



SEEK Employment Index in New Zealand:

Job Vacancies and Job Seeking

A Report for SEEK New Zealand Limited
by the Centre for Strategic Economic Studies
Victoria University, Melbourne

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EXECUTIVE SUMMARY

The way to look for a job in New Zealand is changing rapidly. The internet is the preferred way for New Zealand jobseekers to look for work, with SEEK NZ hosting the majority of job ads. Commencing November 2009, SEEK will publish monthly data on new job vacancies advertised by employers and trends in job search activity by jobseekers. This data will be made available on www.seek.co.nz the first week of each month.

SEEK will publish two new indicators for New Zealand, dating back to 2002: the **SEEK Employment Index (SEI)** and the SEEK New Job Ads Index.

The SEI measures the new job ads posted by SEEK per job application received by SEEK and represents the balance of supply and demand in the jobs market in New Zealand. The SEI is the first national measure to cross reference job supply against job demand for different regions, industries and occupations. The SEEK New Job Ads Index measures the total new job vacancies advertised with SEEK.

This report will be of wide use to multiple labour market participants: candidates, recruiters, employers, economists, analysts, the media and government.

The SEI report aims to make a substantial contribution to the understanding of the labour market in NZ. The SEI also facilitates labour market comparisons between New Zealand and Australia, for the new SEEK indicators derive from the same data and methodology as the SEEK indicators in Australia.

Key Insights

- The SEI is the first national indicator that provides insight into the supply and demand of labour in New Zealand.
- The SEI provides a dynamic view of the NZ labour market by comparing the supply and demand of new jobs ads against applications.
- The SEEK indicators can also explain trends in employment (at the national and regional level) and the unemployment rate.
- The tools also allow for unique comparison with Australia due to the consistency of the methodology used.

Key insights from the results include:

- The jobs market in New Zealand has started to stabilise in the last few months after a number of months of decline.
- Christchurch has performed better than Auckland and Wellington over the observed business cycle, with more job vacancies being created and stronger interest from jobseekers.
- The “education & training”, “retail & consumer”, and “healthcare & medical” sectors witnessed the strongest growth in job ads.

1. INTRODUCTION

New Zealand is striving towards an economic recovery against a background of significant demographic changes. With an ageing workforce, substantial emigration to Australia and already high labour participation rates, the balance between the demand and supply of labour has become a delicate one.

While there is data available regarding the demand for labour (primarily those based on job advertisements or vacancy data), there are few sources of reliable data on the supply side of the market. Data on this side can be highly fragmented and structurally unsuited to large scale data capture, collation and analysis.

The prominence of the Internet as the primary channel for posting and applying to job advertisements, and SEEK's dominant market share of these ads, has now placed SEEK in a unique position to gauge the ebb and flow of the labour market.

In any given month, over 14,000 job advertisements are posted on the SEEK web site. These job advertisements, posted by advertisers ranging from recruitment agencies to government departments to SMEs, cover the broad spectrum of occupations, in all industries right across New Zealand.

Similarly, on any given month, over 800,000 unique visitors (Nielsen NetRatings, October 2009) access the SEEK web site, searching and browsing through the available job ads in the hope of finding the right job. With sophisticated search functionality that matches available jobs with jobseekers, it has never been easier or more convenient to find the right job.

SEEK represents a substantial majority of job advertisements and vacancies in New Zealand. Accounting for approximately 60% of all jobs ads (online), SEEK's ads represent a significant sample of the New Zealand labour market.

This sample, together with the ease of data collection, has allowed SEEK to construct the first supply-side labour market survey. This survey is more dynamic and more detailed than indices based on traditional print employment classifieds.

The SEEK Employment Index (SEI) serves to complement existing and traditional measures such as *Labour Force* estimates.

The SEI is also intended for wide use by policymakers and employers. By demonstrating underlying trends in labour market dynamics, the SEI can assist the development of workforce productivity and labour market efficiency strategies.

The SEI will initially cover national and primary regional markets, but over time will evolve to deliver a more granular picture of the New Zealand labour market.

02. METHODOLOGY

Each month the SEEK database records the total number of new job advertisements placed on the SEEK web site. It also records where the advertisements have been placed (industry, occupation and location) and how many times they have been re-posted in the same month.

Indices that count total job advertisements available on a web site at a specific point-in-time can include job advertisements that are in the system from the previous month and may exclude job advertisements that have been cancelled by the advertiser prior to counting. In contrast, the SEEK database records the total number of *unique new job advertisements* and, thus provides a more timely accurate picture of job advertisement volumes and trends.

The SEEK Employment Index (SEI) calculates the balance of demand and supply of job advertisements in four steps.

First, duplicate advertisements and 'linked-out' advertisements (ads that require jobseekers to apply directly via a third-party web site) are deducted from the total count of new job ads.

Second, applications submitted to SEEK are linked to new SEEK job ads in the month. Note, a small proportion of job applications for job ads in the month arrive early next month. Based on past history, the SEI estimates these late applications but updates these predictions later in the month series with the realised figure.

Third, the above net measures of new job ads and applications are then adjusted for seasonality (see note below).

Finally, the SEI is calculated by dividing the seasonally adjusted series of net job ads by the seasonally adjusted series of applications.

$$\text{SEI} = \frac{\text{Total New Ads} - \text{Duplicate Ads} - \text{Linked Out Ads}}{\text{Total Applications Received}}$$

(see "Definitions" section for further details on this calculation)

This ratio can be calculated across every job location, industry, and occupation. As such it can be cross-referenced to provide useful insights at the regional level, industry level, and occupation level.

The data is seasonally adjusted, and presented in the form of an Index. The indexation point (i.e., the date to which all months are compared) at which the Index is based is January 2002 at which point the index is set equal to 100 but this reference point does not equate to "equilibrium" in labour market. For instance, if the job ads index took the value of 105 in February 2002, it would indicate that for each 100 job ads in January 2002 there were 105 job ads posted in February 2002; that is, an increase of 5%.

SEASONAL ADJUSTMENT

Seasonal adjustment removes from the original series the regular pattern that is specific to a month. Intuitively, seasonal adjustment sets the average seasonal patterns over the year to 100 and then observes how far above or below this benchmark the specific months are regularly. This is the seasonal component that is subsequently removed from the series in question. For instance, if December is about 85 points, then seasonal adjustment boosts the original figures up by the 'seasonal factor' of $(100/85)$.

The Centre for Strategic Economic Studies employs the SEATS/TRAMO procedure, developed by the Bank of Spain, to seasonally adjust the original SEEK data. This method accounts for Easter which varies between March and April, weekends and public holidays.

Note, the adjusted SEEK monthly estimates can vary since seasonal factors are currently updated each month as more information becomes available. In the near future, however, the historical seasonally adjusted series will be fixed.

03. OVERVIEW OF THE SEEK EMPLOYMENT INDICATORS

Each monthly release of data by SEEK will include two key indicators:

- The **SEEK Employment Index (SEI)**, a dynamic snapshot of the labour market,
- The **SEEK New Job Advertisements Index**, new ads posted on the SEEK web site

When considered together and along side other employment indicators, these indicators provide useful insights into the dynamics of the New Zealand labour market.

