.3 %	-10.2 %
Dec-2008	51.6	52.3	-49.2 %	-7.5 %
Jan-2009	37.4	46.8	-52.9 %	-10.7 %
Feb-2009	36.8	41.6	-57.5 %	-11.1 %
Mar-2009	33.4	36.4	-60.7 %	-12.4 %
Apr-2009	34.8	35.7	-60.5 %	-1.9 %
May-2009	34.5	34.6	-60.1 %	-3.0 %
Jun-2009	32.9	32.9	-59.8 %	-5.2 %
Jul-2009	34.1	34.1	-54.9 %	3.8 %
Aug-2009	37.0	34.3	-54.0 %	0.7 %
Sep-2009	39.7	35.2	-48.7 %	2.4 %
Oct-2009	41.9	37.5	-40.4 %	6.8 %
Nov-2009	40.3	39.3	-30.5 %	4.8 %
Dec-2009	39.5	40.3	-22.9 %	2.5 %
Jan-2010	33.5	41.6	-11.1 %	3.1 %
Feb-2010	37.1	41.8	0.5 %	0.4 %
Mar-2010	38.7	42.5	16.7 %	1.7 %
Apr-2010	41.6	42.5	19.1 %	0.1 %
May-2010	43.4	43.9	26.7 %	3.2 %
Jun-2010	44.4	44.8	36.4 %	2.0 %
Jul-2010	47.5	46.6	36.5 %	4.0 %
Aug-2010	50.1	46.8	36.2 %	0.4 %
Sep-2010	52.5	46.7	32.9 %	-0.1 %
Oct-2010	54.4	48.8	30.0 %	4.4 %
Nov-2010	50.6	49.7	26.4 %	1.9 %
Dec-2010	50.2	50.3	24.8 %	1.2 %
Jan-2011	40.7	50.9	22.5 %	1.2 %
Feb-2011	43.8	49.6	18.9 %	-2.6 %
Mar-2011	45.6	49.7	16.9 %	0.0 %
Apr-2011	50.5	51.0	20.0 %	2.8 %
May-2011	47.7	48.4	10.2 %	-5.2 %
Jun-2011	46.7	46.9	4.8 %	-3.0 %
Jul-2011	48.9	47.6	2.3 %	1.5 %
Aug-2011	49.7	46.1	-1.4 %	-3.2 %
Sep-2011	50.7	45.1	-3.5 %	-2.2 %
Oct-2011	49.9	45.2	-7.3 %	0.3 %
Nov-2011	45.0	44.2	-11.2 %	-2.3 %
Dec-2011	46.9	46.5	-7.7 %	5.2 %
Jan-2012	36.7	45.9	-9.9 %	-1.2 %
Feb-2012	39.9	45.1	-9.2 %	-1.9 %
Mar-2012	41.6	44.7	-10.0 %	-0.9 %
Apr-2012	42.4	43.1	-15.5 %	-3.5 %
May-2012	41.2	42.0	-13.2 %	-2.6 %
Jun-2012	42.3	41.9	-10.7 %	-0.2 %
Jul-2012	41.9	40.9	-14.1 %	-2.3 %
Aug-2012	43.9	40.4	-12.4 %	-1.3 %
Sep-2012	44.5	39.1	-13.3 %	-3.2 %
Oct-2012	38.7	35.9	-20.5 %	-8.1 %

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
Oct-2008	353.0	321.8	-14.0 %	-5.8 %
Nov-2008	282.4	302.8	-23.6 %	-5.9 %
Dec-2008	204.0	286.1	-29.3 %	-5.5 %
Jan-2009	237.9	256.2	-34.8 %	-10.4 %
Feb-2009	223.4	227.2	-42.0 %	-11.3 %
Mar-2009	220.0	208.8	-46.4 %	-8.1 %
Apr-2009	195.9	201.3	-48.5 %	-3.6 %
May-2009	205.0	198.0	-49.9 %	-1.6 %
Jun-2009	202.2	196.3	-48.9 %	-0.9 %
Jul-2009	221.9	198.4	-46.2 %	1.0 %
Aug-2009	219.4	209.2	-41.1 %	5.5 %
Sep-2009	236.2	215.9	-36.8 %	3.2 %
Oct-2009	238.6	224.5	-30.2 %	4.0 %
Nov-2009	224.1	231.0	-23.7 %	2.9 %
Dec-2009	174.3	238.9	-16.5 %	3.4 %
Jan-2010	230.9	255.3	-0.3 %	6.9 %
Feb-2010	254.2	256.5	12.9 %	0.4 %
Mar-2010	283.1	260.2	24.6 %	1.4 %
Apr-2010	257.3	262.0	30.1 %	0.7 %
May-2010	283.3	273.4	38.0 %	4.4 %
