



Jobs Online: December Quarter 2023

Highlight of Quarterly Trends in New Zealand Online Job
Advertisements

January 2024





**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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Introduction

■ OVERVIEW OF KEY RESULTS

- Online job advertising continued to fall in the December 2023 quarter (down 6.9 per cent) and over the year to December 2023 (down 28.6 per cent). However, firms are stating that they intend to hire more people (as measured by *ANZ Business Outlook*).
- Online job advertising fell for all industries apart from Education over the quarter to December 2023. The biggest falls were in the Primary and IT industries.
- Jobs advertised for all occupation groups also fell with the biggest quarterly falls in the Clerical & administration and Machinery operators & drivers occupation groups.
- Jobs advertised online declined across all five skill levels compared to the previous quarter. Low-skilled jobs saw the biggest fall, down 9.5 per cent.
- Compared to the previous quarter, online job advertisements decreased in all regions. The Wellington region saw the biggest fall in online advertising while Gisborne/Hawke's Bay saw the smallest fall due to growth in the IT, Healthcare and Primary industries in that region.

Purpose of *Jobs Online*

This report highlights the latest *Jobs Online* data up to December 2023. *Jobs Online* monitors changes in an index of online job advertisements, not the number of actual online job advertisements. It uses information from online job advertisements from four internet job boards: SEEK, Trade Me Jobs, the Education Gazette and Kiwi Health Jobs.

Comparisons have been made between December 2023 and the previous quarter (September 2023) and with the previous year (December 2022).

Online job advertisements are a proxy for all job advertisements as there are other forms of advertising. Online job advertisements are also a proxy for job vacancies, a key indicator of labour demand, as some vacancies are not advertised. Duplicate advertisements within each job board, across job boards and months are removed.

The relationship between online job advertisements and labour demand is complex, particularly when disaggregated at an industry, occupation and regional level. For example, an increase in job advertisements in a particular industry may indicate the industry is expanding, and looking for new workers, or the industry has a high rate of turnover or churn (workers are moving between businesses, but overall employment is not necessarily increasing). Likewise, a decline in online job advertisements can signal reduced employment in an industry, or that the industry is using alternatives to online advertising in their hiring processes (such as word-of-mouth or social networks). Alternatively, a decline in online advertisements may signal an industry has less turnover than before.

This report uses the All Vacancies Index (AVI) to measure changes. The AVI is calculated by using raw unweighted data from the four internet job boards mentioned above. Comparisons using the AVI can be distorted by small numbers of online job advertisements.

With these caveats in mind, data from *Jobs Online* tracks well in terms of the direction of change of other labour market indicators, such as the unemployment rate.

The monthly unadjusted vacancies from May 2007 to December 2023 are now published online: [Jobs Online monthly unadjusted data](#). This data shows the monthly patterns of online job advertising.

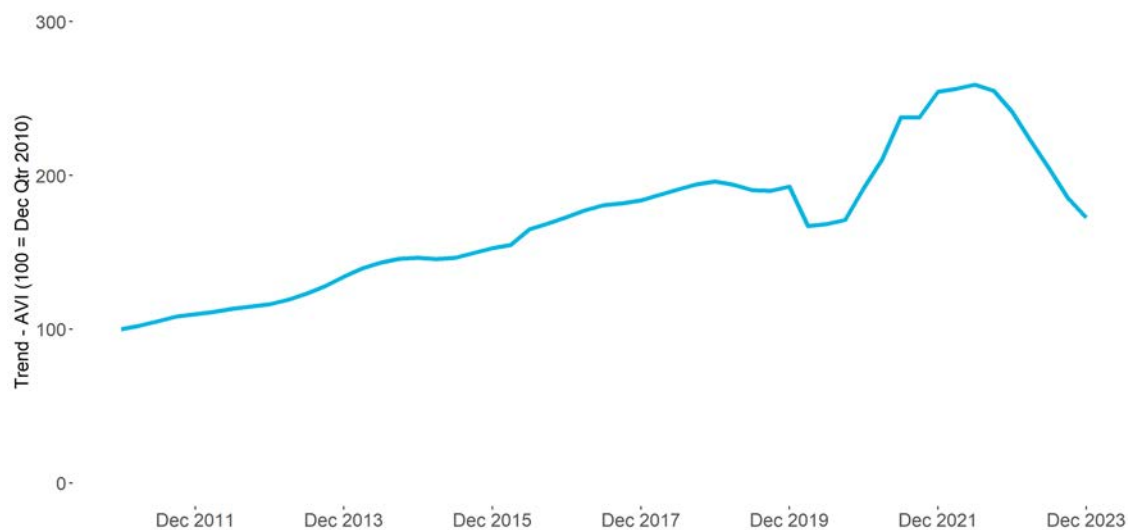
Overall Online Job Advertisements

Online job advertising was down over both the quarter and the year

Online job advertising continues to fall, down 6.9 per cent in the December 2023 quarter. This follows five consecutive quarterly decreases since September 2022. Over the year to December 2023, vacancies fell by 28.6 per cent.

