

### Commentary

The SEEK Indicators for September 2012 show a further weakening in the Australian labour market in the month. The number of new job ads placed with SEEK (seasonally adjusted) fell by 2.6% in September, to be 11.5% lower than a year earlier, and the SEEK Employment Index (the ratio of new job ads placed with SEEK to the number of applications for those jobs) fell by 2.3%, to be 12.6% lower than a year earlier. Within the past year the decline has all occurred in the eight months since January 2012, after broad stabilisation in the second half of 2011, with job ads down by 12.7% and the SEEK Index down by 12.6% in the past eight months.

A striking feature of the September data is the fall in new jobs ads in the resource states of Western Australia and Queensland, where new ads fell by 7.6% and 5.3% respectively. By contrast the fall was more modest in South Australia (-1.6%) and New South Wales (-0.8%), and there was no change in Victoria. Figure 1A shows new job ads by mainland state in somewhat longer perspective. 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, but the closing of the gap between these and other states in 2012. This may reflect key resource projects in the two states passing through the hiring stage as well as other factors, such as renewed uncertainty about commodity prices and tight fiscal policies.

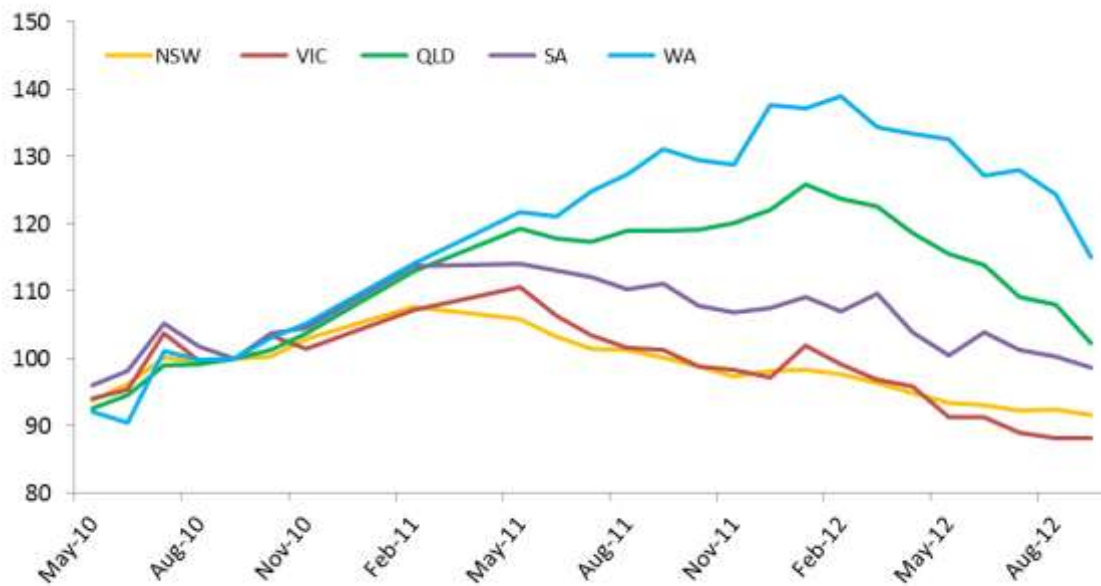
By contrast, the pace of decline in new job ads has moderated in recent months in the three south-eastern states. In the four months to September 2012, new job ads have fallen by a total of 1.8%, 3.3% and 1.8% in New South Wales, Victoria and South Australia respectively. These rates are only about one-third of those observed in the four months to May 2012.

It has been evident for some time that there are uncertainties about shorter terms movements in employment and some other series published by the Australian Bureau of Statistics (ABS) in *The Labour Force, Australia* (cat no 6202.0). The Labour Force Survey is a sample survey, and the problems seem to have arisen in estimating the population on a monthly basis, to scale up the sample data to the national level. It is difficult to estimate the population on a short-term basis in an open economy, with large short and medium term population movements in and out of Australia. By contrast, the SEEK data set is close to a census of the new job ad and application data, given SEEK's high coverage in these areas, and should give a more stable measure of the series that it reports.