CHART 1: THE SEEK EMPLOYMENT INDEX IN NEW ZEALAND

(Seasonally adjusted, January 2002=100)

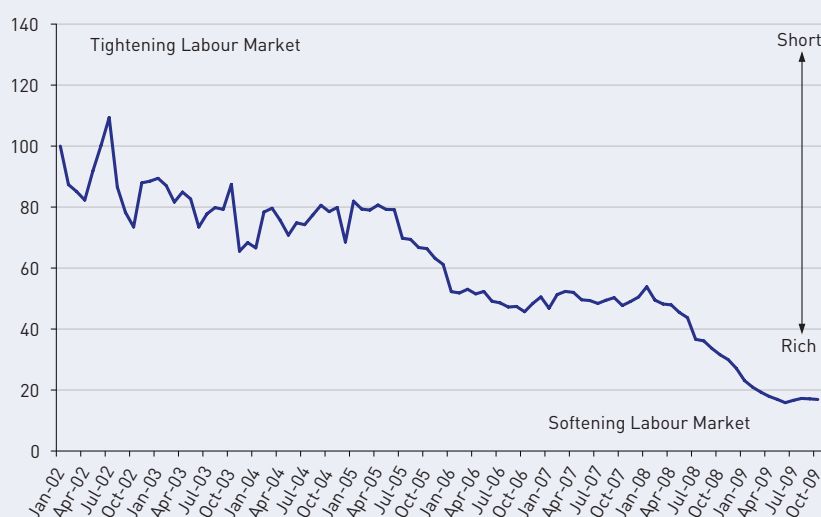


Chart 1 Data

- Presents the seasonally adjusted SEI, as the ratio of new job ads to job applications submitted to SEEK in New Zealand.
- The SEI is a measure of the balance between demand and supply of jobs in New Zealand.
- As the SEI declines, the labour market softens; i.e., candidate supply is rich as there are more applications for the number of job vacancies available. On the other hand, SEI declines indicate that it is harder for jobseekers to find a job.

Insights

- Since July 2009, the SEI increased by 1.7% in New Zealand.
- The SEI declined during the mid 2005 and 2006 due to weakening labour demand and strengthening labour supply. Since July 2009, the SEI has remained steady.
- The chart shows that New Zealand did not experience a tightening labour market prior to the economic downturn. In recent months, the indicator suggests that the jobs market has begun to stabilise in New Zealand.

CHART 2: THE SEEK EMPLOYMENT INDEX BY REGION

(Seasonally adjusted, January 2002=100)



Chart 2 Data

- Examines SEEK Employment Index (SEI) trends in the three major cities of New Zealand: Auckland, Wellington and Christchurch.

Insights

- The fall in the SEI from late 2005 and since 2008 has been widely spread across cities. The SEI in Christchurch has consistently been lower than in Wellington and Auckland.
- Together with Chart 4, Chart 2 suggests that the fall in SEI in Christchurch had more to do with strong job applications while the fall in Wellington associated more with a lower volume of job ads. The SEI also indicates that labour shortages have been more severe in Auckland.

CHART 3: THE SEEK NEW JOB ADS INDEX IN NEW ZEALAND

(Seasonally adjusted, January 2002=100)



Chart 3 Data

- Presents the SEEK New Job Ads Index for New Zealand since 2002.
- The index includes only new jobs placed on SEEK, adjusts for job ad duplication and excludes ads in the system posted in the previous month.

Insights

- Since July 2009, the New Job Ad Index increased by 12.2% in New Zealand.
- Indicates that SEEK new job ads in New Zealand peaked in late 2007 and have begun to stabilise since July 2009.
- Given SEEK's leading position in the internet job ads market, the index tracks well the cyclical patterns observed in recent history: strong growth up to the end of 2007, a steep downturn in 2008 and early 2009, and a stabilisation in the last three months. Thus, the SEEK Job Ads Index can be seen as an early indicator of forthcoming employment trends.

CHART 4: THE SEEK NEW JOB ADS INDEX BY REGION

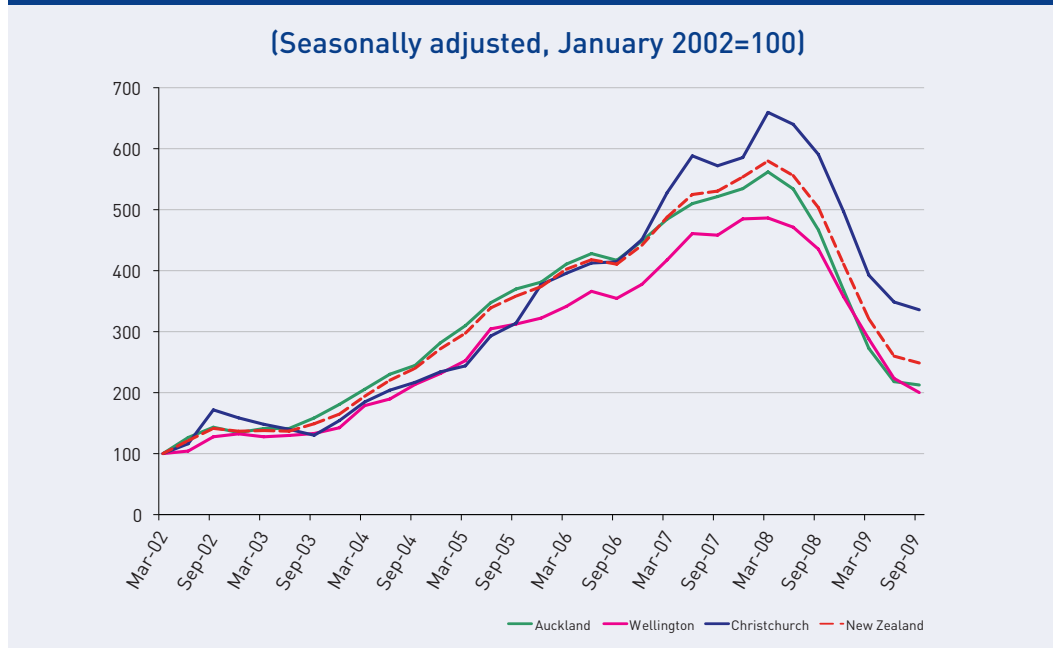


Chart 4 Data

- Illustrates the regional disparities in SEEK New Job Ads trends in New Zealand.

Insights

- Christchurch stands out as the city with the strongest growth in job vacancies during the good times and the recession. Conversely, Wellington has been the region that has experienced the lowest proportion of new job ads.
- The index provides some insights on regional employment trends. These observed trends here are broadly consistent with New Zealand Department of Labour employment data showing that Canterbury (i.e., mainly Christchurch) has indeed witnessed above average growth in employment while Wellington has lagged behind.