Jun-2010	284.1	277.8	41.5 %	1.6 %
Jul-2010	321.0	295.6	49.0 %	6.4 %
Aug-2010	315.5	290.9	39.0 %	-1.6 %
Sep-2010	317.5	291.1	34.8 %	0.1 %
Oct-2010	306.1	299.1	33.3 %	2.8 %
Nov-2010	303.0	302.5	31.0 %	1.1 %
Dec-2010	225.4	318.4	33.3 %	5.2 %
Jan-2011	290.1	327.2	28.2 %	2.8 %
Feb-2011	317.1	321.3	25.3 %	-1.8 %
Mar-2011	351.3	322.6	24.0 %	0.4 %
Apr-2011	305.5	334.4	27.6 %	3.6 %
May-2011	348.5	328.1	20.0 %	-1.9 %
Jun-2011	326.0	320.5	15.4 %	-2.3 %
Jul-2011	330.4	317.8	7.5 %	-0.8 %
Aug-2011	359.5	318.1	9.3 %	0.1 %
Sep-2011	349.0	318.6	9.4 %	0.2 %
Oct-2011	320.7	315.4	5.4 %	-1.0 %
Nov-2011	314.3	313.4	3.6 %	-0.6 %
Dec-2011	217.1	318.0	-0.1 %	1.5 %
Jan-2012	305.2	324.4	-0.9 %	2.0 %
Feb-2012	323.1	320.4	-0.3 %	-1.2 %
Mar-2012	331.6	315.1	-2.3 %	-1.7 %
Apr-2012	279.8	308.7	-7.7 %	-2.0 %
May-2012	335.5	300.3	-8.5 %	-2.7 %
Jun-2012	292.9	297.1	-7.3 %	-1.0 %
Jul-2012	313.2	291.9	-8.1 %	-1.8 %
Aug-2012	325.5	289.3	-9.1 %	-0.9 %
Sep-2012	284.6	280.5	-11.9 %	-3.0 %
Oct-2012	294.2	272.8	-13.5 %	-2.8 %

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
Oct-2008	224.6	292.9	509.0	367.1	666.2	371.2	538.8	301.8	321.8
Nov-2008	212.4	271.4	487.7	361.2	596.3	416.6	511.8	306.4	302.8
Dec-2008	198.4	265.7	460.0	345.6	553.5	306.5	481.2	277.0	286.1
Jan-2009	180.6	237.8	403.1	303.9	482.4	350.8	455.3	269.2	256.2
Feb-2009	162.6	215.0	350.5	287.4	396.0	290.2	419.3	251.7	227.2
Mar-2009	151.0	198.8	312.7	255.0	359.8	352.0	471.2	236.7	208.8
Apr-2009	144.9	193.5	301.0	254.6	336.8	337.3	468.8	235.9	201.3
May-2009	141.2	195.8	288.6	251.9	335.3	362.3	398.7	238.9	198.0
Jun-2009	140.4	191.7	292.9	252.5	324.0	304.8	428.7	236.0	196.3
Jul-2009	141.4	196.4	290.2	249.9	335.5	309.1	366.0	248.4	198.4
Aug-2009	147.0	208.4	305.2	271.8	366.8	352.2	441.6	235.7	209.2
Sep-2009	154.7	211.4	310.3	288.3	386.1	331.1	481.8	222.7	215.9
Oct-2009	160.4	221.2	318.0	300.1	398.4	315.9	526.8	253.8	224.5
Nov-2009	169.3	227.5	323.4	286.8	411.0	313.9	464.7	251.4	231.0
Dec-2009	173.0	238.4	334.6	294.5	437.0	284.8	508.6	239.6	238.9
Jan-2010	184.3	249.1	357.4	318.9	472.8	388.7	507.8	295.2	255.3
Feb-2010	186.2	251.9	353.8	318.7	481.5	347.1	479.9	285.6	256.5
Mar-2010	191.8	255.7	355.3	314.0	492.7	411.2	475.5	254.7	260.2
Apr-2010	192.6	254.2	354.0	306.6	516.9	412.9	463.7	275.9	262.0
May-2010	200.7	268.3	373.3	322.4	521.8	420.3	520.1	280.9	273.4