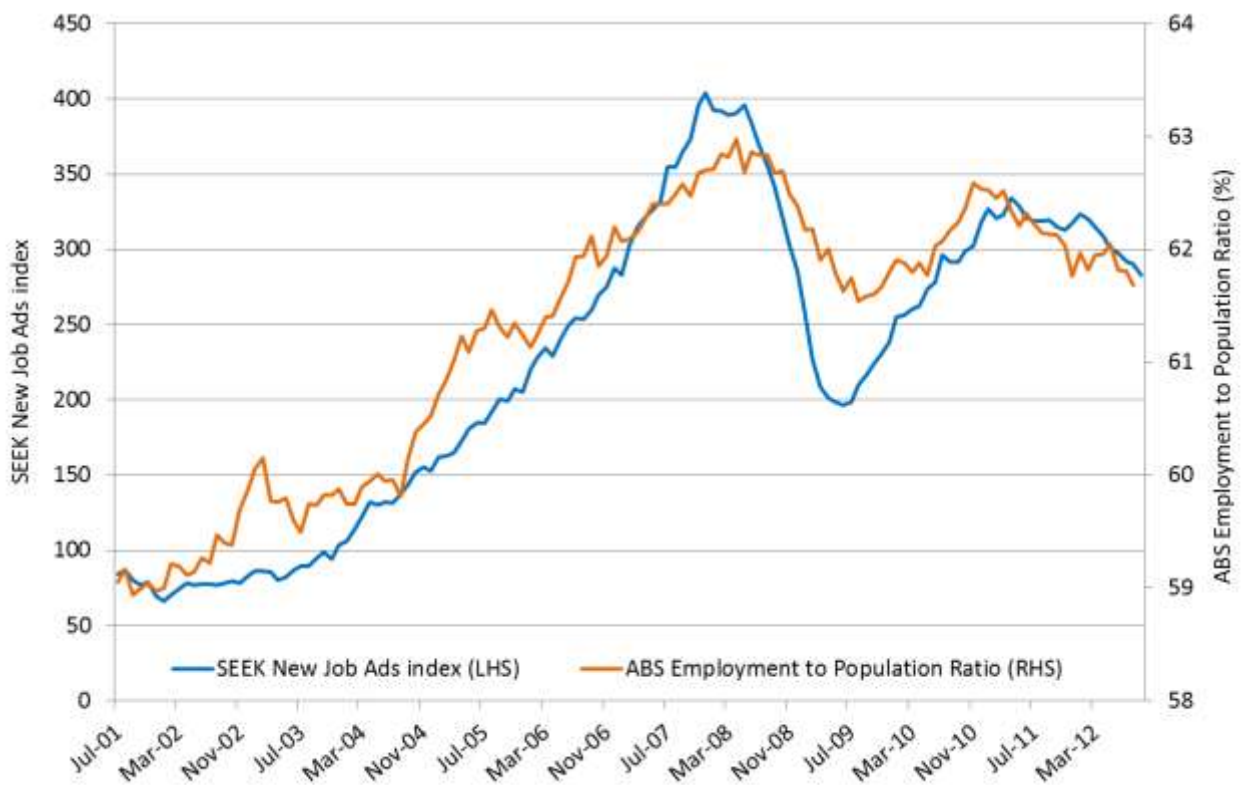
The ABS series least affected by these problems are ratios such as the employment to population ratios, where the effect of scale up is limited. Figure 1B shows new job ads placed with SEEK and the ABS employment to population ratio (both seasonally adjusted) back to July 2001 and hence for the full period for which the SEEK data are available. The figure shows that the SEEK job ads series is a very good leading indicator of the ABS ratio, with a tendency to lead the ABS series and to fluctuate with somewhat greater amplitude.

In this context, the 12.7% decline in SEEK new job ads since January 2012 is an important indicator, and could foreshadow a further decline in Australia's employment/population ratio in the months ahead. Such a development would require a more substantive policy response, especially if it arises in part from the fact that the peak of new demand for labour from resources projects has been reached.