CHART 5: THE SEEK NEW JOB ADS INDEX BY INDUSTRY

(Seasonally adjusted, January 2002=100)

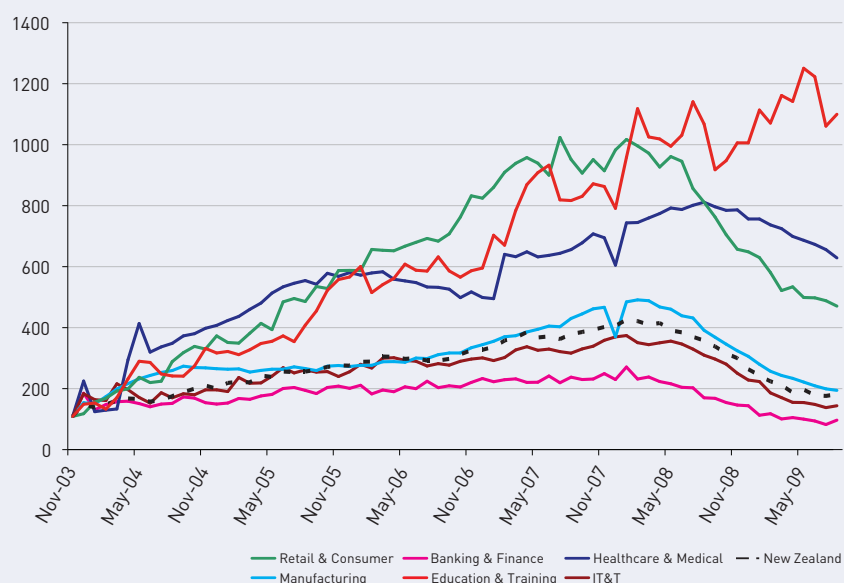


Chart 5 Data

- Presents the SEEK New Job Ad Index for selected industries since November 2003 when SEEK data became available at the industry level.

Insights

- The chart indicates that the “retail & consumer”, “education & training” and “healthcare & medical” sectors experienced above average growth in job ads while “banking & finance” and “IT&T” performed below the national average.
- The chart also sheds some light on the cyclical characteristics of particular industries. The recent economic downturn seems to have had a minimum impact on the “education & training” and “healthcare & medical” sectors. However, other industries, especially the “retail & consumer” sector, have been vulnerable to cycle movements.

ECONOMIC SIGNIFICANCE OF THE SEEK INDICATORS

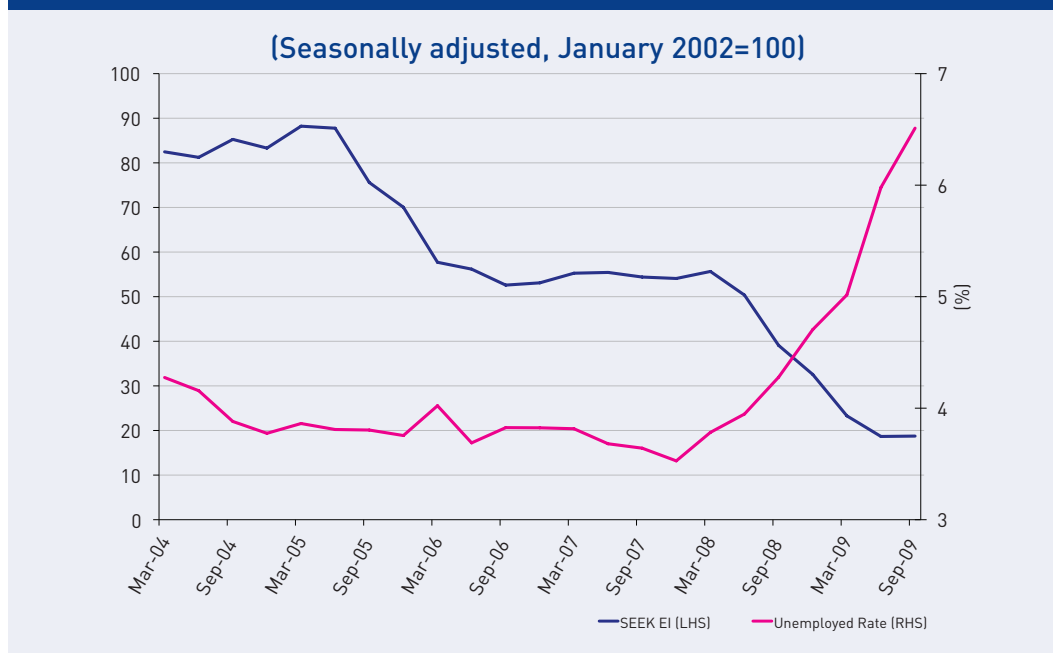
In addition to market trends in job vacancies and their relative magnitude when compared to job applications, the two SEEK indicators can provide useful insights on the dynamics of the labour market in New Zealand when combined with other employment indicators.

To the extent to which the SEEK Employment Index (SEI) summarises the strength of new demand for labour (i.e., new jobs) relative to the supply of labour (i.e., jobseekers), the SEI can also shed light on labour market participation and unemployment when it is examined in conjunction with the SEEK New Job Ads Index. For instance, examined together, Chart 1 and Chart 3 clearly indicate that job applications in New Zealand grew much faster than new job ads during 2006-2007. This was when the SEEK New Job Ads Index was surging but the SEI (i.e., the ratio of new job ads to job applications) was falling in that same period.

Apart from labour shortages or labour market softening, the two SEEK indices can also illuminate on unemployment rates. Since unemployment can rise as a result of both weak demand and strong supply, movement in the SEI is likely to predict changes in the unemployment rate. It is intuitive to conclude that when SEEK job ads are growing strongly and SEI is rising, the unemployment rate is likely to fall. When, however, both job ads and the SEI are declining it is likely that the unemployment rate is rising.

Thus, Chart 2 and Chart 4 jointly examined allude to higher unemployment rates in Wellington. Indeed, since January 2005, the average unemployment rate for Wellington was 4.2% while for Christchurch was only 3.2%. Thus, in conjunction with the SEEK New Job Ads Index, the SEI can shed light on labour shortages and unemployment.

CHART 6: THE SEI AND UNEMPLOYMENT IN NEW ZEALAND



Source: SEEK data and Statistics New Zealand, *Household Labour Force Survey*.

Chart 6 Data

- Compares the SEI to the unemployment rate, both seasonally adjusted.

Insights

- Examined together with the SEEK New Job Ads Index, the SEI can assist in predicting future trends in the unemployment rate, as explained above.
- It shows that the two tend to move in opposite directions except when the SEI was declining but SEEK New Job Ads Index was rising in 2007.
- The sharp fall in the SEI since June 2008 correlates strongly with a steep rise in the unemployment rate. While the SEI has stabilised in the September quarter, it seems that is not enough to bring relief in unemployment.