Despite the quarterly fall in advertised vacancies, there was an increase in the employment intentions of firms in the December 2023 quarter. This was shown in the [ANZ Business Outlook](#) (December 2023), which saw a net 7.0 per cent of firms looking to increase staff numbers (compared to a net 1.2 per cent in September 2023).

Figure 1: *All Vacancies Index (online job advertisements)*



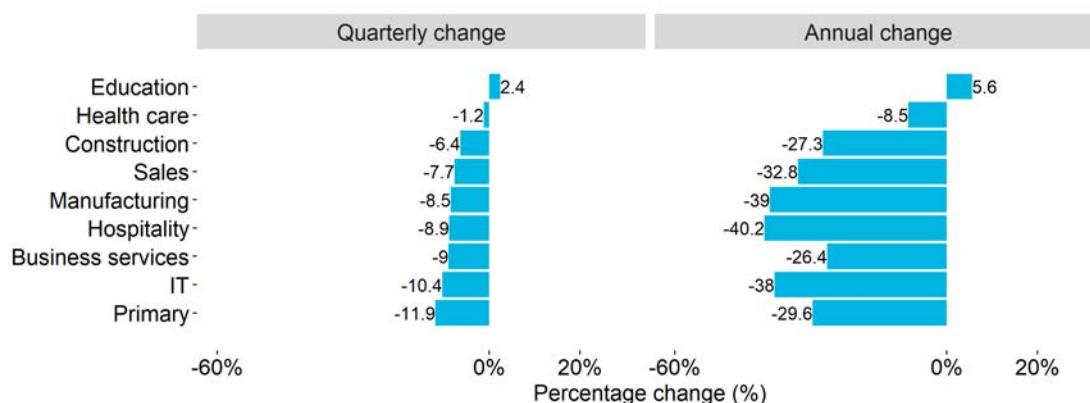
Online Job Advertisements by Industry

Online job advertisements fell across all industries except Education

In the December 2023 quarter, the largest falls were in the Primary (down 11.9 per cent), IT (down 10.4 per cent) and Business services (down 9.0 per cent) industries. On the other hand, the Education industry grew slightly, up 2.4 per cent over the quarter.

Job advertising was lower than last year for all industries, except Education, which increased 5.6 per cent over the year. Regionally, job advertisements for the Education industry grew in four out of ten regions (Gisborne/Hawke's Bay, Northland, Nelson/Tasman/Marlborough/West Coast and Otago/Southland).

Figure 2: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry



Online Job Advertisements by Occupation and Skills

Online job advertisements for all occupation groups decreased over the quarter

The largest fall in job advertising was for Clerical & administration (down 10.5 per cent), while Community & personal services had the smallest fall in advertising (down 4.2 per cent).

Over the year, online job advertising decreased in all occupation groups, with the biggest fall for Labourers (down 42.9 per cent).

Figure 3: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation groups

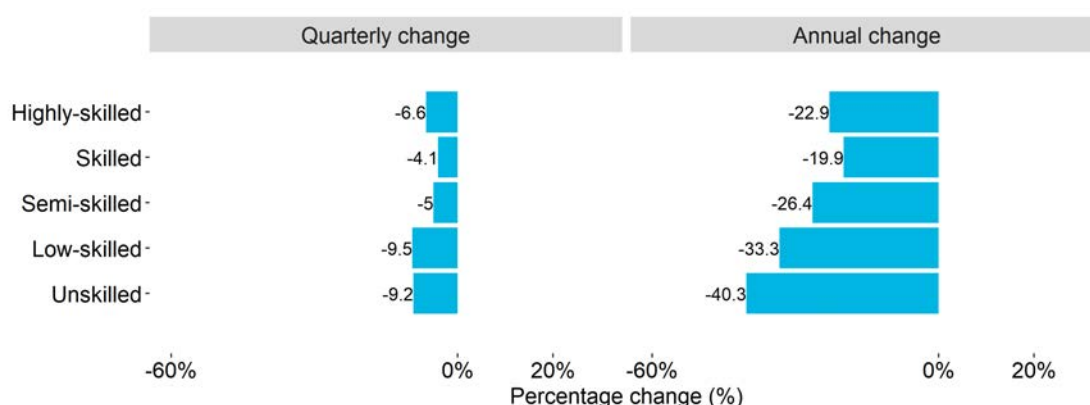


Online job advertisements continued to decrease for all skill levels

Online job advertising decreased for all five skill levels in the December 2023 quarter, falling the most for low skilled jobs (down 9.5 per cent).

Over the year, job advertisements also fell for all skill levels. The biggest fall was for Unskilled advertisements, down 40.3 per cent between December 2022 and December 2023.