**Figure 1A. New job ads in five states, Australia (seas. adjusted, September 2010=100)**



**Figure 1B. SEEK new job ads index and ABS employment to population ratio (seas. adjusted)**



Source: SEEK and ABS Cat no 6202.0

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# THE SEEK EMPLOYMENT INDEX

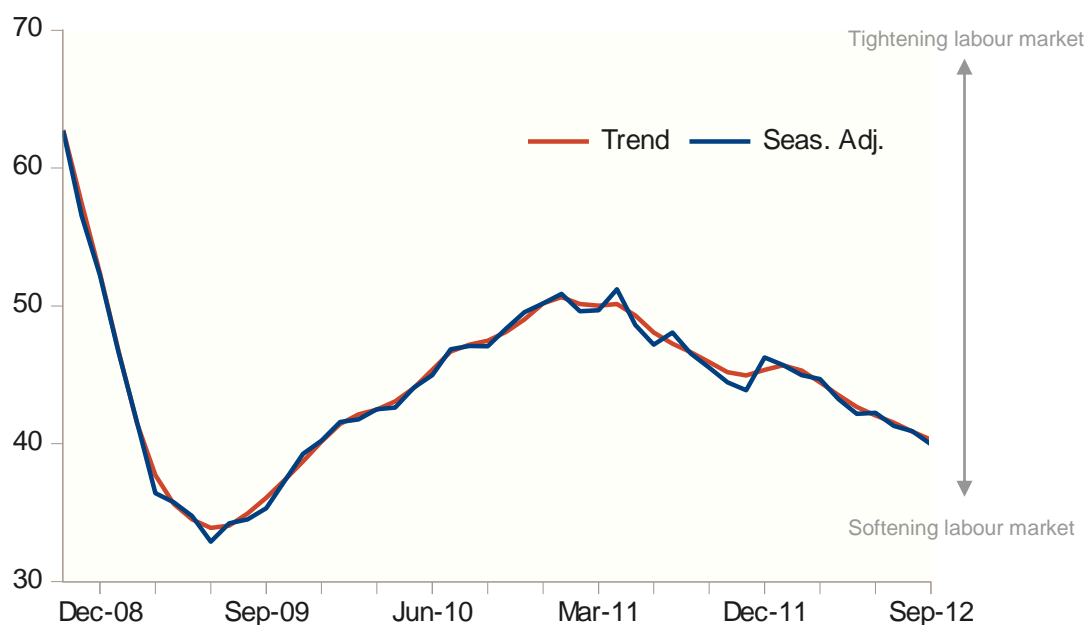
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

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;

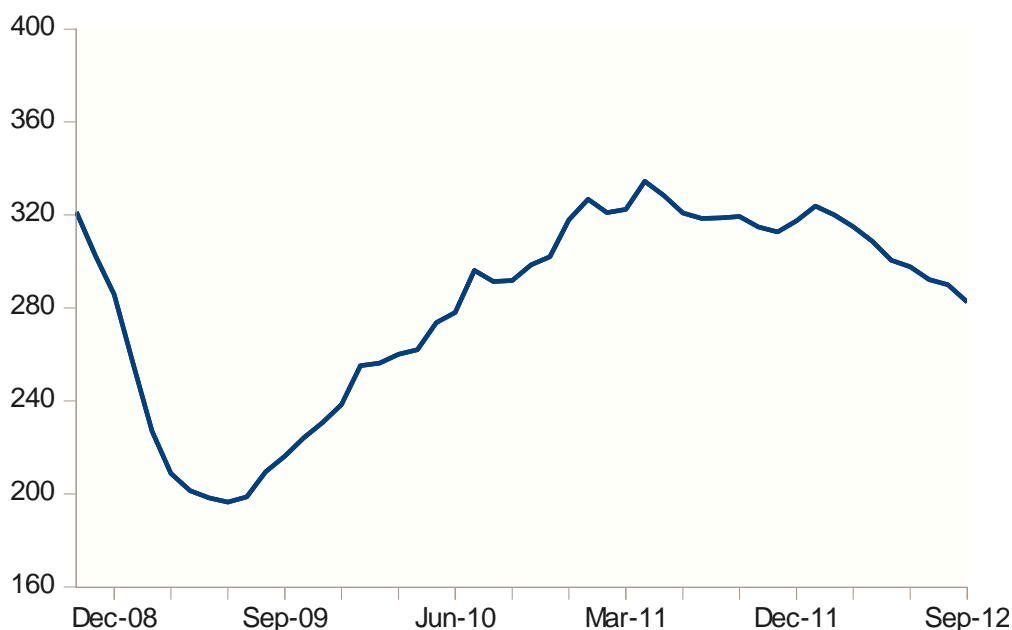
These indicators provide useful insights into the dynamics of the Australian labour market. For further explanation on the applications of use please refer to the SEEK Employment Index launch document available at [http://www.seek.com.au/content/media/EmploymentIndex/SEEK\\_AU\\_EI\\_Background.pdf](http://www.seek.com.au/content/media/EmploymentIndex/SEEK_AU_EI_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 – fell 2.3% in September 2012, in line with the persistent downward trend since January 2012.
- The SEI is now 12.3% lower than a year earlier.
- The decline in the SEI was particularly strong in Queensland (-3.8%) and Western Australia (-9.2%) and this appears to be driven by sharp declines in new job ads (see next page). More modest declines were recorded in New South Wales (-1.9%), Victoria (-0.2%), while the index rose in South Australia by 7.9%; the latter being mainly due to an 8.8% decline in new job applications.
- When compared to September four years ago, the adjusted SEI series this month is *lower* Australia (12%), New South Wales (7%), Victoria (12%), Queensland (16%), Western Australia (26%). In contrast, the SEI is *higher* in South Australia (7%).

