

# THE SEEK EMPLOYMENT INDEX

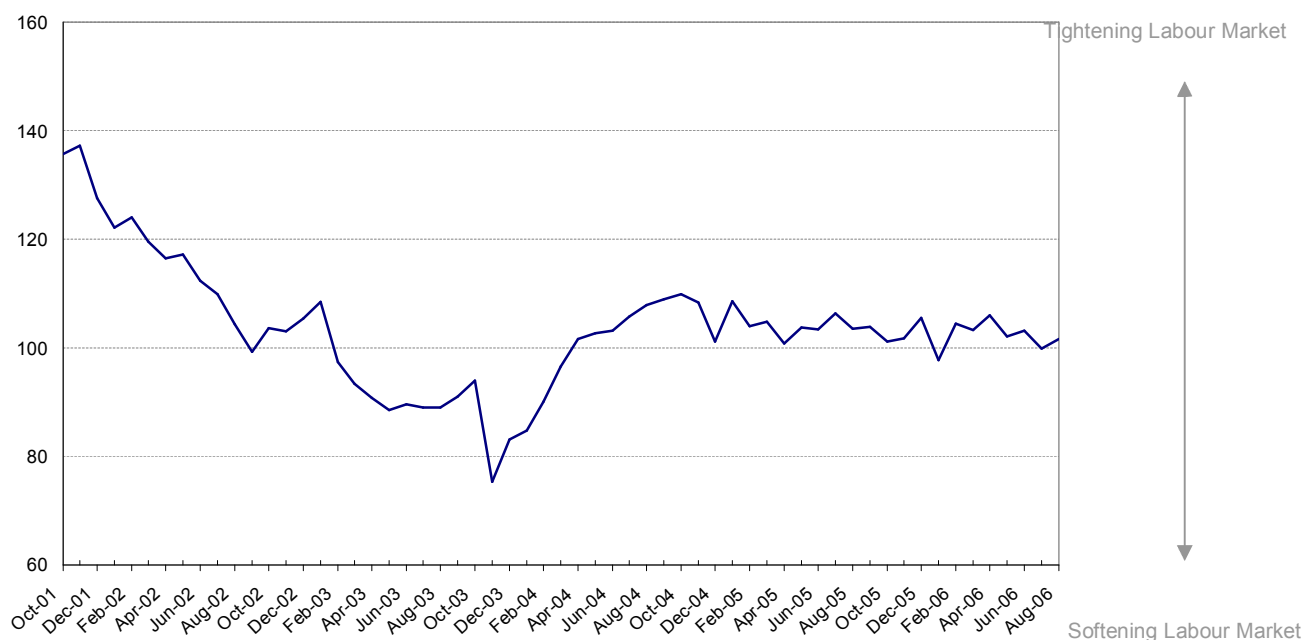
The SEEK Employment Index is the first Australian indicator to measure labour market supply and compare this against labour market demand.

Each monthly release includes three key indicators:

1. The SEEK Employment Index (SEEK EI), a dynamic snapshot of the labour market for jobseekers;
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](http://www.seek.com.au/intelligence)

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



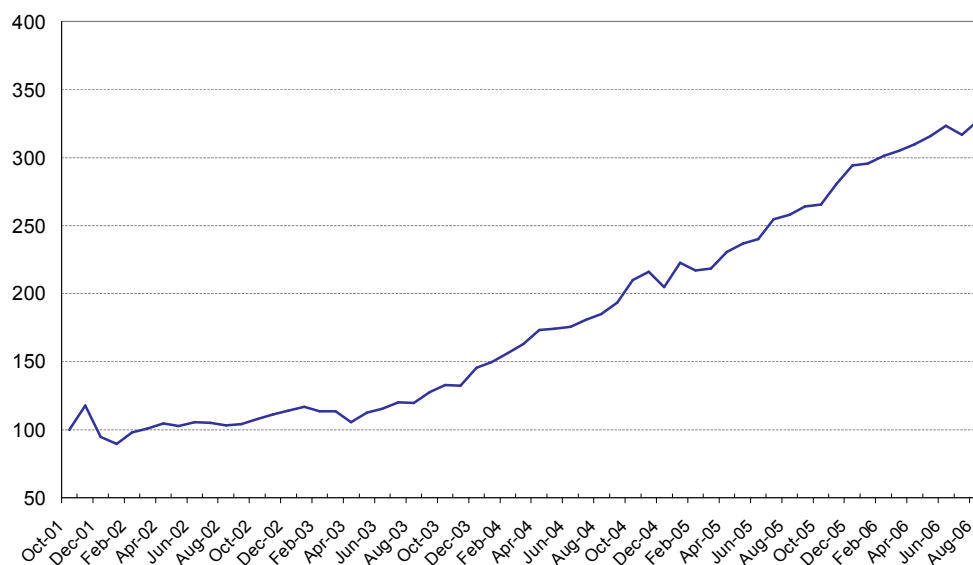
The SEEK Employment Indicator (EI) is an aggregate indicator of the balance between supply and demand in Australian labour market.

The SEEK EI suggests that the Australian labour market strengthened further in August. After a significant downturn in July, this indicator has rebounded to increase by 1.7 points this month and is 2.6 points lower than August 2005.