Figure 4: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill levels



Online Job Advertisements by Region

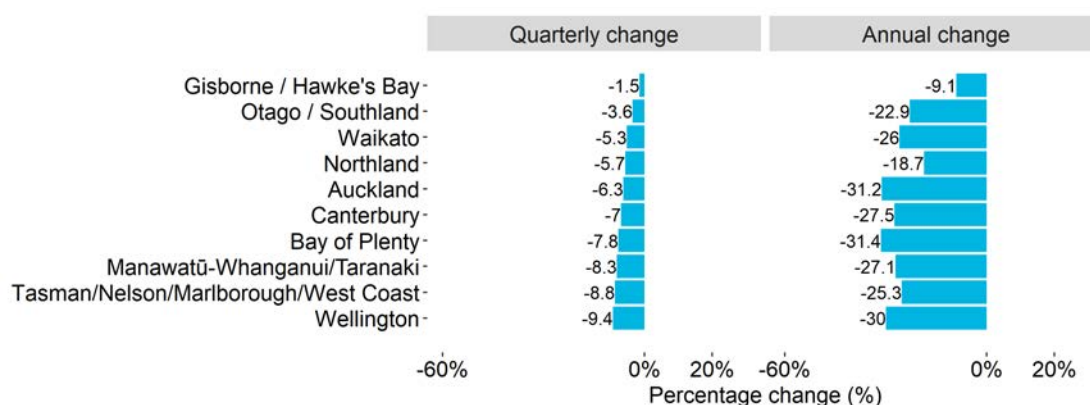
Online job advertising fell in all regions

The Wellington region (down 9.4 per cent) saw the largest fall in job advertisements over the quarter, while Gisborne/Hawke's Bay (down 1.5 per cent) had the smallest quarterly fall.

Over the year to December 2023, online job advertising in all regions decreased, with the largest falls in Bay of Plenty (down 31.4 per cent), Auckland (down 31.2 per cent) and Wellington (down 30.0 per cent).

Quarterly and annual changes for each region by industry, occupation and skill level can be found in the Appendix of the report.

Figure 5: *Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by region*



Revisions & Links

Jobs Online is adjusted for seasonal variations. This may lead to noticeable revisions of previously published figures in recent findings. The changes reported in the table are the quarterly percentage change and the annual percentage change for the All Vacancies Index (AVI).

All Vacancies Index				
	Quarterly		Annual	
	Revised	Previously Published	Revised	Previously Published
Quarter	Percentage change (%)			
Dec-22	-5.3%	-5.2%	-5.1%	-3.4%
Mar-23	-7.9%	-8.6%	-13.2%	-11.7%
Jun-23	-8.1%	-8.4%	-21.0%	-21.0%
Sep-23	-9.3%	-4.9%	-27.3%	-24.5%

Note: The results for the changes are based on seasonally adjusted data with correction for extreme values.

Data Downloads

The data used in the *Jobs Online* quarterly report can be accessed at *Jobs Online* by following the links on this page: [Jobs Online quarterly data](#).