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



- The monthly series of SEEK New Job Ads fell 2.6% in September 2012, the eighth consecutive decline since February 2012.
- The SEEK New Job Ads index is 11.5% lower than last year.
- The decline in new job ads was substantial in the resource-rich states of Queensland (-5.3%) and Western Australia (-7.6%), modest in South Australia (-1.6%) and New South Wales (-0.8%), and there was no change in Victoria,
- When compared to September four years ago, the adjusted SEEK New Job Ads series is lower in Australia (11%), New South Wales (9%), Victoria (13%), Queensland (14%) and South Australia (11%). In contrast, in Western Australia it is 12% higher.

## 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:

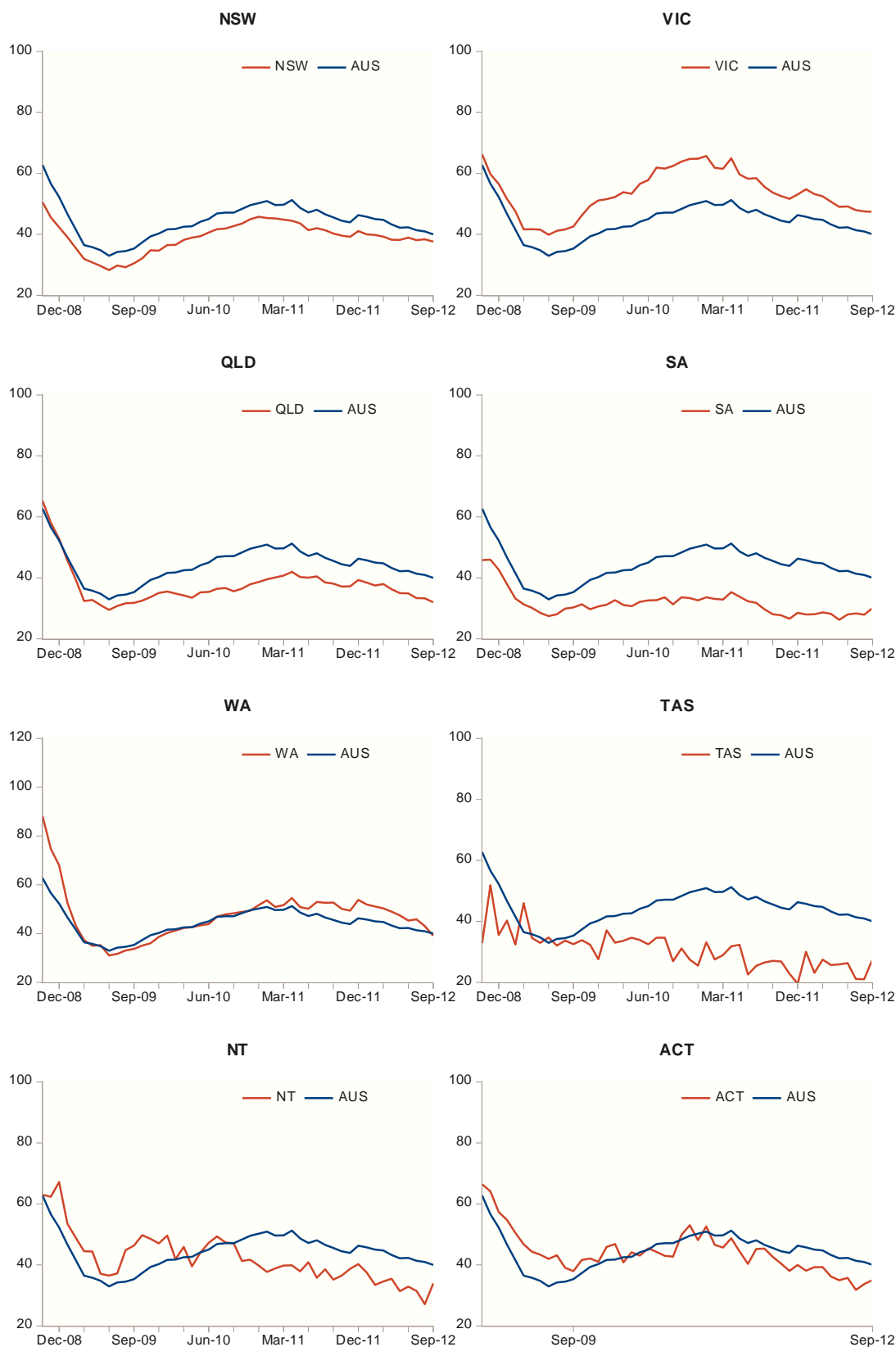
Industry	Occupation
Legal	Snr Assoc. Solicitor
Insurance & Superannuation	Broking
Construction	Architecture
Real Estate	Valuation
Healthcare & Medical	Nursing/Midwives