What implication does this have for jobseekers in Australian? Following a slight improvement in June and decline in July, this shows that jobseekers in August have witnessed increased competition for the few opening job vacancies

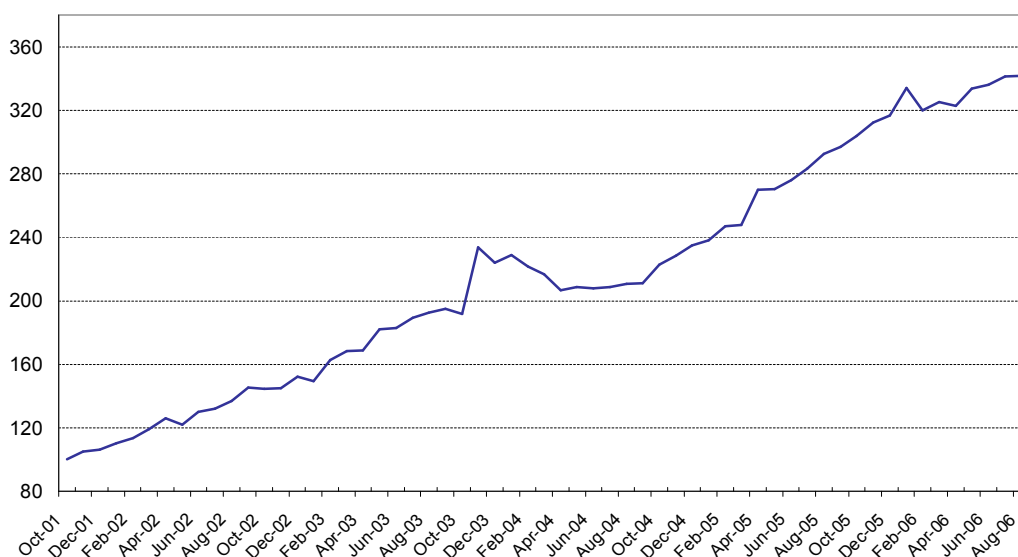
# THE SEEK EMPLOYMENT INDICATORS

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



The SEEK new job ads (seasonally adjusted) series in August 2006 have increased by 3.2% having shown a declining trend in July. Further, the new job ads are 26.8% higher than August last year. At the regional state level, the growth pattern in new job ads was stronger in Queensland (10.5%) and NSW (5.8%) but moderate in South Australia (2.2%). However, a slowing demand is evident in Western Australia (-4.3%), Tasmania (-5.4%) and Victoria (-0.3%).

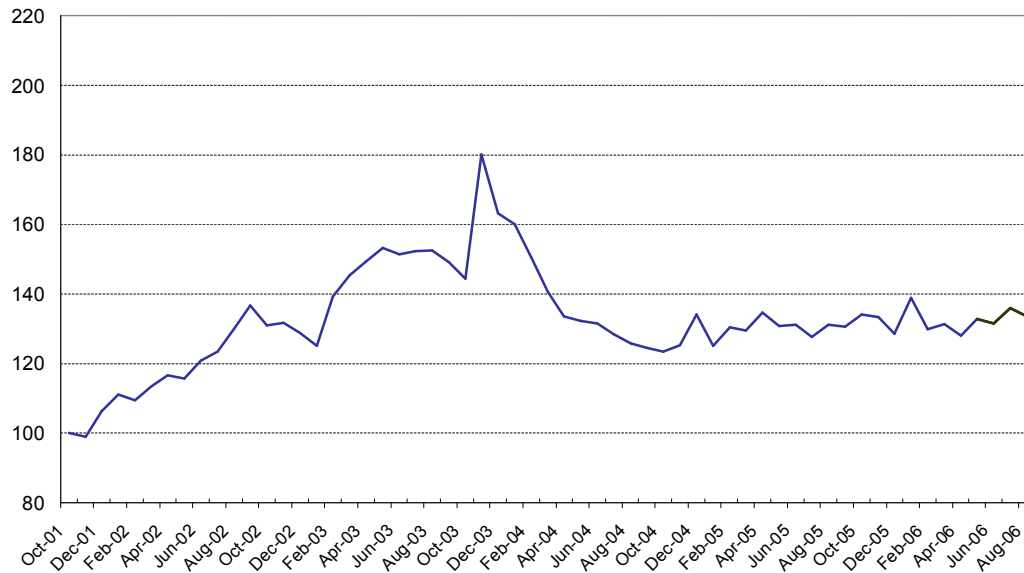
**Figure 3. SEEK Job Applications, (Index October 2001=100), seasonally adjusted**



New applications (seasonally adjusted)<sup>1</sup> submitted to SEEK increased by 0.2% in August 2006 to maintain its upward trend in recent months. Relative to last year, this represents an annual increase of 16.9%. In line with last month's observation, Queensland, NSW and Victoria have seen a moderate response in labour supply, (3.8%), (1.5%) and (0.1%) respectively. South Australia (-4.3%) has felt the labour supply constraint most whereas Western Australia (-0.9%) and ACT (-1.2%) have also had a marginal decline in job applications as opposed to the national trend.

<sup>1</sup> Till July 2006, the applications series was defined as the number of applications made to new job advertisements posted on SEEK. The two series have been spliced on the basis of data for June and July 2006.

**Figure 4. SEEK Applications Per Ad, (Index October 2001 = 100), seasonally adjusted**



The seasonally adjusted national index of application per ad <sup>2</sup> shows a 1.7% decrease in August 2006. In yearly terms this represents an annual increase of 1.9%. At the state regional level and considering new job ads and job applications, Queensland (0.5%), and Western Australia (0.3%) have registered a positive change in application per ad. On the other hand, NSW (-1.8%), South Australia (-1.3%) and Victoria (-0.3%) have all shown supply shortages in August.

<sup>2</sup> Till July 2006, the series was calculated on the basis of a full-month count of new job ads. Since August 2006, the series is based on a 21-days count of new job ads.