Appendix

Northland

Figure 6: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Northland

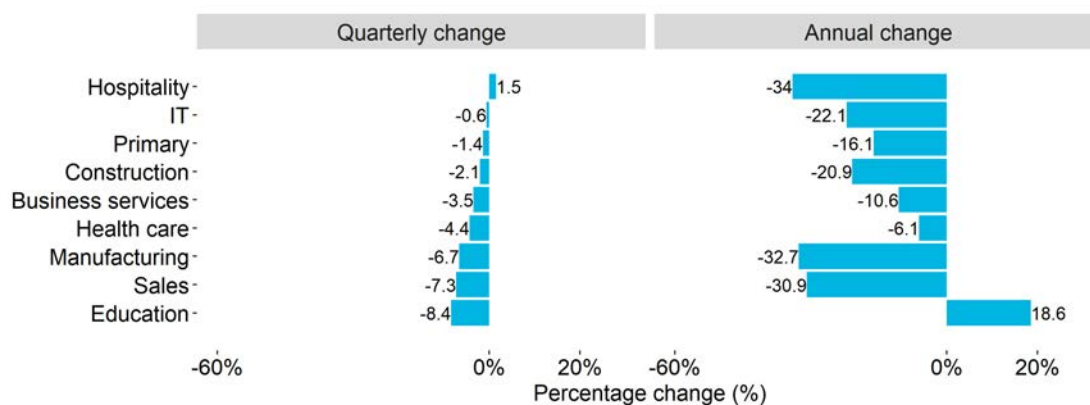


Figure 7: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Northland

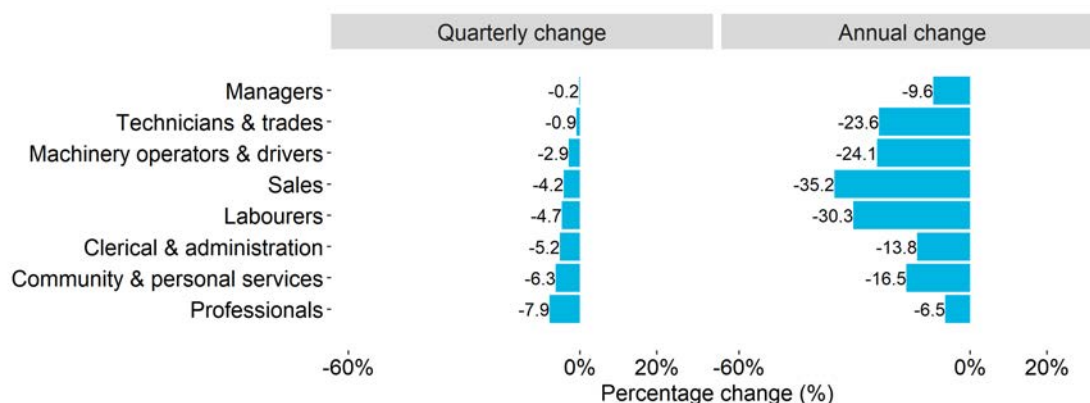
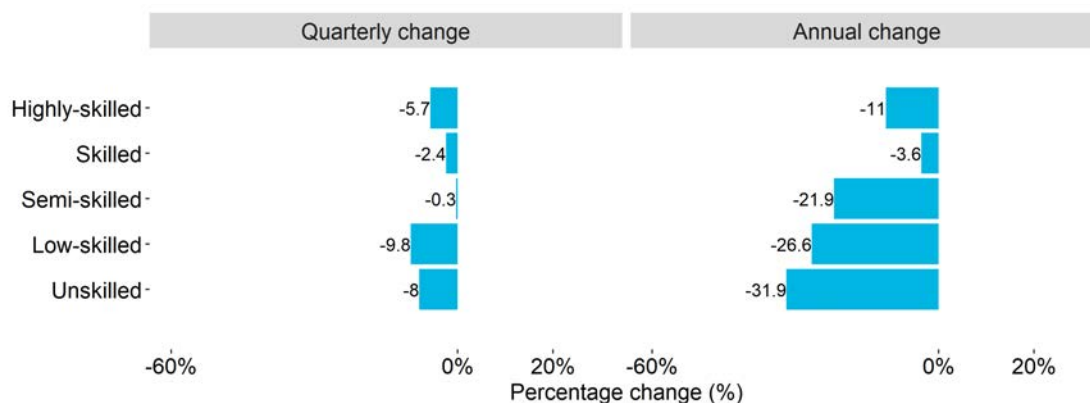


Figure 8: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill levels - Northland