Jun-2010	206.2	272.0	381.5	329.4	512.9	378.0	547.5	287.0	277.8
Jul-2010	214.3	295.5	399.0	353.1	572.9	417.8	564.5	299.8	295.6
Aug-2010	212.9	284.0	400.0	341.1	565.3	401.4	556.5	292.3	290.9
Sep-2010	214.0	285.1	403.5	335.2	566.4	357.7	486.3	278.3	291.1
Oct-2010	215.2	295.6	409.3	349.7	585.5	379.5	537.9	339.5	299.1
Nov-2010	220.8	290.0	419.4	352.0	596.7	357.8	476.1	352.8	302.5
Dec-2010	227.6	308.0	441.5	365.9	663.7	340.1	541.6	342.0	318.4
Jan-2011	232.4	320.6	448.8	382.0	671.2	494.9	558.3	362.2	327.2
Feb-2011	231.1	306.1	456.7	382.5	646.6	388.7	510.8	347.9	321.3
Mar-2011	229.8	305.0	465.5	373.6	666.6	413.9	534.6	337.6	322.6
Apr-2011	231.0	321.2	484.2	413.3	695.6	460.9	578.7	359.7	334.4
May-2011	226.7	315.6	481.4	382.7	690.0	483.9	537.9	327.4	328.1
Jun-2011	221.0	303.1	475.7	379.3	686.5	365.8	562.3	318.9	320.5
Jul-2011	216.8	294.6	473.4	375.7	707.5	411.2	577.5	326.0	317.8
Aug-2011	216.7	289.3	479.9	369.3	721.9	341.4	561.6	337.2	318.1
Sep-2011	214.2	288.4	480.1	371.8	742.5	432.8	604.8	330.1	318.6
Oct-2011	212.3	282.2	481.6	364.6	735.5	421.4	586.7	328.9	315.4
Nov-2011	208.9	281.1	485.5	360.3	731.1	369.8	572.4	330.1	313.4
Dec-2011	210.9	277.5	494.4	362.0	781.3	285.6	616.8	326.8	318.0
Jan-2012	211.2	291.4	509.3	367.2	778.3	453.1	623.0	327.3	324.4
Feb-2012	209.8	283.3	500.5	360.0	788.2	404.7	585.0	323.5	320.4
Mar-2012	206.7	276.4	495.6	368.1	762.4	464.5	587.7	316.2	315.1
Apr-2012	203.4	273.2	479.0	348.7	756.9	433.0	579.9	296.8	308.7
May-2012	200.0	260.1	466.3	337.3	752.0	379.9	532.7	279.5	300.3
Jun-2012	198.9	260.3	459.4	347.8	721.4	379.7	567.5	276.5	297.1
Jul-2012	197.8	253.7	442.0	338.9	725.4	398.9	535.5	260.0	291.9
Aug-2012	197.2	251.2	435.1	335.4	704.8	414.5	612.3	272.5	289.3
Sep-2012	194.3	250.9	408.8	329.4	651.3	417.8	576.9	286.3	280.5
Oct-2012	190.0	245.1	394.1	317.6	639.1	399.2	622.2	248.3	272.8

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
Oct-2008	50.7	66.5	65.4	46.3	88.6	33.3	66.1	67.2	63.0
Nov-2008	45.6	59.7	58.1	46.2	74.7	51.4	61.9	65.0	56.6
Dec-2008	42.3	56.6	52.9	43.0	67.9	35.3	67.2	57.9	52.3
Jan-2009	39.1	51.7	45.8	38.1	52.6	40.0	53.8	55.7	46.8
Feb-2009	35.5	47.6	39.4	33.3	43.1	32.2	47.3	51.1	41.6
Mar-2009	31.9	41.6	32.3	31.4	37.1	45.6	44.2	47.1	36.4
Apr-2009	30.8	41.7	32.7	30.3	34.8	34.3	44.8	44.4	35.7
May-2009	29.5	41.5	30.9	28.6	35.0	32.6	35.0	43.3	34.6