# JOB SEEKER ODD SPOT

## **Top 5 most competitive occupations:**

1. Airlines
2. Packer/Filler
3. Kitchen/Sandwich Hand
4. Retail: Sales Assistant
5. Photography

Hunting for a job in these categories? Try hard to stand out from the pack and make sure you present yourself in the best light—the competition is fierce! Hundreds of applicants are received for each position

## **Top 5 occupations in most demand:**

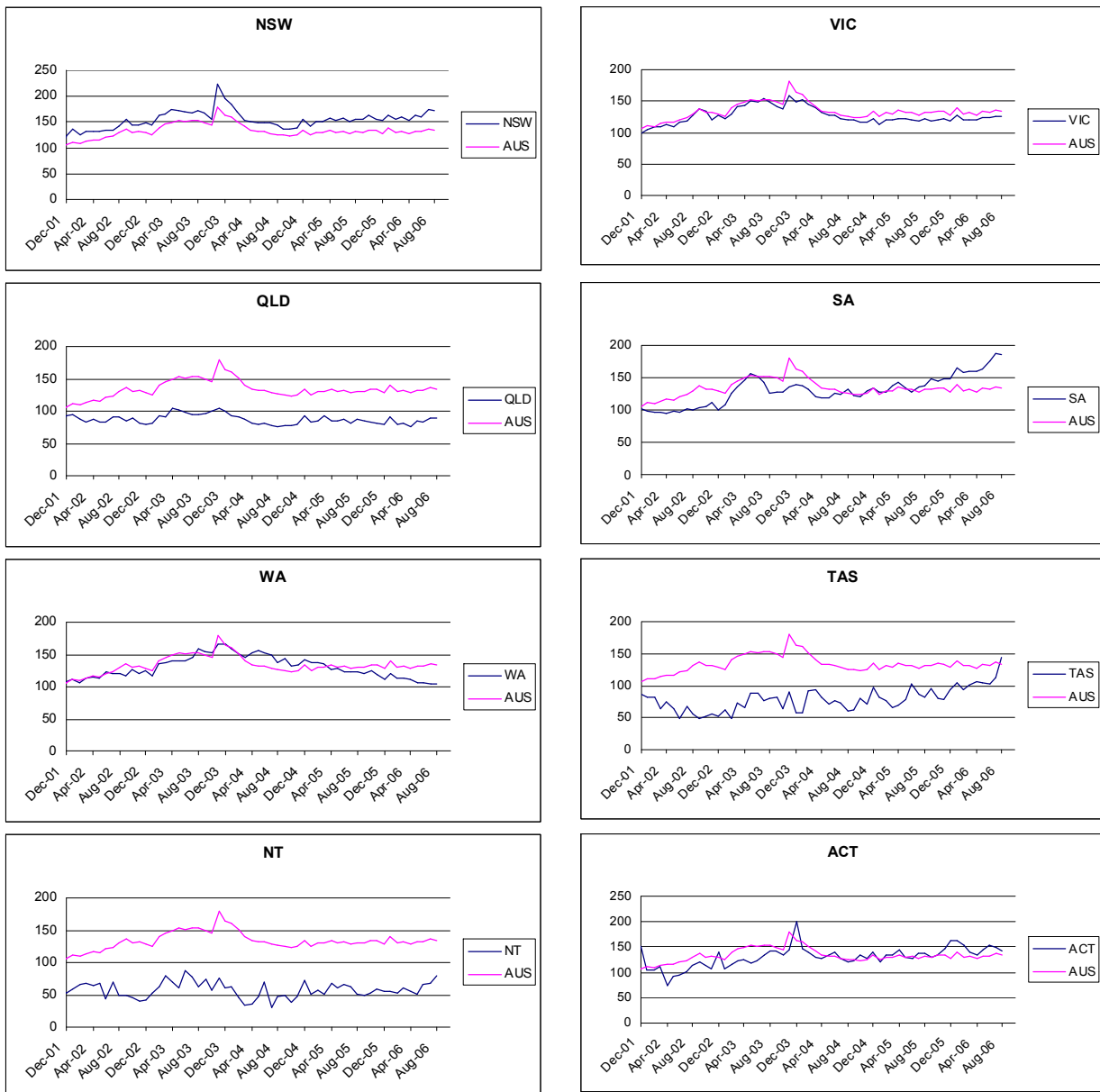
1. Radiology/Sonography
2. Landscape Architecture
3. Solicitor
4. Risk Consulting (Insurance)
5. Nursing/Midwives

All for you! Individuals with relevant skills 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 applications per ad, seasonally adjusted



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

# THE SEEK

## EMPLOYMENT INDICATOR TABLES

Table 1. SEEK Employment Index (SEEK EI) (see Figure 1)