Auckland

Figure 9: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Auckland

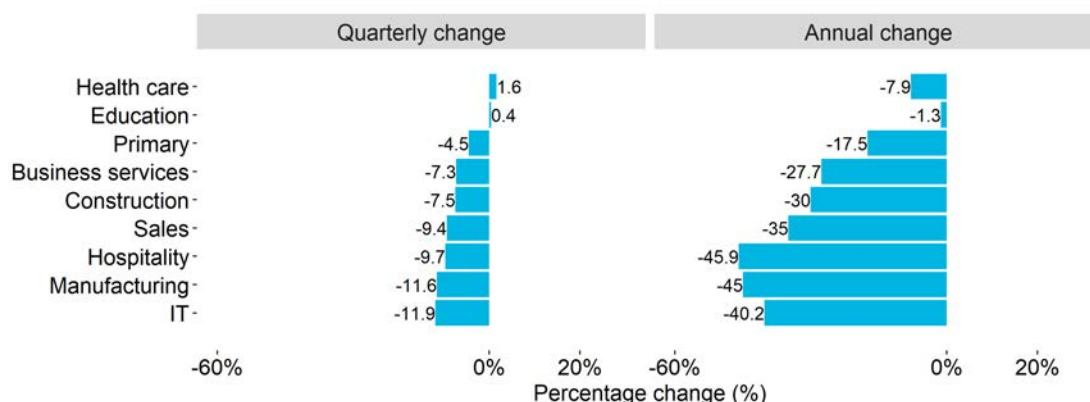


Figure 10: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Auckland

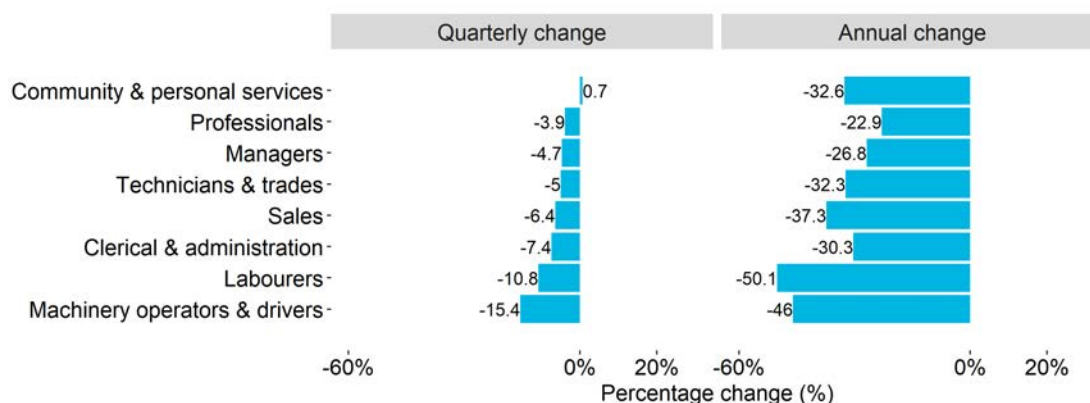
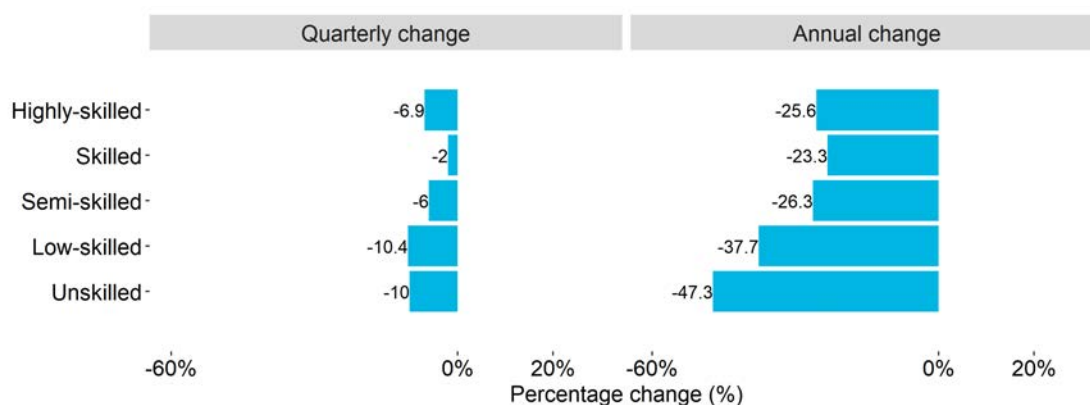


Figure 11: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Auckland



Waikato

Figure 12: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Waikato

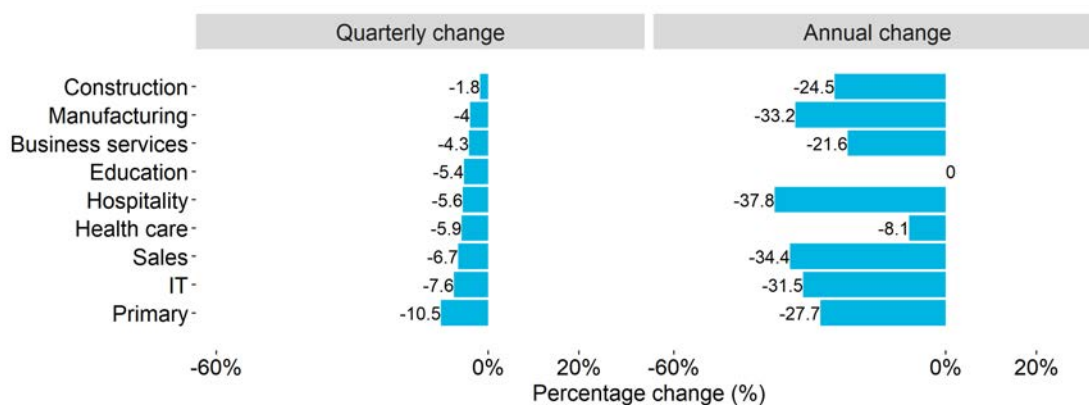


Figure 13: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Waikato

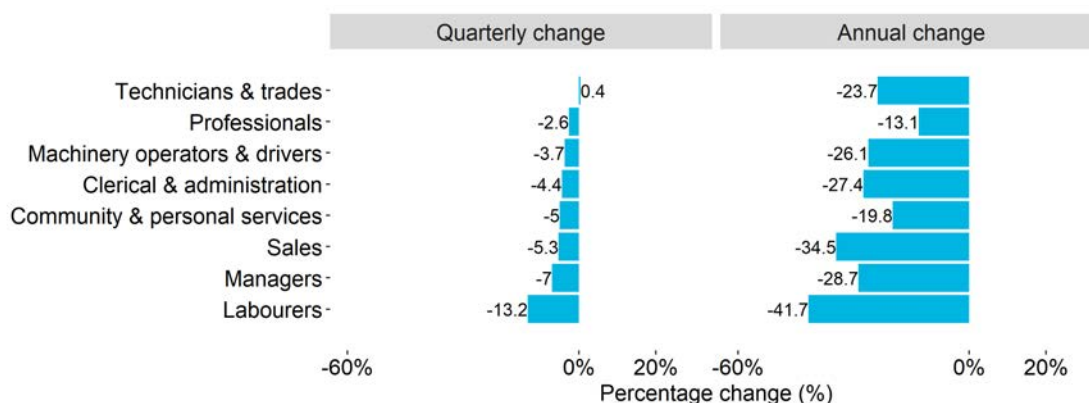
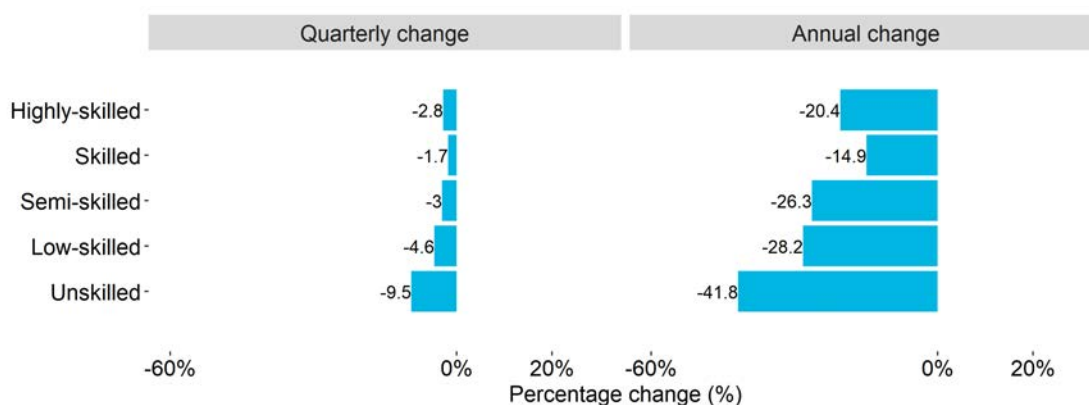