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
Sep-2008	78.6	68.7	-37.6 %	-8.3 %
Oct-2008	70.1	62.7	-40.6 %	-8.7 %
Nov-2008	57.5	56.5	-47.2 %	-9.8 %
Dec-2008	51.6	52.2	-49.3 %	-7.6 %
Jan-2009	37.4	46.7	-52.9 %	-10.6 %
Feb-2009	36.8	41.5	-57.5 %	-11.0 %
Mar-2009	33.4	36.4	-60.7 %	-12.3 %
Apr-2009	34.8	35.7	-60.4 %	-1.8 %
May-2009	34.5	34.7	-60.0 %	-2.8 %
Jun-2009	32.9	32.9	-59.8 %	-5.3 %
Jul-2009	34.1	34.2	-54.8 %	4.0 %
Aug-2009	37.0	34.5	-53.9 %	0.8 %
Sep-2009	39.7	35.3	-48.6 %	2.4 %
Oct-2009	41.9	37.3	-40.5 %	5.6 %
Nov-2009	40.3	39.3	-30.6 %	5.3 %
Dec-2009	39.5	40.2	-23.0 %	2.4 %
Jan-2010	33.5	41.6	-11.0 %	3.4 %
Feb-2010	37.1	41.8	0.5 %	0.5 %
Mar-2010	38.7	42.5	16.7 %	1.7 %
Apr-2010	41.6	42.6	19.2 %	0.3 %
May-2010	43.4	44.1	26.8 %	3.4 %
Jun-2010	44.4	45.0	36.7 %	2.0 %
Jul-2010	47.5	46.8	36.9 %	4.2 %
Aug-2010	50.1	47.1	36.5 %	0.5 %
Sep-2010	52.5	47.1	33.3 %	-0.0 %
Oct-2010	54.4	48.3	29.6 %	2.7 %
Nov-2010	50.6	49.5	26.2 %	2.5 %
Dec-2010	50.2	50.2	24.8 %	1.3 %
Jan-2011	40.7	50.9	22.4 %	1.4 %
Feb-2011	43.8	49.6	18.8 %	-2.5 %
Mar-2011	45.6	49.7	16.9 %	0.1 %
Apr-2011	50.5	51.2	20.2 %	3.1 %
May-2011	47.7	48.6	10.3 %	-5.0 %
Jun-2011	46.7	47.2	4.9 %	-2.9 %
Jul-2011	48.9	48.1	2.6 %	1.9 %
Aug-2011	49.7	46.5	-1.1 %	-3.2 %
Sep-2011	50.7	45.5	-3.3 %	-2.2 %
Oct-2011	49.9	44.4	-8.0 %	-2.4 %
Nov-2011	45.0	43.9	-11.4 %	-1.3 %
Dec-2011	46.9	46.2	-7.8 %	5.4 %
Jan-2012	36.7	45.7	-10.2 %	-1.2 %
Feb-2012	39.9	45.0	-9.4 %	-1.6 %
Mar-2012	41.6	44.7	-10.0 %	-0.6 %
Apr-2012	42.4	43.2	-15.6 %	-3.3 %
May-2012	41.2	42.2	-13.3 %	-2.5 %
Jun-2012	42.3	42.2	-10.5 %	0.2 %
Jul-2012	41.9	41.3	-14.1 %	-2.2 %
Aug-2012	43.9	40.9	-12.1 %	-0.9 %
Sep-2012	44.6	39.9	-12.3 %	-2.3 %