Month	SEEK EI	Annual % Change	Monthly % Change
Aug-02	104.3		-5.0
Sep-02	99.2		-4.9
Oct-02	103.6	-23.6	4.5
Nov-02	103.0	-24.9	-0.6
Dec-02	105.4	-17.4	2.3
Jan-03	108.4	-11.2	2.9
Feb-03	97.4	-21.5	-10.2
Mar-03	93.3	-21.9	-4.2
Apr-03	90.8	-22.0	-2.7
May-03	88.5	-24.5	-2.5
Jun-03	89.7	-20.2	1.2
Jul-03	89.0	-19.0	-0.7
Aug-03	89.0	-14.7	0.0
Sep-03	91.0	-8.3	2.2
Oct-03	93.9	-9.4	3.3
Nov-03	75.3	-26.9	-19.8
Dec-03	83.1	-21.1	10.3
Jan-04	84.8	-21.8	2.0
Feb-04	90.1	-7.5	6.3
Mar-04	96.5	3.4	7.1
Apr-04	101.6	12.0	5.3
May-04	102.6	15.9	1.0
Jun-04	103.2	15.1	0.5
Jul-04	105.7	18.7	2.4
Aug-04	107.8	21.2	2.0
Sep-04	109.0	19.8	1.1
Oct-04	109.9	17.0	0.9
Nov-04	108.3	43.8	-1.4
Dec-04	101.1	21.7	-6.7
Jan-05	108.5	28.0	7.3
Feb-05	103.9	15.4	-4.2
Mar-05	104.8	8.6	0.8
Apr-05	100.7	-0.9	-3.9
May-05	103.7	1.1	3.0
Jun-05	103.4	0.2	-0.3
Jul-05	106.3	0.6	2.8
Aug-05	103.4	-4.1	-2.7
Sep-05	103.8	-4.7	0.3
Oct-05	101.2	-7.9	-2.5
Nov-05	101.8	-6.1	0.6
Dec-05	105.5	4.4	3.7
Jan-06	97.7	-9.9	-7.4
Feb-06	104.4	0.5	6.8
Mar-06	103.2	-1.5	-1.1
Apr-06	106.0	5.2	2.7
May-06	102.1	-1.6	-3.7
Jun-06	103.2	-0.2	1.1
Jul-06	99.8	-6.1	-3.3
Aug-06	101.5	-1.8	1.7

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

Month	Original	Seasonally Adjusted	Annual % Change	Monthly % Change
Aug-02	104.0	103.1		-1.9
Sep-02	99.3	104.0		0.9
Oct-02	108.2	108.1	8.1	3.9
Nov-02	90.7	111.3	-5.5	3.0
Dec-02	65.4	114.0	20.4	2.5
Jan-03	100.1	116.8	30.0	2.4
Feb-03	100.8	113.4	16.0	-2.9
Mar-03	105.8	113.4	12.4	0.0
Apr-03	91.6	105.4	0.6	-7.1
May-03	110.5	112.7	10.0	7.0
Jun-03	105.8	115.4	9.3	2.4
Jul-03	123.3	120.4	14.5	4.3
Aug-03	115.2	119.8	16.2	-0.4
Sep-03	126.6	127.7	22.8	6.6
Oct-03	133.8	132.6	22.7	3.8
Nov-03	104.8	132.4	19.0	-0.2
Dec-03	87.2	145.3	27.4	9.8
Jan-04	120.4	149.8	28.3	3.1
Feb-04	135.7	156.2	37.8	4.3
Mar-04	163.6	162.9	43.7	4.3
Apr-04	151.0	173.5	64.6	6.5
May-04	163.9	174.2	54.5	0.4
Jun-04	165.7	175.8	52.3	0.9
Jul-04	176.0	181.0	50.4	3.0
Aug-04	182.1	185.2	54.5	2.3
Sep-04	190.1	193.4	51.4	4.5
Oct-04	196.0	209.9	58.3	8.5
Nov-04	186.0	216.0	63.2	2.9
Dec-04	128.2	204.9	41.0	-5.2
Jan-05	181.0	222.7	48.6	8.7
Feb-05	193.8	217.2	39.0	-2.5
Mar-05	202.8	218.6	34.2	0.7
Apr-05	209.2	230.5	32.9	5.4
May-05	232.5	236.9	36.0	2.8
Jun-05	227.0	240.3	36.7	1.5
Jul-05	237.9	254.6	40.6	5.9
Aug-05	262.9	257.8	39.2	1.3
Sep-05	259.3	264.2	36.6	2.5
Oct-05	247.3	265.4	26.5	0.5
Nov-05	242.5	280.4	29.8	5.6
Dec-05	178.2	294.2	43.6	4.9
Jan-06	251.2	295.5	32.7	0.4
Feb-06	269.6	301.1	38.7	1.9
Mar-06	305.9	304.9	39.5	1.3
Apr-06	250.3	309.5	34.3	1.5
May-06	322.3	315.9	33.4	2.1
Jun-06	304.9	323.2	34.5	2.3
Jul-06	293.8	316.6	24.4	-2.0
Aug-06	331.2	326.8	26.8	3.2

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 Job Applications Index (see Figure 3)**