CHART 7: THE SEI IN NEW ZEALAND AND AUSTRALIA

(Seasonally adjusted, January 2002=100)

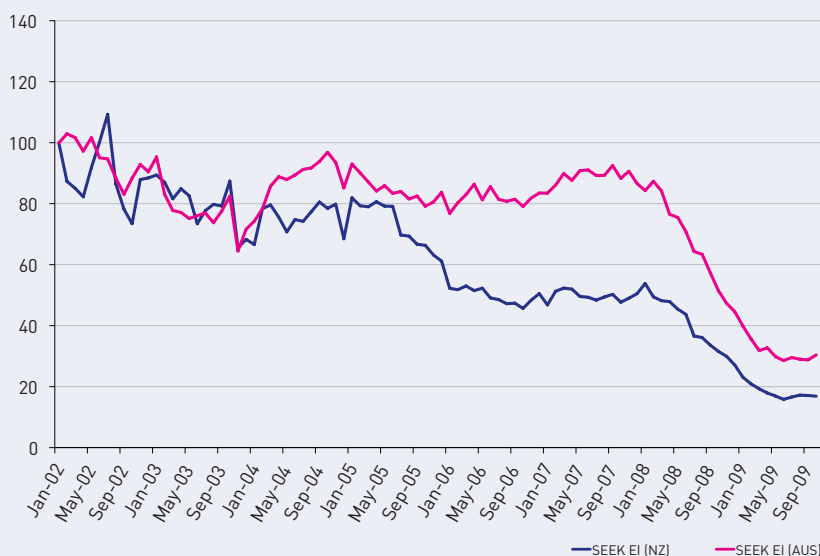


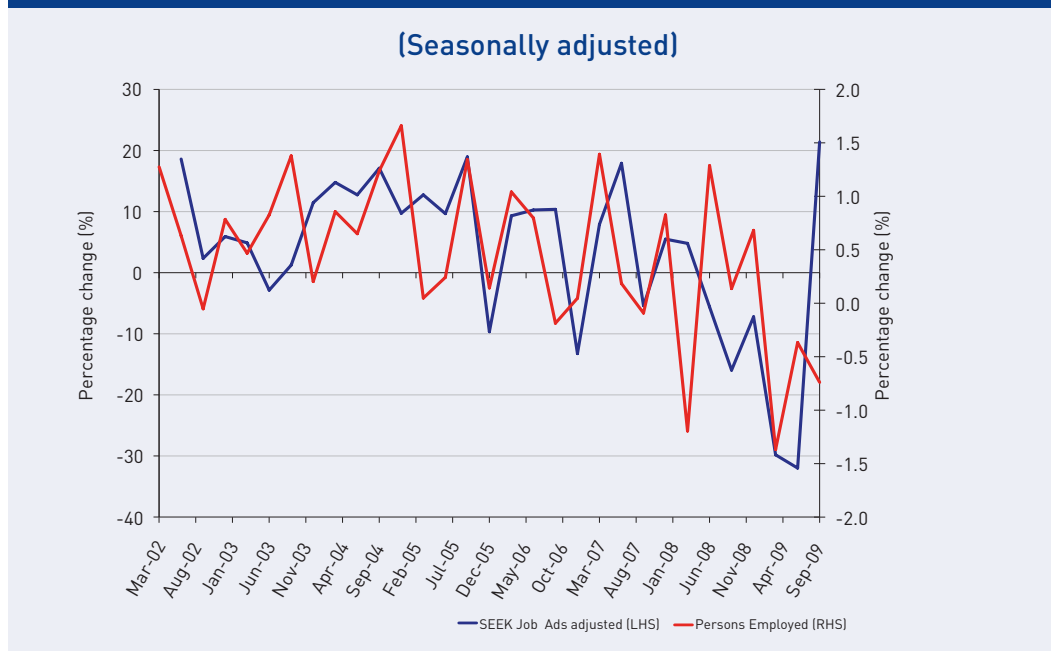
Chart 7 Data

- Compares trends in the SEI for both New Zealand (NZ) and Australia (AUS).
- The two SEEK job ads indices provide insights on job vacancies for both countries. SEEK's market position, the consistently used methodology, and the close proximity and labour market links mean that important comparisons can be drawn between the two economies.

Insights

- In October 2009, the SEI increased by 5.6% in Australia but decreased by 1.2% in New Zealand.
- It is observable that the two series seem to follow similar paths up to early 2004. Around mid 2005, the two series diverge significantly with a substantial softening in New Zealand and much lower supply constraints than those observed in Australia.
- The lower trend in New Zealand appears to be driven by the combination of weaker job ads and stronger job applications.

CHART 8: GROWTH IN SEEK JOB ADS AND EMPLOYMENT IN NEW ZEALAND



Source: SEEK quarterly data and Statistics New Zealand, *Household Labour Force Survey*. LHS = Left Hand Side axis.

Chart 8 Data

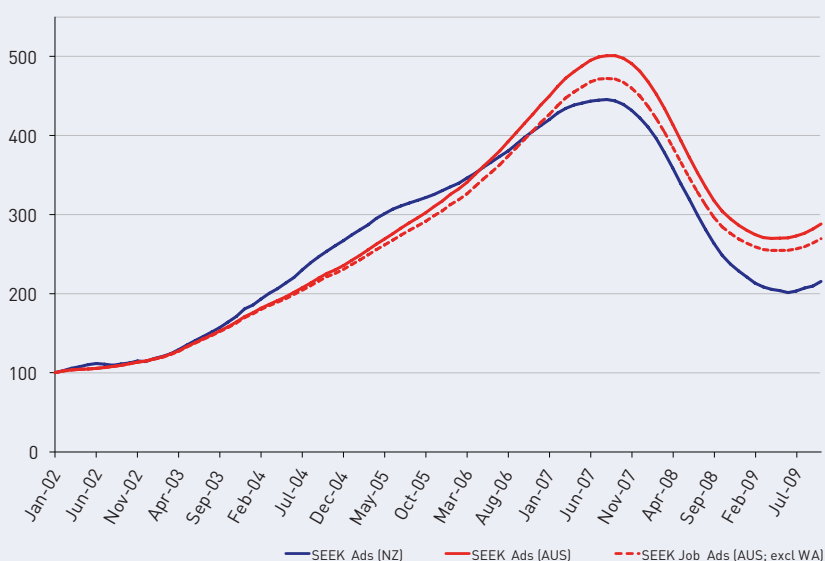
- Compares growth in the SEEK New Job Ads Index adjusted for changes in market share to growth in employment. The adjusted SEEK index measures job ads that would have been observed had SEEK's market share remained the same as in the previous month.

Insights

- Shows that, when adjusted for changes in market share, growth in SEEK job ads tracks growth in employment, especially since 2005.
- The sharp rise in the SEEK index for the September 2009 quarter has associated with negative growth in employment but the decline has been modest.
- The lower correlation in the earlier period can be attributed to the greater role newspaper ads played back then and the relatively lower rates of internet usage in New Zealand. Thus, the SEEK job ads indicators can provide a reliable snapshot of employment trends in New Zealand.

CHART 9: THE SEEK JOB ADS INDEX IN NEW ZEALAND AND AUSTRALIA

(Seasonally adjusted, January 2002=100)



Source: SEEK data and author calculations.

Chart 9 Data

- Shows the SEEK New Job Ads Index and compares trends in New Zealand and Australia.
- The dotted line for Australia excludes Western Australia (i.e., a resources rich state).

