

10 July 2024

## A faster pace of decline

Trend decline in job ads accelerates in June

Widespread across industries

Applications per job ad hit a new high

Wellington, Marlborough experience largest falls

## OVERVIEW

### SEEK NEW JOB ADS

	Jun-22	Jun-23	Apr-24	May-24	Jun-24
m/m % change	-2.6	-2.0	-5.3	-5.0	-8.2
m/m % change (trend)	0.7	-2.3	-3.8	-4.2	-4.0
3m/3m	2.7	-5.2	-6.2	-8.1	-12.5
Ann % change (m/m)	6.5	-20.9	-30.0	-30.6	-35.0
Ann % change (3m/3m)	11.9	-19.4	-28.0	-29.3	-31.8
Ann % change (12m/12m)	32.9	-3.9	-25.7	-26.4	-27.6

Seasonally adjusted unless otherwise indicated

A trend decline in job ads has been in play since late 2022. Since March, there have been signs of an acceleration in this downtrend, and there was more evidence of this in June. Job ads fell 8.2%, the largest monthly fall since the lockdown-affected month of August 2021. Excluding lockdown volatility, job ads are now at their lowest level since October 2013.

### Labour demand withering

Falling job ads are symptomatic of ailing demand for labour, a trend that is increasingly turning up in other indicators. This slowing in demand, alongside ample labour supply, saw the number of job applications per ad rise to a fresh high in May. This ratio is now 57% higher than a year earlier, suggesting additional increases in the unemployment rate from here.

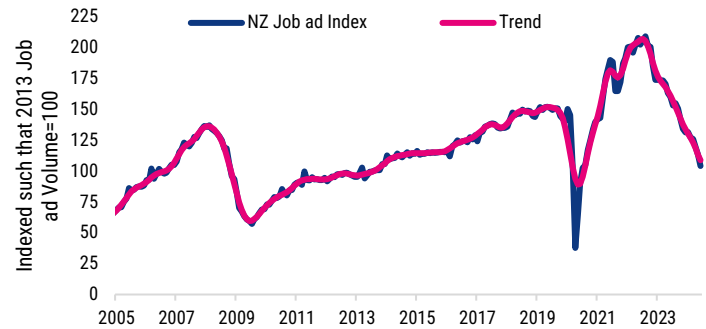
### Widespread declines across industries

June's decline in job ads was spread across nearly all industries. While job ads related to Consulting & Strategy (+9m/m) and Design & Architecture (+4%) posted increases, these look to be a correction from outsized declines the previous month. Those same two industries recorded the largest declines in May. Stepping back from the month-to-month volatility, over the past 12 months we've seen the Government & Defence (-59%), Construction (-50%), and Consulting & Strategy (-48%) industries record the largest pullback in job ads.

### Wellington, Marlborough experience largest falls

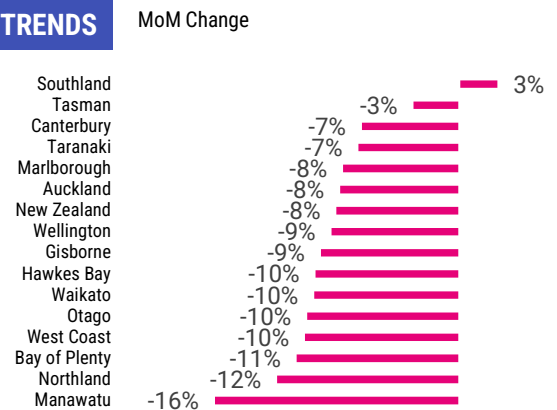
The relatively larger declines in job ads associated with the government sector show up in the regional data. Wellington has experienced the second largest decline in job ads over the past 12 months (-46%). Only Marlborough has recorded a larger fall (-50%). At the other end of the spectrum, the Taranaki (-28%) and Otago (-24%) regions have seen the smallest declines.

## NZ JOB ADS



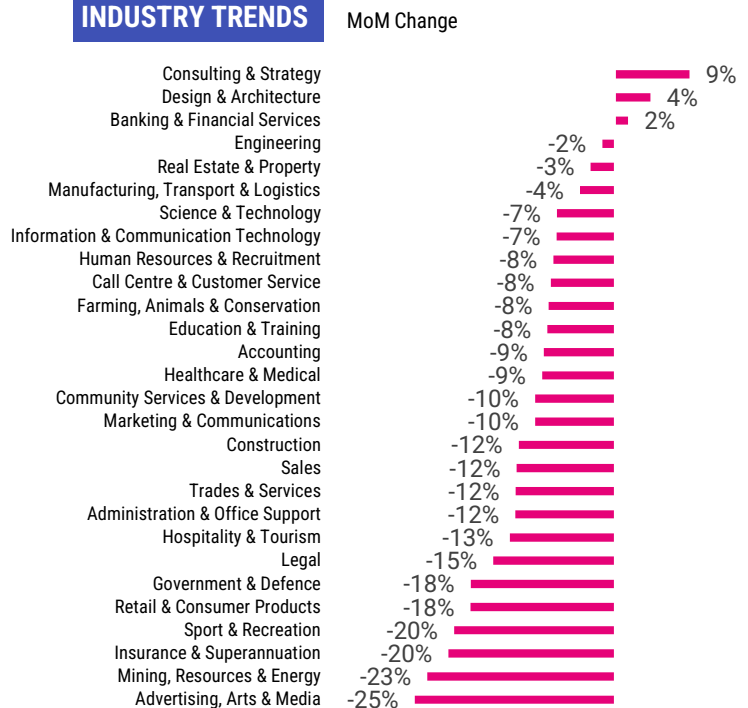
Source: SEEK, BNZ

## REGIONAL TRENDS



Source: SEEK, BNZ

## INDUSTRY TRENDS



Source: SEEK, BNZ



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The Covid-19 pandemic led to a high level of volatility in labour market data between April 2020 and March 2022. As a result, caution is recommended when interpreting trend estimates during this period as large month-to-month changes in variables generated multiple trend breaks.

The applications per ad index contains a series break at Jan 2016 when the calculation of this series changed from using gross variables (inclusive of all SEEK job listings) to net variables (removing duplicate job listings). This change has a negligible impact on recent data points, but caution is recommended when interpreting data immediately following the series break, and particularly in 2016 where growth rates have not been adjusted for the series break.