Month	Original	Seasonally Adjusted	Annual % Change	Monthly % Change
Aug-02	132.6	136.7		3.6
Sep-02	132.9	145.5		6.5
Oct-02	135.2	144.6	44.6	-0.6
Nov-02	129.5	144.8	38.0	0.1
Dec-02	98.0	152.4	43.6	5.2
Jan-03	161.7	149.3	35.6	-2.0
Feb-03	173.8	162.6	43.5	8.9
Mar-03	182.0	168.5	41.5	3.6
Apr-03	158.3	168.8	34.1	0.2
May-03	180.3	182.1	49.2	7.9
Jun-03	165.7	182.8	40.4	0.4
Jul-03	193.4	189.3	43.5	3.6
Aug-03	179.8	192.5	40.9	1.7
Sep-03	181.8	194.9	33.9	1.2
Oct-03	177.9	191.8	32.6	-1.6
Nov-03	201.7	233.8	61.4	21.9
Dec-03	149.5	224.0	47.0	-4.2
Jan-04	237.8	228.7	53.1	2.1
Feb-04	243.2	221.6	36.3	-3.1
Mar-04	248.6	216.8	28.7	-2.2
Apr-04	192.0	206.8	22.5	-4.6
May-04	199.1	208.8	14.7	1.0
Jun-04	192.3	208.0	13.8	-0.4
Jul-04	203.5	208.5	10.1	0.3
Aug-04	200.8	210.7	9.5	1.0
Sep-04	193.2	211.0	8.3	0.1
Oct-04	192.2	222.7	16.1	5.5
Nov-04	211.7	228.5	-2.2	2.6
Dec-04	163.0	234.9	4.9	2.8
Jan-05	252.5	238.0	4.1	1.3
Feb-05	265.6	247.1	11.5	3.8
Mar-05	264.2	247.7	14.2	0.2
Apr-05	260.4	269.9	30.5	9.0
May-05	269.4	270.4	29.5	0.2
Jun-05	257.0	276.1	32.7	2.1
Jul-05	269.5	283.2	35.8	2.6
Aug-05	289.8	292.4	38.7	3.2
Sep-05	272.2	297.0	40.7	1.6
Oct-05	263.3	303.9	36.4	2.3
Nov-05	291.0	312.3	36.6	2.8
Dec-05	213.8	316.9	34.9	1.5
Jan-06	371.1	333.9	40.3	5.4
Feb-06	341.4	319.8	29.4	-4.2
Mar-06	367.2	325.4	31.4	1.7
Apr-06	278.0	322.7	19.6	-0.8
May-06	340.7	333.6	23.3	3.4
Jun-06	309.8	336.0	21.7	0.7
Jul-06	322.1	341.2	20.5	1.5
Aug-06	335.7	341.9	16.9	0.2

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. Since August 2006, the applications series is defined as the number of new job applications submitted to SEEK in the month. This replaces the old series of the number of applications made to new job advertisements posted on SEEK. The two series have been spliced on the basis of data for June and July 2006.

**Table 4. SEEK Applications per Ad Index (see Figure 4)**

Month	Original	Seasonally Adjusted	Annual % Change	Monthly % Change
Aug-02	127.5	130.0		5.3
Sep-02	133.8	136.7		5.2
Oct-02	125.0	130.9	30.9	-4.3
Nov-02	142.8	131.7	33.2	0.6
Dec-02	149.9	128.7	21.1	-2.2
Jan-03	161.6	125.1	12.6	-2.8
Feb-03	172.4	139.3	27.3	11.3
Mar-03	172.0	145.3	28.1	4.4
Apr-03	172.8	149.4	28.2	2.8
May-03	163.1	153.2	32.4	2.5
Jun-03	156.6	151.3	25.3	-1.2
Jul-03	156.9	152.4	23.4	0.7
Aug-03	156.1	152.4	17.3	0.0
Sep-03	143.6	149.1	9.1	-2.2
Oct-03	133.0	144.4	10.3	-3.2
Nov-03	206.4	180.1	36.8	24.7
Dec-03	191.8	163.2	26.8	-9.3
Jan-04	210.1	160.0	27.9	-2.0
Feb-04	191.9	150.5	8.1	-5.9
Mar-04	159.6	140.5	-3.3	-6.7
Apr-04	151.4	133.5	-10.7	-5.0
May-04	142.3	132.2	-13.7	-0.9
Jun-04	136.7	131.5	-13.1	-0.5
Jul-04	135.9	128.4	-15.8	-2.4
Aug-04	129.3	125.8	-17.5	-2.0
Sep-04	120.0	124.5	-16.5	-1.0
Oct-04	115.9	123.4	-14.5	-0.9
Nov-04	138.4	125.2	-30.5	1.4
Dec-04	156.3	134.1	-17.8	7.1
Jan-05	164.8	125.0	-21.9	-6.8
Feb-05	162.0	130.5	-13.3	4.4
Mar-05	154.3	129.4	-7.9	-0.8
Apr-05	147.8	134.7	0.9	4.0
May-05	138.1	130.8	-1.1	-2.9
Jun-05	134.9	131.2	-0.2	0.3
Jul-05	137.1	127.6	-0.6	-2.7
Aug-05	134.8	131.1	4.2	2.8
Sep-05	126.3	130.7	5.0	-0.3
Oct-05	127.9	134.0	8.6	2.6
Nov-05	146.1	133.3	6.5	-0.6
Dec-05	146.6	128.5	-4.2	-3.6
Jan-06	180.4	138.8	11.0	8.0
Feb-06	158.5	129.9	-0.4	-6.4
Mar-06	150.3	131.4	1.5	1.1
Apr-06	143.2	128.0	-5.0	-2.6
May-06	137.3	132.9	1.6	3.8
Jun-06	133.9	131.5	0.2	-1.1
Jul-06	149.7	135.9	6.5	3.4
Aug-06	142.1	133.6	1.9	-1.7

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. Since August 2006, the applications series is defined as the number of job applications submitted to SEEK in the month. Since August 2006, the series is based on a 21-days count of new job ads; previously, the series was calculated on the basis of a full-month count of new job ads.