Insights

- In October 2009, new job ads rose by 5.8% and 4.6% in New Zealand and Australia respectively.
- Job vacancies in New Zealand grew faster than in Australia during 2004-2005 but New Zealand has not fared as well as Australia since 2006. The dotted line suggests that the differences in performance may be partly due to the resources boom that benefitted most the Australian labour market.

LIMITATIONS

Although the SEEK employment indicators can provide useful insights on the labour market in New Zealand, the interpretation of the SEEK New Job Ads Index can be impacted by changes in SEEK's market share.

Also, changes in this index could also be driven by changes in the rate of labour turnover by existing employees, also known as "churning". To the extent that this is the underlying factor behind a rise in the SEEK New Job Ad Index, one would expect to see less new job creation.

Finally, labour market links between New Zealand and Australia also need to be considered when applications and the SEI are analysed. It is well known that the number of New Zealand nationals working in Australia is quite substantial. The Australian Bureau of Statistics estimates that about 325,000 persons with New Zealand citizenship were employed in Australia in September 2009, as compared to 235,000 in January 2002.

4. STATISTICAL TABLES JANUARY 2002-SEPTEMBER 2009

Below, AUK, WEL, NIO, CHC, SIO and NZ stand for Auckland, Wellington, North Island – Other, Christchurch, South Island – Other and New Zealand

TABLE 1. SEEK EMPLOYMENT INDEX, SEASONALLY ADJUSTED
(January 2002=100)

Month	AUK	WEL	NIO	CHC	SIO	NZ	Month	AUK	WEL	NIO	CHC	SIO	NZ
Jan-02	100.0	100.0	100.0	100.0	100.0	100.0	Dec-05	74.2	42.0	46.3	29.9	54.3	61.2
Feb-02	97.3	75.6	78.5	70.5	75.4	87.4	Jan-06	62.6	36.9	37.0	25.8	40.5	52.3
Mar-02	89.9	78.6	78.9	76.2	75.3	85.1	Feb-06	63.1	34.3	36.3	23.9	41.7	51.9
Apr-02	89.3	77.8	76.2	65.6	72.0	82.3	Mar-06	64.5	35.4	35.0	25.4	46.8	53.1
May-02	101.0	75.4	88.7	71.2	98.3	91.9	Apr-06	62.4	38.1	29.7	24.5	47.1	51.5
Jun-02	113.6	71.1	92.7	72.7	125.5	100.2	May-06	63.3	38.9	33.4	25.0	42.5	52.3
Jul-02	119.3	91.7	83.9	112.1	147.0	109.4	Jun-06	58.3	36.5	34.5	25.0	39.3	49.1
Aug-02	93.4	75.5	75.0	73.4	106.8	86.6	Jul-06	59.8	34.8	29.9	20.8	33.2	48.6
Sep-02	84.0	66.9	64.7	75.4	70.6	78.3	Aug-06	57.8	32.6	29.5	22.7	35.0	47.2
Oct-02	76.3	63.9	72.8	69.2	96.7	73.5	Sep-06	58.6	31.6	31.6	22.7	37.7	47.4
Nov-02	94.9	77.5	71.6	75.8	94.4	87.9	Oct-06	56.2	31.6	27.6	21.5	35.5	45.7
Dec-02	92.9	85.3	67.3	81.5	92.8	88.5	Nov-06	59.7	33.5	29.9	19.4	42.4	48.4
Jan-03	98.2	82.7	68.1	76.5	97.0	89.4	Dec-06	62.2	35.8	31.5	21.7	47.4	50.5
Feb-03	93.6	78.9	69.1	77.3	101.6	87.1	Jan-07	58.1	32.2	27.7	19.7	40.9	46.9
Mar-03	94.3	64.9	58.3	57.2	85.8	81.7	Feb-07	62.1	35.9	29.6	23.6	47.0	51.3
Apr-03	95.2	69.2	64.9	62.5	98.8	84.9	Mar-07	64.3	36.7	30.5	22.5	46.9	52.4
May-03	93.8	65.7	62.6	64.6	95.2	82.7	Apr-07	63.3	38.3	31.0	21.3	44.0	52.0
Jun-03	83.8	63.6	55.1	51.2	67.4	73.5	May-07	59.5	35.8	30.8	22.8	40.0	49.6
Jul-03	90.3	64.3	58.6	47.4	89.3	77.8	Jun-07	58.9	37.2	29.8	20.6	39.0	49.4
Aug-03	94.5	63.4	57.2	47.4	76.4	79.8	Jul-07	58.5	35.1	29.1	19.0	43.0	48.4
Sep-03	91.8	67.1	61.8	39.7	97.2	79.3	Aug-07	60.3	35.4	29.4	21.1	39.5	49.5
Oct-03	105.4	69.2	57.2	48.1	75.6	87.5	Sep-07	61.7	37.1	29.5	21.3	42.8	50.3
Nov-03	78.6	50.8	51.5	42.2	71.0	65.6	Oct-07	56.9	35.3	30.7	19.1	39.0	47.7
Dec-03	84.0	44.9	54.2	47.0	83.6	68.4	Nov-07	56.8	40.0	28.9	21.0	46.3	49.0
Jan-04	80.8	47.8	49.3	44.5	79.2	66.6	Dec-07	58.6	41.2	32.0	22.3	44.4	50.5
Feb-04	91.5	62.4	68.5	53.8	85.7	78.4	Jan-08	63.0	41.7	32.7	23.5	51.0	53.9
Mar-04	90.8	65.9	68.9	47.5	80.6	79.6	Feb-08	57.3	38.9	27.7	22.2	43.9	49.5
Apr-04	87.6	51.9	65.6	49.9	98.5	75.7	Mar-08	55.6	38.1	31.2	23.0	47.8	48.2
May-04	83.6	51.9	54.8	38.4	81.9	70.8	Apr-08	55.1	38.9	30.6	23.9	44.2	47.9
Jun-04	87.9	55.7	54.2	43.2	81.5	74.8	May-08	52.2	36.9	30.4	21.5	43.1	45.5
Jul-04	86.3	51.4	66.6	40.3	77.2	74.2	Jun-08	50.2	35.5	29.6	19.6	43.5	43.7
Aug-04	90.4	54.2	67.8	37.6	95.9	77.4	Jul-08	41.5	29.6	25.4	16.5	38.3	36.6
Sep-04	94.5	56.7	69.9	40.0	96.8	80.6	Aug-08	40.9	28.5	24.9	17.9	41.7	36.1
Oct-04	95.5	51.7	68.7	37.3	89.3	78.5	Sep-08	37.2	28.5	24.9	17.6	40.0	33.7
Nov-04	97.8	50.5	69.6	34.4	72.9	79.9	Oct-08	34.7	25.1	22.4	15.4	35.0	31.6
Dec-04	85.2	43.4	53.2	27.7	61.4	68.5	Nov-08	32.1	23.7	21.2	15.0	32.7	30.0
Jan-05	102.7	50.5	72.1	32.4	84.1	82.0	Dec-08	29.1	22.8	20.7	12.2	31.3	27.1
Feb-05	98.4	51.9	65.4	30.3	79.3	79.4	Jan-09	24.1	18.9	17.5	10.4	23.4	23.1
Mar-05	98.9	52.7	62.9	30.4	76.5	79.0	Feb-09	21.6	17.0	16.9	9.3	25.4	20.9
Apr-05	100.4	53.5	64.9	34.3	72.8	80.7	Mar-09	20.1	15.2	15.2	9.5	24.1	19.3
May-05	99.1	54.1	56.4	34.9	69.9	79.2	Apr-09	19.1	13.3	14.8	7.9	19.0	18.0
Jun-05	98.4	54.7	57.1	33.5	78.2	79.2	May-09	17.6	13.3	13.7	7.5	19.8	17.0
Jul-05	85.9	47.6	53.1	29.8	61.5	69.8	Jun-09	16.7	11.9	12.7	8.1	18.9	15.9
Aug-05	84.8	50.0	50.2	32.3	60.0	69.4	Jul-09	17.6	12.7	13.5	8.7	17.2	16.7
Sep-05	83.2	46.7	45.6	31.1	63.0	66.7	Aug-09	18.2	12.9	14.0	8.5	18.8	17.3
Oct-05	79.3	49.7	46.9	33.0	64.8	66.4	Sep-09	18.4	11.3	12.3	7.3	16.2	17.1
Nov-05	76.4	44.0	46.8	32.5	61.2	63.2	Oct-09	19.0	11.7	11.7	7.0	18.2	16.9