Figure 14: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Waikato



Bay of Plenty

Figure 15: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Bay of Plenty

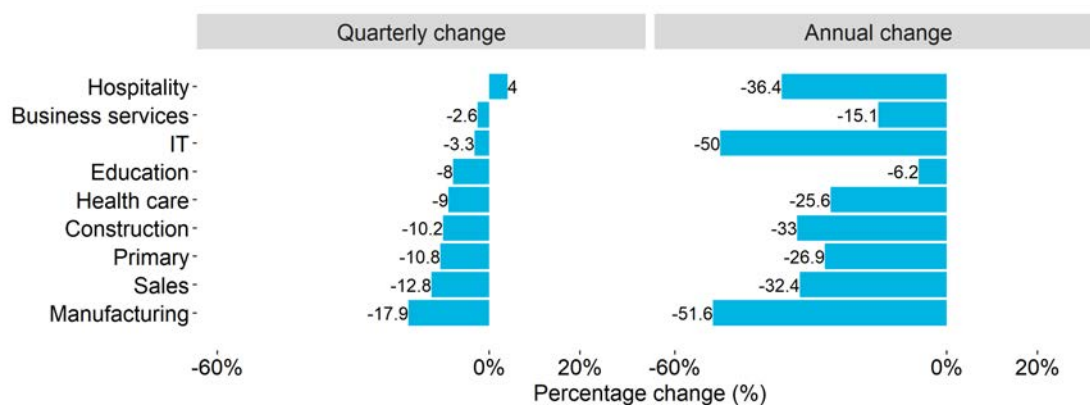
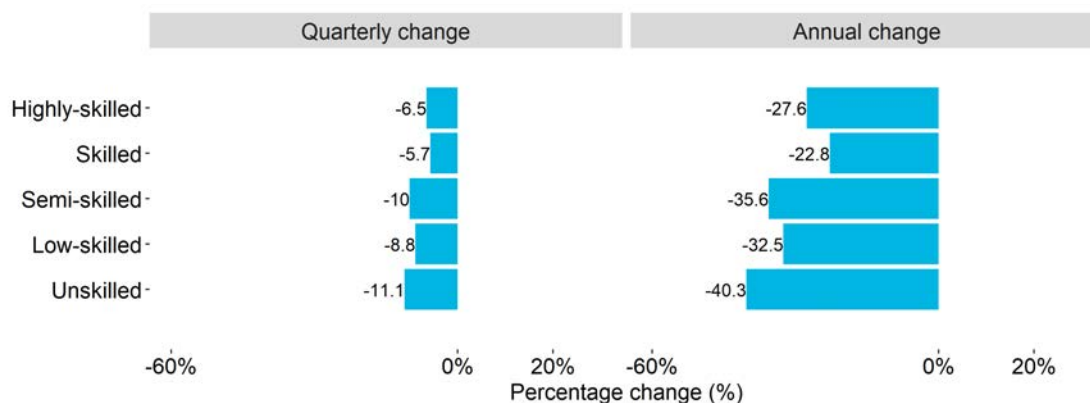


Figure 16: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Bay of Plenty



Figure 17: Quarterly and annual changes All Vacancies Index (online job advertisements) by skill level - Bay of Plenty



Gisborne/Hawke's Bay

Figure 18: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Gisborne/Hawke's Bay