**Table 5. SEEK New Jobs Ads Posted, by State, seasonally adjusted data Index**

Month	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Aug-02	89.6	104.5	163.9	120.6	113.7	175.8	162.1	131.5	103.1
Sep-02	88.4	105.2	174.7	124.3	122.5	245.9	174.4	140.6	104.0
Oct-02	92.5	109.1	175.4	130.1	118.7	218.2	196.7	138.8	108.1
Nov-02	92.3	111.4	173.0	117.8	114.0	205.6	197.1	144.3	111.3
Dec-02	92.5	114.9	179.4	136.5	117.9	232.7	184.6	139.1	114.0
Jan-03	92.2	120.3	191.6	135.0	129.1	218.2	197.4	147.5	116.8
Feb-03	89.2	124.9	193.1	127.4	121.3	225.4	175.6	144.9	113.4
Mar-03	91.1	121.3	188.6	134.2	125.9	207.3	162.8	145.6	113.4
Apr-03	85.3	111.9	176.5	114.3	126.8	245.1	155.7	136.8	105.4
May-03	93.7	115.6	187.3	125.0	132.0	182.8	175.4	154.3	112.7
Jun-03	95.8	119.6	195.5	128.3	129.1	250.7	171.8	154.3	115.4
Jul-03	99.8	123.7	211.0	140.0	136.6	364.1	168.7	151.1	120.4
Aug-03	98.5	126.3	204.7	149.2	135.4	241.6	179.1	154.0	119.8
Sep-03	105.3	136.3	227.0	145.8	145.4	263.6	187.4	151.0	127.7
Oct-03	110.6	139.7	225.1	146.7	159.1	300.0	210.7	150.6	132.6
Nov-03	100.6	139.9	237.1	155.0	176.2	236.9	208.8	142.1	132.4
Dec-03	111.1	156.6	249.6	168.9	171.7	403.0	229.2	162.6	145.3
Jan-04	117.8	157.5	259.6	163.4	179.9	454.3	236.9	160.9	149.8
Feb-04	123.9	162.6	275.1	168.4	184.0	349.1	305.2	168.6	156.2
Mar-04	132.4	167.6	284.8	171.6	190.4	380.8	352.9	176.1	162.9
Apr-04	137.4	185.3	325.0	172.5	191.2	309.7	354.0	194.5	173.5
May-04	139.5	183.7	317.3	180.8	204.7	413.2	306.5	183.9	174.2
Jun-04	140.0	185.0	324.0	183.6	205.7	337.2	280.9	200.8	175.8
Jul-04	142.8	190.2	341.6	179.3	219.6	362.5	371.5	215.2	181.0
Aug-04	147.3	190.9	348.3	182.2	241.1	460.0	346.1	217.6	185.2
Sep-04	154.3	198.3	366.4	205.8	254.6	483.6	367.5	223.3	193.4
Oct-04	168.6	219.6	382.1	224.5	275.8	430.7	342.3	242.6	209.9
Nov-04	170.8	220.0	394.9	213.4	273.7	467.3	380.5	250.0	216.0
Dec-04	159.4	211.6	379.9	197.8	265.5	446.1	324.6	232.4	204.9
Jan-05	176.4	229.6	414.4	216.9	273.3	482.5	338.8	265.6	222.7
Feb-05	165.7	226.0	416.2	229.6	287.4	498.9	363.5	266.2	217.2
Mar-05	165.8	223.8	426.6	224.3	309.0	513.6	359.3	283.7	218.6
Apr-05	172.5	237.5	468.9	237.1	335.0	517.6	373.4	274.4	230.5
May-05	176.0	242.6	490.9	249.1	338.1	542.6	404.9	310.6	236.9
Jun-05	177.0	252.9	489.9	255.2	350.2	433.1	423.3	295.1	240.3
Jul-05	189.7	258.9	550.0	268.5	361.7	463.6	415.4	300.8	254.6
Aug-05	188.5	266.5	552.0	271.1	393.6	491.9	467.2	311.0	257.8
Sep-05	195.4	271.0	562.3	275.3	406.6	512.2	488.8	327.1	264.2
Oct-05	194.0	270.0	582.1	272.6	404.3	583.1	516.8	332.5	265.4
Nov-05	204.3	280.6	596.3	286.7	410.1	646.2	506.9	346.9	280.4
Dec-05	212.4	291.8	639.5	303.0	449.8	541.2	499.3	340.4	294.2
Jan-06	215.3	291.5	655.3	306.2	447.1	520.2	572.1	356.8	295.5
Feb-06	211.4	298.3	676.2	320.8	500.3	643.2	601.4	374.7	301.1
Mar-06	212.0	302.8	689.2	332.3	518.6	582.2	593.9	390.1	304.9
Apr-06	216.8	304.6	705.0	331.8	520.9	829.9	597.9	410.7	309.5
May-06	216.9	315.4	725.6	341.6	555.6	724.3	673.9	405.4	315.9
Jun-06	222.7	314.3	749.2	347.5	579.9	828.9	657.0	424.2	323.2
Jul-06	211.3	317.6	695.9	350.6	630.9	749.8	637.7	440.7	316.6
Aug-06	223.6	316.7	769.0	358.2	604.0	709.5	639.6	443.5	326.8

Note: The ABS concurrent approach to seasonal adjustment was adopted in July 2006. This involves the use of the complete series in adjusting for seasonal factors such as Easter, working day and holiday effects. Thus, some of the historical estimates may be different to those reported in earlier releases. TAS and NT sample sizes are limited and as such should be interpreted with caution