Note: Annual change is the percentage change from the same month in the previous year.
Monthly change is the change from the previous month. AUK, WEL, NIO, CHC, SIO and NZ stand for Auckland, Wellington, North Island – Other, Christchurch, South Island – Other and New Zealand respectively.

**TABLE 2. SEEK NEW JOBS ADS BY REGION
(January 2002=100)**

Month	AUK	WEL	NIO	CHC	SIO	NZ	Month	AUK	WEL	NIO	CHC	SIO	NZ
Jan-02	100.0	100.0	100.0	100.0	100.0	100.0	Dec-05	297.4	198.3	400.4	291.3	483.9	279.8
Feb-02	111.0	78.0	82.2	79.0	108.1	97.1	Jan-06	412.8	285.4	504.7	375.4	659.7	385.0
Mar-02	115.9	90.0	129.1	108.7	116.1	109.1	Feb-06	437.8	288.8	514.9	386.1	653.2	401.3
Apr-02	112.6	86.0	89.5	71.5	108.1	100.2	Mar-06	551.0	392.9	640.0	475.7	879.0	512.7
May-02	166.8	106.5	191.6	125.2	174.2	148.6	Apr-06	435.2	294.5	470.2	354.0	583.9	394.5
Jun-02	190.7	95.5	264.4	141.4	172.6	165.2	May-06	575.5	392.3	604.7	457.6	727.4	519.7
Jul-02	243.2	157.0	198.5	272.2	350.0	220.1	Jun-06	539.4	370.8	578.9	430.7	654.8	488.5
Aug-02	165.6	127.3	157.8	142.1	221.0	153.4	Jul-06	529.9	354.3	558.2	419.1	669.4	476.5
Sep-02	154.9	125.5	134.9	183.8	209.7	148.5	Aug-06	531.1	372.6	614.5	464.7	856.5	493.0
Oct-02	139.9	111.3	160.0	170.2	288.7	138.2	Sep-06	501.7	336.5	583.3	450.5	879.0	463.6
Nov-02	152.7	118.4	150.9	149.5	283.9	144.9	Oct-06	496.3	346.3	598.9	475.7	800.0	465.2
Dec-02	104.1	98.6	79.6	115.5	198.4	103.2	Nov-06	498.9	347.4	644.7	447.6	964.5	470.7
Jan-03	150.5	110.6	121.1	167.3	219.4	139.8	Dec-06	344.8	230.7	431.6	304.5	633.9	320.7
Feb-03	152.4	120.8	120.7	154.4	179.0	141.9	Jan-07	496.7	344.4	664.7	496.4	908.1	473.0
Mar-03	165.7	118.0	140.4	128.2	187.1	148.0	Feb-07	527.1	378.8	640.7	534.3	1014.5	502.5
Apr-03	147.2	113.4	124.0	115.9	185.5	134.2	Mar-07	624.3	457.2	793.1	619.4	1067.7	596.8
May-03	189.8	128.0	160.4	161.2	230.6	168.9	Apr-07	554.6	382.5	714.9	553.4	871.0	523.3
Jun-03	176.4	115.9	148.7	136.2	154.8	154.0	May-07	671.0	488.8	900.4	641.1	1288.7	644.4
Jul-03	214.9	143.7	176.4	149.5	248.4	187.6	Jun-07	602.6	450.9	816.4	574.4	954.8	579.2
Aug-03	200.2	130.9	152.4	145.0	209.7	173.2	Jul-07	652.2	454.8	818.5	597.4	1022.6	610.9
Sep-03	194.7	144.3	182.5	146.0	283.9	177.4	Aug-07	683.7	471.0	912.4	655.3	1253.2	647.9
Oct-03	205.7	142.3	146.9	155.0	271.0	180.8	Sep-07	618.1	441.2	810.2	581.2	1183.9	588.9
Nov-03	150.4	92.4	116.4	101.3	172.6	128.3	Oct-07	637.8	475.4	898.5	643.4	1271.0	622.1
Dec-03	173.6	116.1	116.4	161.8	209.7	153.1	Nov-07	606.5	448.3	912.7	568.3	1271.0	592.1
Jan-04	197.7	134.3	141.8	149.5	224.2	172.6	Dec-07	398.3	301.0	623.6	400.0	1258.1	401.5
Feb-04	223.7	144.5	165.8	200.3	227.4	195.7	Jan-08	617.3	436.2	926.9	676.1	1375.8	606.2
Mar-04	280.7	226.8	223.6	230.4	271.0	257.4	Feb-08	638.5	448.5	959.6	679.3	1350.0	623.6
Apr-04	246.6	177.1	252.4	194.5	312.9	224.6	Mar-08	604.4	418.9	921.5	637.9	1154.8	587.2
May-04	298.4	183.9	298.2	194.8	395.2	259.8	Apr-08	655.0	457.0	924.4	658.6	1296.8	630.0
Jun-04	289.9	170.7	306.9	209.4	356.5	252.6	May-08	679.7	487.9	992.0	664.1	1390.3	659.1
Jul-04	307.6	220.8	332.0	237.2	382.3	280.8	Jun-08	611.5	433.7	879.6	629.1	1264.5	593.3
Aug-04	305.6	215.1	357.1	217.5	471.0	279.7	Jul-08	652.8	488.5	949.5	694.8	1493.5	645.4
Sep-04	320.5	229.1	370.9	265.4	566.1	298.3	Aug-08	576.2	407.6	918.9	592.9	1429.0	569.1
Oct-04	305.6	196.2	325.8	250.8	511.3	275.6	Sep-08	548.2	428.6	971.3	622.0	1474.2	566.3
Nov-04	310.7	212.6	383.3	249.2	571.0	287.9	Oct-08	479.4	378.1	888.4	559.9	1383.9	501.7
Dec-04	223.4	157.7	303.3	149.8	453.2	208.6	Nov-08	381.2	310.4	760.4	462.1	1261.3	409.5
Jan-05	308.4	189.2	369.1	213.6	491.9	275.0	Dec-08	282.0	226.6	571.6	345.0	872.6	302.0
Feb-05	333.7	226.9	390.2	250.8	474.2	303.7	Jan-09	327.5	293.1	716.4	412.0	1183.9	366.5
Mar-05	368.1	259.4	414.9	264.4	464.5	334.5	Feb-09	284.4	254.4	602.9	380.9	964.5	317.7
Apr-05	387.7	266.6	418.9	281.6	559.7	350.5	Mar-09	293.3	246.8	667.6	396.1	1072.6	328.1
May-05	441.4	308.4	479.6	292.9	537.1	396.7	Apr-09	255.1	201.2	576.7	330.1	917.7	280.0
Jun-05	461.5	325.8	517.5	329.4	629.0	419.9	May-09	272.6	231.8	633.8	376.4	959.7	306.7
Jul-05	467.9	322.1	512.7	331.4	588.7	421.5	Jun-09	257.6	210.0	552.0	355.7	846.8	282.9
Aug-05	478.2	325.4	553.1	328.8	677.4	432.3	Jul-09	270.5	207.1	576.0	364.4	941.9	293.2
Sep-05	463.0	316.5	488.4	381.2	722.6	421.7	Aug-09	254.3	196.2	576.0	353.4	980.6	281.0
Oct-05	410.6	295.5	458.5	363.4	711.3	383.1	Sep-09	280.5	200.0	609.1	371.2	993.5	300.6
Nov-05	421.3	289.1	525.1	366.3	625.8	390.9	Oct-09	285.8	207.8	643.6	399.4	1182.3	313.5