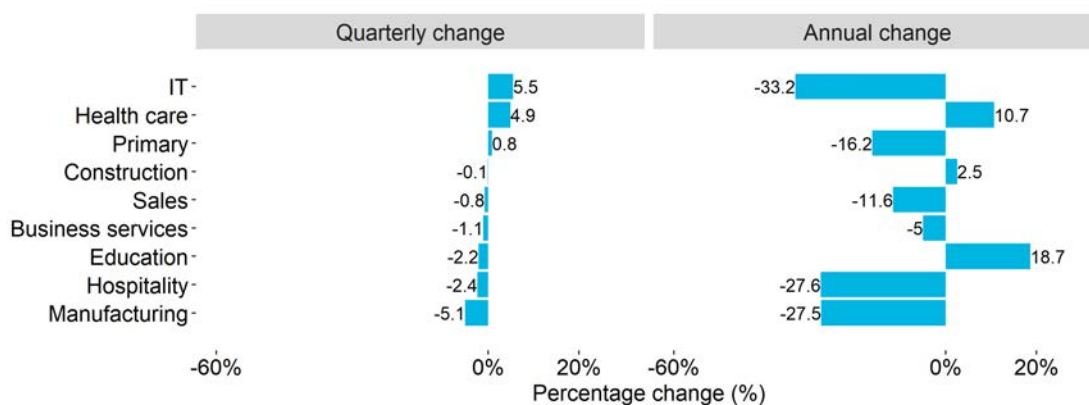


Figure 19: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Gisborne/Hawke's Bay

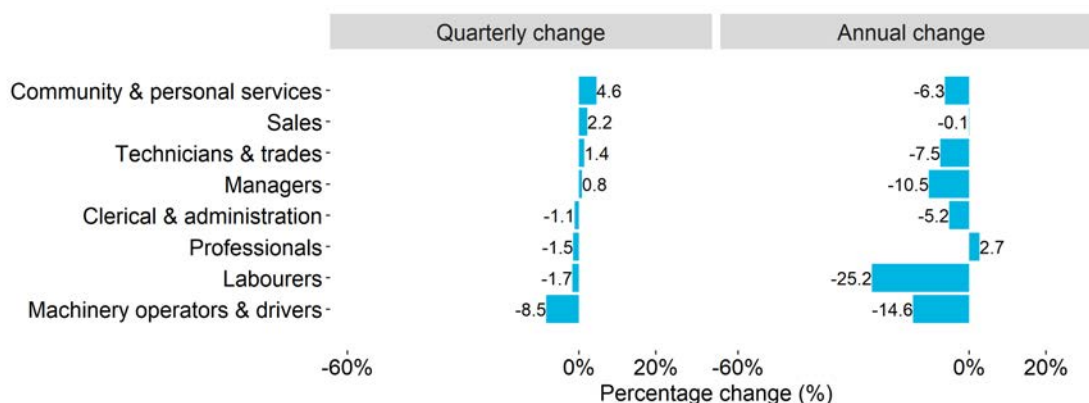
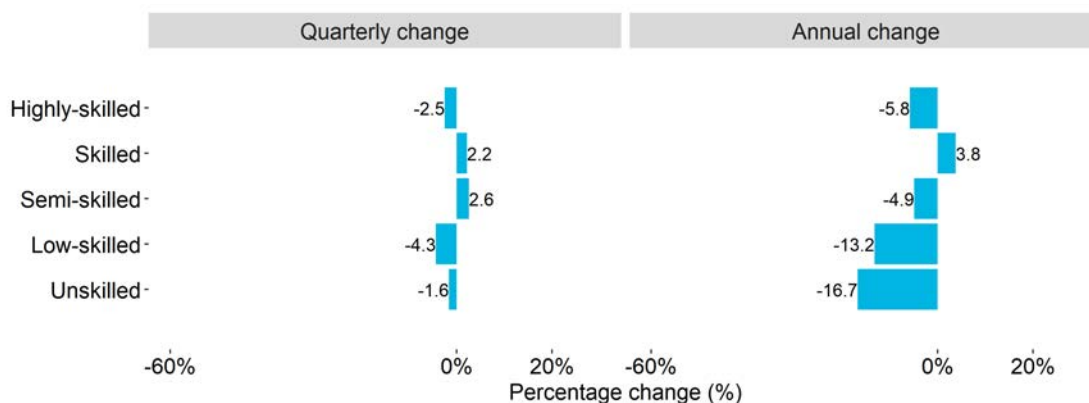


Figure 20: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

Figure 21: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Manawatū-Whanganui/Taranaki

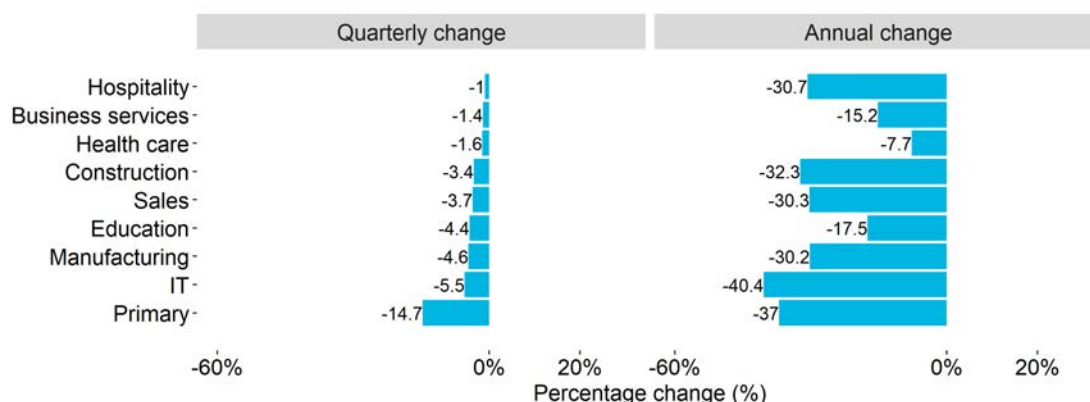


Figure 22: Quarterly and annual (quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Manawatū-Whanganui/Taranaki