**Table 6. SEEK Applications, by State, seasonally adjusted data Index**

Month	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Aug-02	125.9	130.3	146.8	122.1	126.4	102.2	103.2	148.2	136.7
Sep-02	134.8	141.5	147.8	129.4	130.0	122.1	105.4	167.8	145.5
Oct-02	130.6	141.5	153.2	135.9	138.3	112.1	114.3	154.6	144.6
Nov-02	133.5	134.4	138.9	133.7	131.3	122.4	106.4	154.3	144.8
Dec-02	139.4	145.4	142.8	141.1	137.7	120.5	115.6	198.7	152.4
Jan-03	132.1	144.2	154.1	144.1	143.9	131.7	132.4	158.4	149.3
Feb-03	144.2	156.9	178.7	161.5	152.9	115.6	132.7	170.0	162.6
Mar-03	148.1	166.1	167.4	178.0	157.2	151.0	159.0	177.3	168.5
Apr-03	149.9	163.0	187.1	182.7	165.1	174.6	131.6	173.4	168.8
May-03	161.5	176.9	193.2	202.6	170.8	164.3	122.1	179.9	182.1
Jun-03	161.6	179.4	192.2	200.0	168.7	216.8	161.4	187.3	182.8
Jul-03	164.9	190.4	197.7	204.8	185.2	267.7	152.4	199.0	189.3
Aug-03	168.9	187.9	193.4	191.8	199.1	209.0	143.5	214.8	192.5
Sep-03	172.9	188.2	215.4	184.2	203.3	213.3	150.5	208.7	194.9
Oct-03	166.6	183.7	224.8	183.8	211.6	184.7	147.7	196.3	191.8
Nov-03	216.1	207.4	233.8	189.5	231.0	215.1	184.7	191.8	233.8
Dec-03	198.9	210.5	231.2	200.6	236.7	214.5	187.6	295.6	224.0
Jan-04	201.7	222.7	224.7	206.4	233.4	255.1	171.5	215.5	228.7
Feb-04	190.7	217.7	229.5	196.3	234.7	297.1	161.0	209.3	221.6
Mar-04	188.8	213.0	232.4	186.9	239.1	329.7	145.4	203.1	216.8
Apr-04	175.6	205.8	227.4	174.4	235.5	249.9	159.7	213.1	206.8
May-04	177.1	202.9	217.1	185.6	255.7	262.0	165.6	212.1	208.8
Jun-04	177.2	201.3	222.4	196.8	259.3	238.4	143.6	233.9	208.0
Jul-04	178.7	200.2	223.3	181.5	262.4	247.2	125.8	232.2	208.5
Aug-04	180.1	201.8	223.2	197.3	262.3	257.0	155.1	218.2	210.7
Sep-04	176.0	202.0	235.9	205.7	278.5	268.7	198.8	230.0	211.0
Oct-04	187.8	212.9	240.8	226.2	270.9	307.4	127.7	268.0	222.7
Nov-04	190.6	214.8	257.3	224.3	284.7	289.6	181.1	265.6	228.5
Dec-04	198.5	218.8	285.6	217.9	292.7	342.4	204.0	266.2	234.9
Jan-05	202.9	218.0	281.7	230.7	306.1	330.1	164.3	261.3	238.0
Feb-05	208.9	228.3	298.4	242.8	320.9	344.4	198.7	294.3	247.1
Mar-05	207.3	226.6	323.4	251.2	318.2	269.8	197.5	313.2	247.7
Apr-05	228.6	245.2	330.0	280.3	350.4	315.5	273.3	320.4	269.9
May-05	227.9	247.3	344.4	277.3	347.5	327.0	236.2	325.7	270.4
Jun-05	233.3	255.9	349.8	270.0	351.2	341.8	245.4	304.9	276.1
Jul-05	239.4	256.2	361.4	301.5	353.3	310.3	257.7	324.9	283.2
Aug-05	243.6	267.5	393.2	306.7	379.1	288.0	229.1	331.7	292.4
Sep-05	249.7	264.9	393.2	330.6	379.0	347.8	241.7	328.6	297.0
Oct-05	258.3	266.4	391.8	315.3	395.4	353.9	325.3	340.8	303.9
Nov-05	260.7	279.2	395.8	343.9	397.7	328.9	296.8	382.1	312.3
Dec-05	269.5	277.2	409.4	355.2	395.4	389.9	304.1	419.9	316.9
Jan-06	280.0	292.4	461.6	383.3	440.4	380.7	334.1	430.5	333.9
Feb-06	268.9	278.4	410.1	379.3	429.2	346.5	267.3	417.0	319.8
Mar-06	271.1	283.5	419.8	392.1	446.0	380.2	292.6	387.5	325.4
Apr-06	266.9	286.3	398.3	397.6	420.9	422.4	244.3	396.6	322.7
May-06	279.1	296.6	441.6	406.5	434.9	487.9	294.2	402.9	333.6
Jun-06	281.0	290.2	453.7	432.6	440.2	517.2	302.2	447.3	336.0
Jul-06	285.8	292.5	444.2	455.7	453.6	548.6	300.5	434.5	341.2
Aug-06	289.9	292.7	461.3	436.3	449.7	625.2	334.5	429.3	341.9

Note: The ABS concurrent approach to seasonal adjustment was adopted in July 2006. This involves the use of the complete series in adjusting for seasonal factors such as Easter, working day and holiday effects. Thus, some of the historical estimates may be different to those reported in earlier releases. TAS and NT sample sizes are limited and as such should be interpreted with caution. Since August 2006, the applications series is defined as the number of new job applications submitted to SEEK in the month. This replaces the old series of the number of applications made to new job advertisements posted on SEEK. The two series have been spliced on the basis of data for June and July 2006.