Note: Annual change is the percentage change from the same month in the previous year. Monthly change is the change from the previous month. AUK, WEL, NIO, CHC, SIO and NZ stand for Auckland, Wellington, North Island – Other, Christchurch, South Island – Other and New Zealand respectively.

TABLE 3. SEEK NEW JOBS ADS BY REGION, SEASONALLY ADJUSTED
(January 2002=100)

Month	AUK	WEL	NIO	CHC	SIO	NZ	Month	AUK	WEL	NIO	CHC	SIO	NZ
Jan-02	100.0	100.0	100.0	100.0	100.0	100.0	Dec-05	406.3	281.4	442.2	398.9	582.4	379.5
Feb-02	109.7	84.0	92.2	85.7	119.0	99.4	Jan-06	422.5	310.5	426.9	384.3	680.4	396.1
Mar-02	110.5	90.9	110.4	112.7	131.1	105.9	Feb-06	432.6	300.6	445.5	385.5	702.9	402.9
Apr-02	110.1	88.4	91.7	86.4	117.3	101.0	Mar-06	460.3	327.5	453.9	411.3	827.1	429.5
May-02	130.2	95.0	122.8	115.9	154.6	120.1	Apr-06	460.9	336.1	425.4	415.2	727.8	429.2
Jun-02	164.4	102.9	157.5	144.2	200.2	149.0	May-06	455.2	329.5	419.7	409.8	648.9	421.4
Jul-02	175.8	121.6	126.4	206.7	292.8	162.5	Jun-06	454.7	341.0	426.9	406.3	688.1	425.4
Aug-02	141.2	113.6	118.2	139.3	201.1	133.3	Jul-06	445.6	327.3	433.8	390.1	658.8	415.5
Sep-02	141.8	115.5	108.9	166.4	186.8	135.7	Aug-06	438.7	326.9	441.8	427.3	740.7	415.7
Oct-02	130.1	106.1	127.3	153.5	237.9	127.7	Sep-06	451.3	320.5	459.7	419.8	787.5	422.4
Nov-02	158.3	129.5	132.0	165.1	272.7	151.2	Oct-06	463.7	338.7	481.4	443.7	708.2	436.8
Dec-02	142.2	128.3	104.6	154.6	238.1	138.4	Nov-06	484.1	352.6	502.8	461.1	879.5	458.2
Jan-03	150.0	112.0	110.8	161.9	218.5	139.6	Dec-06	488.7	346.9	494.7	441.7	803.3	453.6
Feb-03	150.6	127.7	119.0	157.1	196.7	144.3	Jan-07	486.8	352.3	533.6	485.6	883.9	463.8
Mar-03	151.3	111.0	109.1	122.8	200.0	136.8	Feb-07	521.4	390.9	551.3	533.4	1085.1	503.6
Apr-03	148.4	120.0	113.8	135.5	211.0	139.2	Mar-07	543.3	405.3	579.4	557.1	1053.4	521.9
May-03	154.6	118.5	104.9	151.0	215.8	142.5	Apr-07	564.3	419.3	623.3	616.3	1029.8	546.0
Jun-03	149.0	118.2	92.9	130.9	170.9	135.7	May-07	533.9	409.5	627.2	571.6	1148.8	524.3
Jul-03	158.8	113.8	112.3	116.1	210.7	141.9	Jun-07	535.1	438.2	644.7	568.0	1060.5	532.3
Aug-03	177.8	124.4	113.1	145.3	201.4	157.5	Jul-07	533.7	406.0	631.8	541.1	962.2	518.1
Sep-03	170.9	127.4	133.6	126.7	239.5	155.4	Aug-07	563.1	413.5	659.7	597.9	1082.6	545.2
Oct-03	189.4	135.2	115.6	137.5	224.0	166.0	Sep-07	573.5	440.3	654.5	568.3	1122.2	556.3
Nov-03	162.1	108.4	104.5	116.1	175.4	139.9	Oct-07	567.1	436.8	684.2	577.0	1070.2	554.8
Dec-03	227.2	147.8	136.7	206.4	239.0	197.1	Nov-07	582.9	446.5	706.2	585.3	1156.0	570.2
Jan-04	203.8	145.3	131.7	152.8	234.3	179.2	Dec-07	561.9	450.1	713.2	585.3	1591.5	565.4
Feb-04	218.5	157.7	148.0	195.8	252.3	196.0	Jan-08	601.8	438.7	736.4	665.9	1332.8	589.5
Mar-04	235.4	188.1	163.7	202.4	259.5	217.0	Feb-08	602.7	456.2	761.1	642.4	1386.7	594.4
Apr-04	245.1	182.8	217.0	219.9	353.1	228.4	Mar-08	595.5	442.4	759.9	660.4	1332.7	586.4
May-04	253.0	175.7	208.6	192.0	389.9	228.1	Apr-08	595.5	437.8	743.9	655.2	1310.4	583.7
Jun-04	238.9	162.6	203.5	196.9	373.2	216.0	May-08	565.9	431.0	729.1	622.9	1307.5	561.7
Jul-04	241.4	187.1	228.7	202.3	347.5	226.6	Jun-08	548.9	426.9	728.8	632.1	1408.0	551.9
Aug-04	261.8	195.5	257.0	211.3	429.0	244.7	Jul-08	517.8	419.4	726.2	613.1	1338.4	530.1
Sep-04	280.1	204.0	272.9	233.5	477.5	261.0	Aug-08	511.3	394.9	713.7	588.8	1368.6	518.6
Oct-04	301.2	205.1	275.6	243.5	471.6	272.8	Sep-08	465.8	382.4	719.2	560.7	1260.1	488.0
Nov-04	307.2	222.9	311.2	259.9	522.1	286.4	Oct-08	420.6	342.4	658.0	502.1	1163.1	441.7
Dec-04	293.0	207.7	333.0	195.0	516.8	270.2	Nov-08	392.1	337.2	622.2	516.2	1271.4	423.7
Jan-05	329.5	217.6	336.7	228.2	538.2	296.7	Dec-08	364.9	302.1	602.6	464.2	994.2	388.2
Feb-05	329.6	237.3	350.2	250.2	514.7	306.0	Jan-09	330.4	304.8	578.1	422.5	1205.2	368.9
Mar-05	333.3	239.3	323.0	249.4	490.5	305.7	Feb-09	283.4	260.4	526.2	386.2	1029.8	319.5
Apr-05	367.0	259.5	344.6	294.2	596.6	338.2	Mar-09	259.0	226.1	502.3	363.0	1055.6	291.3
May-05	361.2	275.0	337.9	273.0	504.5	334.6	Apr-09	243.5	207.6	486.6	344.7	978.6	273.4
Jun-05	384.4	302.8	364.4	306.7	659.1	361.9	May-09	238.1	216.8	484.5	366.6	952.6	274.5
Jul-05	387.6	291.3	381.6	299.0	572.5	361.0	Jun-09	216.6	189.6	440.1	329.2	851.1	245.4
Aug-05	394.5	283.0	390.2	302.1	585.7	363.6	Jul-09	216.8	181.0	446.8	321.9	846.8	243.7
Sep-05	402.4	284.5	368.4	335.2	611.5	368.9	Aug-09	226.3	190.3	448.8	347.5	938.5	256.7
Oct-05	401.9	306.2	386.5	350.3	660.0	377.2	Sep-09	237.5	178.9	447.2	332.7	850.8	258.6
Nov-05	412.6	298.1	414.1	376.5	571.7	384.4	Oct-09	248.5	186.4	464.6	353.0	991.2	273.5