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
Sep-2008		376.5		342.0	-6.2 %	-3.8 %
Oct-2008		353.0		321.3	-14.0 %	-6.1 %
Nov-2008		282.4		302.6	-23.6 %	-5.8 %
Dec-2008		204.0		285.8	-29.3 %	-5.5 %
Jan-2009		237.9		256.0	-34.8 %	-10.4 %
Feb-2009		223.4		227.1	-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		198.3	-49.9 %	-1.5 %
Jun-2009		202.2		196.4	-48.9 %	-1.0 %
Jul-2009		221.9		198.7	-46.1 %	1.2 %
Aug-2009		219.4		209.5	-41.1 %	5.4 %
Sep-2009		236.2		216.3	-36.8 %	3.2 %
Oct-2009		238.6		224.1	-30.3 %	3.6 %
Nov-2009		224.1		230.7	-23.7 %	3.0 %
Dec-2009		174.3		238.5	-16.6 %	3.4 %
Jan-2010		230.9		255.1	-0.3 %	7.0 %
Feb-2010		254.2		256.3	12.9 %	0.5 %
Mar-2010		283.1		260.0	24.5 %	1.5 %
Apr-2010		257.3		262.0	30.2 %	0.8 %
May-2010		283.3		273.6	38.0 %	4.4 %
Jun-2010		284.1		278.1	41.6 %	1.6 %
Jul-2010		321.0		296.1	49.0 %	6.5 %
Aug-2010		315.5		291.4	39.1 %	-1.6 %
Sep-2010		317.5		291.8	34.9 %	0.1 %
Oct-2010		306.1		298.6	33.3 %	2.3 %
Nov-2010		303.0		302.0	30.9 %	1.2 %
Dec-2010		225.4		317.9	33.3 %	5.2 %
Jan-2011		290.1		326.7	28.1 %	2.8 %
Feb-2011		317.1		320.9	25.2 %	-1.8 %
Mar-2011		351.3		322.5	24.0 %	0.5 %
Apr-2011		305.5		334.4	27.6 %	3.7 %
May-2011		348.5		328.5	20.0 %	-1.8 %
Jun-2011		326.0		320.8	15.4 %	-2.3 %
Jul-2011		330.4		318.5	7.6 %	-0.7 %
Aug-2011		359.5		318.8	9.4 %	0.1 %
Sep-2011		349.0		319.3	9.4 %	0.1 %
Oct-2011		320.7		314.9	5.5 %	-1.4 %
Nov-2011		314.3		312.8	3.6 %	-0.7 %
Dec-2011		217.1		317.5	-0.1 %	1.5 %
Jan-2012		305.2		323.8	-0.9 %	2.0 %
Feb-2012		323.1		320.1	-0.3 %	-1.2 %
Mar-2012		331.6		315.0	-2.3 %	-1.6 %
Apr-2012		279.8		308.7	-7.7 %	-2.0 %
May-2012		335.5		300.6	-8.5 %	-2.6 %
Jun-2012		292.9		297.7	-7.2 %	-1.0 %
Jul-2012		313.2		292.2	-8.3 %	-1.9 %
Aug-2012		325.5		290.0	-9.0 %	-0.7 %
Sep-2012		284.6		282.6	-11.5 %	-2.6 %