**Table 7. SEEK Applications per New Ad, by State, seasonally adjusted (see State charts)**

Month	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	AUS
Aug-02	142.5	127.8	90.3	99.7	120.7	56.7	49.3	112.8	130.0
Sep-02	154.6	137.3	85.4	103.9	116.9	49.3	50.0	119.7	136.7
Oct-02	143.4	132.4	88.5	104.9	126.7	52.1	46.1	112.1	130.9
Nov-02	145.0	120.9	80.3	111.7	121.7	56.4	39.6	105.8	131.7
Dec-02	148.8	127.6	78.5	99.3	124.4	51.6	41.8	139.8	128.7
Jan-03	143.3	122.8	80.8	107.3	117.4	61.8	53.5	107.0	125.1
Feb-03	163.2	129.1	93.1	126.2	136.1	49.1	63.2	116.3	139.3
Mar-03	166.2	140.4	90.0	134.7	137.2	73.0	80.0	122.3	145.3
Apr-03	174.4	143.3	104.2	146.9	139.7	65.9	69.7	125.4	149.4
May-03	172.5	151.2	101.8	154.8	140.0	88.2	60.0	117.4	153.2
Jun-03	169.7	148.6	97.8	152.4	139.6	87.5	87.5	122.6	151.3
Jul-03	167.3	154.0	93.9	143.1	144.6	76.0	77.6	134.1	152.4
Aug-03	171.6	149.1	93.9	125.7	158.8	80.5	61.3	142.3	152.4
Sep-03	167.4	141.2	95.6	127.3	154.3	83.0	73.1	142.5	149.1
Oct-03	155.2	136.4	100.9	127.5	152.4	63.2	56.1	134.3	144.4
Nov-03	223.2	158.6	104.3	135.7	166.6	89.9	74.8	144.8	180.1
Dec-03	196.1	149.3	100.0	139.2	165.8	58.5	60.3	201.1	163.2
Jan-04	184.2	153.3	93.2	137.3	158.6	57.7	62.0	147.3	160.0
Feb-04	169.9	144.5	90.8	131.4	151.8	91.8	45.0	138.9	150.5
Mar-04	153.9	138.5	87.4	120.7	144.7	92.8	33.7	129.3	140.5
Apr-04	152.1	130.5	81.8	118.4	152.6	82.7	35.1	127.8	133.5
May-04	149.2	127.3	78.8	119.3	156.6	70.9	47.4	133.9	132.2
Jun-04	149.3	127.4	81.2	126.7	152.2	77.0	70.6	138.0	131.5
Jul-04	147.7	121.8	77.0	124.1	148.1	73.2	29.4	127.2	128.4
Aug-04	144.5	120.6	75.0	131.6	138.4	59.7	47.7	119.6	125.8
Sep-04	137.5	120.1	78.2	121.3	143.2	61.7	49.2	122.9	124.5
Oct-04	137.0	115.7	76.9	121.1	131.7	80.8	37.3	133.8	123.4
Nov-04	139.3	115.9	78.9	128.7	133.9	71.1	47.1	127.5	125.2
Dec-04	154.6	121.0	92.7	132.5	141.6	97.6	72.2	138.0	134.1
Jan-05	141.0	112.8	82.2	128.2	138.4	83.0	50.4	119.3	125.0
Feb-05	151.2	120.7	85.4	128.5	138.3	77.4	56.7	135.0	130.5
Mar-05	151.1	119.8	92.4	137.9	135.3	65.6	51.5	134.8	129.4
Apr-05	157.4	122.2	84.5	141.7	126.7	69.6	68.7	144.0	134.7
May-05	153.7	121.8	84.7	133.3	129.0	77.6	59.9	129.3	130.8
Jun-05	158.0	119.6	86.7	127.7	123.5	103.3	66.2	127.3	131.2
Jul-05	150.3	117.4	81.3	135.5	123.3	85.9	62.9	136.8	127.6
Aug-05	155.7	121.4	87.5	137.8	121.9	82.4	50.8	137.6	131.1
Sep-05	156.5	117.2	85.5	148.0	120.0	94.5	48.3	129.9	130.7
Oct-05	162.6	120.0	83.2	145.3	124.6	80.5	53.2	133.6	134.0
Nov-05	156.1	122.0	82.1	148.1	118.4	78.5	58.9	146.1	133.3
Dec-05	152.4	118.3	79.6	148.3	111.3	94.3	54.9	162.0	128.5
Jan-06	162.6	127.1	90.0	164.4	120.9	104.6	55.5	162.4	138.8
Feb-06	156.7	119.2	79.7	157.2	114.0	93.6	52.0	153.3	129.9
Mar-06	160.6	120.2	80.7	159.1	112.7	100.1	60.4	138.5	131.4
Apr-06	152.6	120.8	76.0	158.8	111.6	105.7	53.9	135.5	128.0
May-06	163.3	123.9	84.9	162.9	105.0	105.3	51.4	142.8	132.9
Jun-06	160.8	124.3	83.4	175.8	105.0	102.4	66.0	154.2	131.5
Jul-06	175.3	126.2	88.8	187.3	103.7	112.3	67.3	147.8	135.9
Aug-06	172.2	125.8	89.3	184.9	104.0	143.2	79.4	141.4	133.6

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. Since August 2006, the applications series is defined as the number of job applications submitted to SEEK in the month. Since August 2006, the series is based on a 21-days count of new job ads; previously, the series was calculated on the basis of a full-month count of new job ads.

# TECHNICAL NOTES ON DATA SERIES

An explanation of the SEEK indicators are as follows:

**Applications for Jobs Advertised** – since August 2006, this is the number of job applications submitted to SEEK in the month. Previously, the series was defined as the number of applications made for new jobs posted on SEEK.

**Applications per Job Ad (APAD)** – this is the number of applications made per new job ad posted on SEEK. 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. Till July 200, the series was calculated on the basis of a full-month count of new job ads. Since August 2006, the series is based on a 21-days count of new job ads.

**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.

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