Note: Annual change is the percentage change from the same month in the previous year. Monthly change is the change from the previous month. AUK, WEL, NIO, CHC, SIO and NZ stand for Auckland, Wellington, North Island – Other, Christchurch, South Island – Other and New Zealand respectively.

5. APPLICATIONS FOR USE

The **SEEK Employment Index (SEI)** has been specifically created to provide jobseekers, employers, recruiters and policymakers with ongoing rich labour market data, addressing the following issues:

- Jobseeker supply (relevant also to identifying skills shortages).
- Industry and regional employment growth.

It is SEEK's hope that the index will become a useful research, forecasting and planning tool for all labour market participants, from the school leaver considering their vocational training options, to the HR manager at a mining site, to the policy analyst assessing the skilled migration quotas.

Jobseekers

For the average jobseeker, be they actively looking for a new job or just considering their options, the SEI presents a useful tool to understand the level of demand for people with their skills. It also shows the level of competition they will face with other candidates vying for the same position. Knowing the employment hot spots will enable jobseekers to identify their own lucrative employment opportunity or future career path.

Recruiters

SEEK is often asked to provide advertisers with industry trend data in order to benchmark performance against others in the category. We often hear: "Is it just my company, or is everyone finding it tough to find candidates?" The SEI will become a useful tool for identifying general market trends, comparing individual performance, and better managing candidate flow.

Employers

Employers will also benefit from greater transparency regarding the supply of labour, particularly in specific skill areas, as the SEI provides a useful tool for resource planning and for workforce training and development.

For example, employers with a better understanding of changes in the labour market will be better positioned to develop proactive strategies to counter these effects. These strategies might include attraction and retention campaigns or exploring alternative talent pools where a candidate shortage has been identified.

Government

The SEI also has implications for policy making across national, regional and local governments, in areas such as education, vocational training, workforce participation, immigration, industry development and regional planning.

6. DEFINITIONS

Advertiser – an individual or organisation who has placed an advertisement on the SEEK web site. SEEK advertisers consist mainly of recruitment agencies (advertising on behalf of an employing client), direct employers (ranging from large corporates to SMEs) and government departments. SEEK charges advertisers to post an advertisement to the web site.

Application – a response made to a job advertisement via the SEEK web site through the 'Apply Now' function, which sends responses directly to the advertiser. Most advertisements require a resume to be included with any application.

Duplicate Job Advertisement – a job advertisement consisting of the same title and content as another advertisement posted to the SEEK web site in the same month. This includes advertisements posted to different classifications (industry, occupation and location).

Index – a numerical scale based on an indexation point (i.e., the date to which all months are compared). Indexing illustrates relative changes in data over time and facilitates comparison of different variables over time.

Industry – defined as the SEEK industry classification in which the job advertisement was first placed, e.g. Accounting. SEEK industry classifications have been mapped to the ANZSIC industry codes.

Job Advertisement – a posting made to the SEEK web site advertising a specific position of employment that is available to be filled.

Jobseeker – an individual who visits the SEEK web site 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 web site. 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, e.g. Auckland. Locations are broken down into Metro and Non-Metro.

Occupation – defined as the SEEK occupation classification in which the job advertisement was first placed, e.g. Payroll. There are over 300 SEEK occupational categories.

7. ACKNOWLEDGEMENTS AND PROFILES

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- Steven Parker
- Abdullahi Ahmed

SEEK LTD

SEEK Limited is the leading online employment and training site in New Zealand. SEEK is a media company using the Internet as its distribution channel. SEEK (NZ) Ltd was incorporated in September of 1999.

SEEK (NZ) Ltd manages seek.co.nz, New Zealand's largest employment web site and one of the best known Internet brands. At any one time, 10,000 employment vacancies are advertised on SEEK in New Zealand and over 800,000 unique visitors are drawn to the web site.

CENTRE FOR STRATEGIC ECONOMIC STUDIES, VICTORIA UNIVERSITY

The Centre is a University Centre within the Faculty of Business and Law at Victoria University, Melbourne, focusing on the processes of economic, technological and social change in the contemporary world. It seeks to understand the causes and consequences of these processes, and the appropriate policy responses for different situations. The Centre has three main activities: research on long-term economic, social and technological issues; commercial activities, including publications, conferences and data analysis activities; and postgraduate teaching.

These are carried out in six areas of research:

- governance and regional economies
- growth, trade and development
- skills, work and inequality
- information technologies and the information economy
- sustainable development and the environment
- technology, innovation and industrial change.

The Centre's work with SEEK brings together several areas of the Centre's research interests and expertise, particularly in relation to the implications of information technology and structural change, to the analysis of large data base and to macroeconomic and labour market issues.

Further information on the Centre's activities can be found at www.cfses.com or through the web site of the Faculty of Business and Law, www.businessandlaw.vu.edu.au.

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