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
Sep-2008	243.7	315.4	535.1	381.6	692.2	374.6	505.5	295.4	342.0
Oct-2008	224.4	292.5	508.5	366.1	665.5	371.0	525.0	298.4	321.3
Nov-2008	212.4	271.2	487.4	361.1	595.9	416.7	515.5	302.8	302.6
Dec-2008	198.3	265.4	459.3	345.3	553.2	306.5	483.1	275.2	285.8
Jan-2009	180.5	237.7	402.7	303.8	482.2	351.0	452.3	266.2	256.0
Feb-2009	162.5	215.0	350.2	287.3	395.9	290.2	432.2	250.2	227.1
Mar-2009	150.9	198.8	312.9	254.9	359.7	352.1	473.2	236.9	208.8
Apr-2009	144.8	193.5	301.1	254.5	336.8	337.4	463.4	237.6	201.3
May-2009	141.2	195.9	288.9	252.1	335.4	362.4	418.9	241.1	198.3
Jun-2009	140.5	191.8	293.0	252.7	324.0	304.8	413.3	238.0	196.4
Jul-2009	141.6	196.6	290.4	250.0	335.7	308.9	387.7	250.1	198.7
Aug-2009	147.2	208.7	305.5	272.4	367.2	352.3	428.9	238.7	209.5
Sep-2009	154.9	211.7	310.6	288.9	386.6	330.9	496.0	225.9	216.3
Oct-2009	160.3	220.9	317.9	299.2	398.0	315.9	505.8	250.8	224.1
Nov-2009	169.2	227.2	323.1	286.4	410.6	313.8	478.2	247.6	230.7
Dec-2009	172.8	238.0	334.1	294.0	436.6	284.8	499.6	237.7	238.5
Jan-2010	184.1	249.0	357.1	318.9	472.7	389.1	511.4	290.6	255.1
Feb-2010	186.0	251.8	353.6	318.6	481.3	347.0	490.9	282.9	256.3
Mar-2010	191.6	255.7	355.2	313.8	492.5	411.1	474.0	254.8	260.0
Apr-2010	192.5	254.2	354.1	306.6	516.9	413.0	473.8	277.1	262.0
May-2010	200.8	268.5	373.6	322.8	522.0	420.4	521.1	284.2	273.6
Jun-2010	206.3	272.2	381.8	329.8	512.9	378.0	555.2	290.3	278.1
Jul-2010	214.7	295.8	399.6	353.7	573.4	417.7	575.8	303.1	296.1
Aug-2010	213.4	284.4	400.4	341.9	565.9	401.3	547.8	296.1	291.4
Sep-2010	214.4	285.5	404.0	336.0	567.2	357.5	503.9	282.7	291.8
Oct-2010	215.0	295.2	409.1	348.3	584.8	379.5	510.5	335.5	298.6
Nov-2010	220.5	289.6	418.9	351.1	596.1	357.6	493.3	346.4	302.0
Dec-2010	227.3	307.6	440.7	365.2	663.3	340.2	531.8	339.4	317.9
Jan-2011	232.1	320.4	448.1	381.7	671.0	495.4	559.3	355.4	326.7
Feb-2011	230.8	305.9	456.3	382.3	646.4	388.6	521.8	343.9	320.9
Mar-2011	229.5	304.9	465.4	373.3	666.4	413.8	541.3	337.5	322.5
Apr-2011	230.9	321.4	484.3	413.8	695.7	461.3	575.3	361.6	334.4
May-2011	226.8	315.8	481.7	383.1	690.3	484.0	552.7	331.5	328.5
Jun-2011	221.2	303.3	475.9	380.0	686.7	365.7	566.4	323.4	320.8
Jul-2011	217.4	295.0	474.3	376.8	708.2	411.2	580.9	331.1	318.5
Aug-2011	217.3	289.7	480.5	370.3	722.7	341.2	573.5	341.5	318.8
Sep-2011	214.8	288.8	480.8	373.2	743.4	432.6	597.4	335.2	319.3
Oct-2011	212.0	281.8	481.4	362.3	734.8	421.5	581.1	324.9	314.9
Nov-2011	208.5	280.6	485.0	359.1	730.2	369.6	574.8	323.8	312.8
Dec-2011	210.5	277.2	493.5	361.2	780.8	285.7	614.9	324.4	317.5
Jan-2012	210.8	291.1	508.3	366.6	778.0	453.4	619.6	320.4	323.8
Feb-2012	209.5	283.1	500.1	359.7	787.9	404.7	586.7	320.1	320.1
Mar-2012	206.5	276.4	495.5	368.2	762.2	464.6	591.4	316.4	315.0
Apr-2012	203.4	273.3	479.0	349.2	757.0	433.4	578.0	298.3	308.7
May-2012	200.1	260.2	466.5	337.6	752.1	379.7	553.1	283.0	300.6
Jun-2012	199.4	260.5	460.3	348.8	721.7	379.8	557.4	281.0	297.7
Jul-2012	197.8	254.0	441.0	340.1	726.1	398.8	562.0	264.3	292.2
Aug-2012	198.1	251.5	436.0	336.8	705.6	414.3	596.8	276.1	290.0
Sep-2012	196.4	251.5	412.9	331.4	652.3	418.0	593.4	291.2	282.6