Jun-2009	28.2	39.8	29.4	27.5	30.7	34.3	37.6	41.9	32.9
Jul-2009	29.6	41.1	30.7	28.1	31.4	31.6	34.9	43.2	34.1
Aug-2009	29.1	41.4	31.6	29.9	32.6	33.0	45.5	38.9	34.3
Sep-2009	30.4	42.4	31.7	30.4	33.3	32.0	44.5	37.7	35.2
Oct-2009	32.3	46.5	32.6	31.7	35.1	34.1	52.7	42.6	37.5
Nov-2009	34.8	49.4	33.8	29.9	35.7	32.1	47.0	43.2	39.3
Dec-2009	34.8	51.3	35.1	30.9	38.4	27.5	48.0	41.7	40.3
Jan-2010	36.4	51.5	35.5	31.4	39.8	36.8	49.1	47.1	41.6
Feb-2010	36.5	52.3	34.9	32.9	40.7	32.8	40.9	47.8	41.8
Mar-2010	38.2	53.9	34.2	31.4	41.8	33.5	46.1	41.3	42.5
Apr-2010	38.9	53.3	33.4	30.9	42.0	34.5	38.7	44.5	42.5
May-2010	39.2	56.4	35.1	32.2	42.6	33.6	43.7	43.1	43.9
Jun-2010	40.5	57.7	35.3	32.7	43.2	32.2	46.4	45.5	44.8
Jul-2010	41.4	61.7	36.2	32.7	46.0	34.2	48.1	44.3	46.6
Aug-2010	41.6	61.2	36.5	33.6	46.9	34.1	47.8	42.9	46.8
Sep-2010	42.4	62.1	35.5	31.4	47.2	26.5	44.9	42.6	46.7
Oct-2010	44.0	64.4	36.6	34.2	48.9	31.4	44.6	51.2	48.8
Nov-2010	45.1	65.0	38.0	33.8	49.0	27.4	40.3	54.6	49.7
Dec-2010	45.9	65.0	38.8	33.0	51.2	25.4	40.6	49.0	50.3
Jan-2011	45.4	65.7	39.6	34.0	53.1	32.9	37.6	54.2	50.9
Feb-2011	45.2	61.8	40.1	33.3	50.4	27.3	38.0	47.6	49.6
Mar-2011	44.8	61.5	40.7	33.1	51.1	28.7	39.3	46.1	49.7
Apr-2011	44.4	64.8	41.9	35.4	53.8	31.3	39.8	48.8	51.0
May-2011	43.4	59.5	40.1	33.8	50.1	31.9	36.6	44.2	48.4
Jun-2011	41.1	58.0	39.9	32.2	49.4	22.2	40.1	39.9	46.9
Jul-2011	41.6	58.1	40.2	31.5	52.0	24.9	35.0	44.7	47.6
Aug-2011	40.9	55.2	38.3	29.5	51.6	26.0	37.3	45.0	46.1
Sep-2011	39.8	53.2	37.9	28.0	51.6	26.5	35.1	42.4	45.1
Oct-2011	40.4	53.4	37.5	28.4	50.8	27.1	37.9	41.8	45.2
Nov-2011	39.4	52.0	37.4	27.0	49.4	22.7	38.6	39.1	44.2
Dec-2011	41.3	53.3	39.5	29.0	53.5	19.4	40.4	40.8	46.5
Jan-2012	40.1	54.9	38.7	28.5	51.7	29.9	38.0	39.5	45.9
Feb-2012	39.9	53.3	37.6	28.5	50.8	23.1	33.4	40.2	45.1
Mar-2012	39.2	52.4	38.0	29.0	49.9	27.3	34.5	39.7	44.7
Apr-2012	38.1	50.6	36.3	28.5	48.4	25.5	35.6	36.4	43.1
May-2012	38.0	48.8	34.9	26.5	46.9	25.8	30.3	34.8	42.0
Jun-2012	38.5	48.8	34.7	28.1	44.6	26.0	33.3	35.4	41.9
Jul-2012	37.7	47.5	33.3	28.4	45.0	20.8	29.8	31.5	40.9
Aug-2012	37.7	47.0	33.0	27.9	42.1	20.7	27.6	33.4	40.4
Sep-2012	36.5	46.9	31.4	29.5	38.2	27.2	32.3	34.3	39.1
Oct-2012	33.9	43.7	29.0	26.5	34.0	18.3	26.5	29.3	35.9

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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