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
Sep-2008	56.2	74.0	69.8	51.1	93.1	39.3	74.2	67.9	68.7
Oct-2008	50.4	66.2	65.2	45.8	88.0	32.9	62.9	66.4	62.7
Nov-2008	45.6	59.7	58.0	45.9	74.7	51.8	62.3	64.1	56.5
Dec-2008	42.3	56.5	52.8	42.7	67.9	35.5	67.2	57.3	52.2
Jan-2009	39.1	51.6	45.7	37.9	52.6	40.3	53.5	54.7	46.7
Feb-2009	35.4	47.6	39.4	33.2	43.2	32.3	48.9	50.5	41.5
Mar-2009	31.9	41.6	32.4	31.3	37.2	46.0	44.4	46.8	36.4
Apr-2009	30.8	41.7	32.7	30.1	34.9	34.6	44.4	44.3	35.7
May-2009	29.6	41.5	31.0	28.5	35.2	32.9	37.0	43.3	34.7
Jun-2009	28.2	39.8	29.4	27.4	30.9	34.7	36.4	41.9	32.9
Jul-2009	29.7	41.1	30.8	28.0	31.7	32.0	37.2	43.1	34.2
Aug-2009	29.2	41.6	31.6	29.9	33.0	33.7	44.8	39.0	34.5
Sep-2009	30.5	42.5	31.8	30.3	33.7	32.5	46.4	37.9	35.3
Oct-2009	32.1	46.2	32.5	31.3	35.1	33.8	49.7	41.6	37.3
Nov-2009	34.7	49.3	33.7	29.7	35.9	32.3	48.5	42.1	39.3
Dec-2009	34.6	51.1	35.0	30.6	38.6	27.6	47.0	41.0	40.2
Jan-2010	36.4	51.5	35.5	31.2	40.2	37.1	49.6	45.8	41.6
Feb-2010	36.5	52.2	34.8	32.7	41.2	33.0	41.8	46.8	41.8
Mar-2010	38.1	53.8	34.2	31.1	42.3	33.6	45.9	40.8	42.5
Apr-2010	38.9	53.3	33.4	30.7	42.6	34.6	39.5	44.1	42.6
May-2010	39.3	56.5	35.2	32.1	43.3	33.9	44.0	43.0	44.1
Jun-2010	40.6	57.8	35.3	32.6	43.9	32.5	47.2	45.4	45.0
Jul-2010	41.6	61.9	36.3	32.6	46.9	34.6	49.3	44.2	46.8
Aug-2010	41.9	61.5	36.6	33.6	47.9	34.6	47.4	43.0	47.1
Sep-2010	42.7	62.4	35.6	31.3	48.3	26.8	47.0	42.7	47.1
Oct-2010	43.5	63.8	36.5	33.6	48.9	31.1	41.3	49.8	48.3
Nov-2010	44.9	64.7	37.8	33.3	49.4	27.4	41.7	53.0	49.5
Dec-2010	45.7	64.8	38.6	32.6	51.6	25.5	39.8	48.1	50.2
Jan-2011	45.3	65.6	39.5	33.6	53.6	33.1	37.7	52.6	50.9
Feb-2011	45.2	61.8	40.1	33.0	50.9	27.5	38.8	46.6	49.6
Mar-2011	44.8	61.5	40.7	32.9	51.7	28.9	39.8	45.7	49.7
Apr-2011	44.4	64.9	41.9	35.3	54.5	31.7	39.8	48.7	51.2
May-2011	43.5	59.7	40.2	33.8	50.8	32.3	37.9	44.4	48.6
Jun-2011	41.3	58.2	40.0	32.3	50.1	22.5	40.8	40.3	47.2
Jul-2011	42.0	58.4	40.4	31.8	53.0	25.4	35.8	45.2	48.1
Aug-2011	41.3	55.5	38.5	29.7	52.6	26.4	38.5	45.3	46.5
Sep-2011	40.2	53.6	38.1	28.0	52.7	27.0	35.2	42.6	45.5
Oct-2011	39.5	52.5	37.1	27.7	50.1	26.8	36.5	40.4	44.4
Nov-2011	39.1	51.6	37.2	26.5	49.4	22.8	38.7	38.0	43.9
Dec-2011	41.1	53.1	39.3	28.5	53.8	19.5	40.2	40.0	46.2
Jan-2012	40.0	54.7	38.4	28.0	51.9	30.0	37.5	38.1	45.7
Feb-2012	39.8	53.2	37.4	28.0	51.1	23.1	33.4	39.2	45.0
Mar-2012	39.2	52.4	37.9	28.6	50.3	27.5	34.5	39.2	44.7
Apr-2012	38.2	50.7	36.2	28.1	48.9	25.6	35.4	36.2	43.2
May-2012	38.1	49.0	35.0	26.2	47.5	25.9	31.3	34.9	42.2
Jun-2012	38.9	49.1	34.9	27.9	45.3	26.3	32.8	35.7	42.2
Jul-2012	38.1	47.9	33.3	28.3	45.8	21.1	31.4	31.8	41.3
Aug-2012	38.3	47.5	33.3	27.9	43.0	21.0	27.1	33.7	40.9
Sep-2012	37.6	47.4	32.0	30.1	39.1	27.6	33.9	35.0	39.9

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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