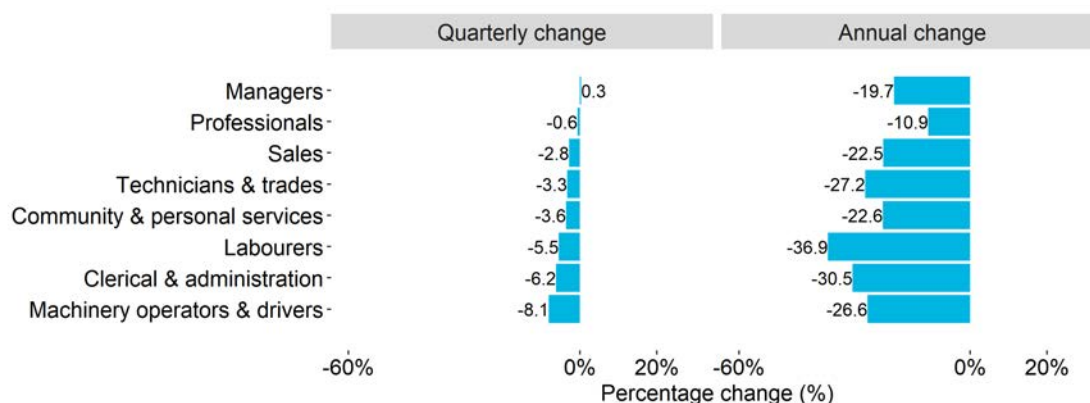
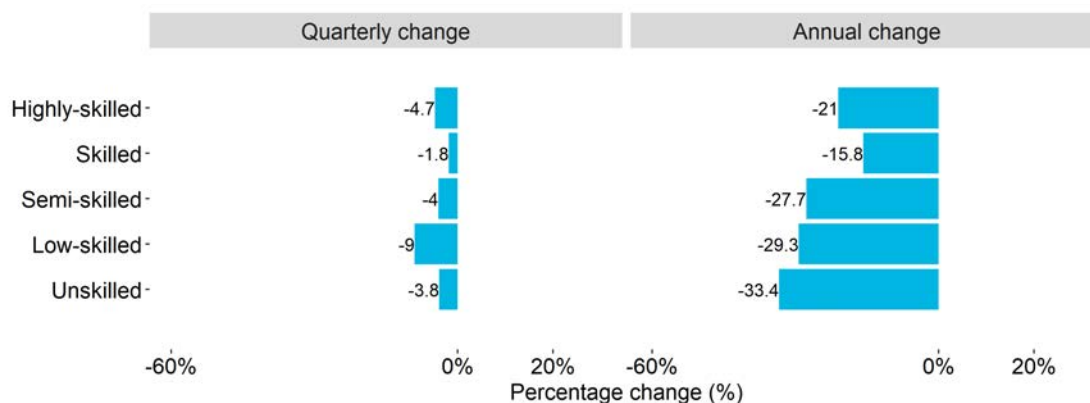


Figure 23: Quarterly and annual (quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Manawatū-Whanganui/Taranaki



Wellington

Figure 24: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Wellington

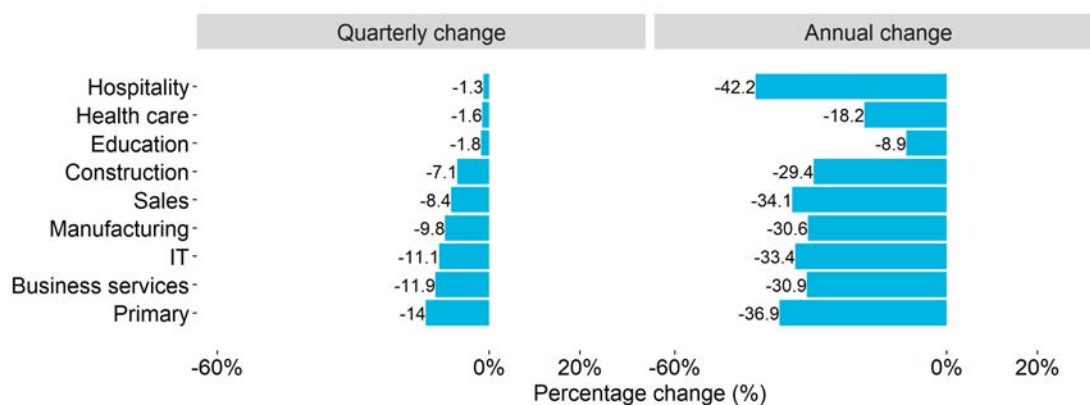


Figure 25: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Wellington

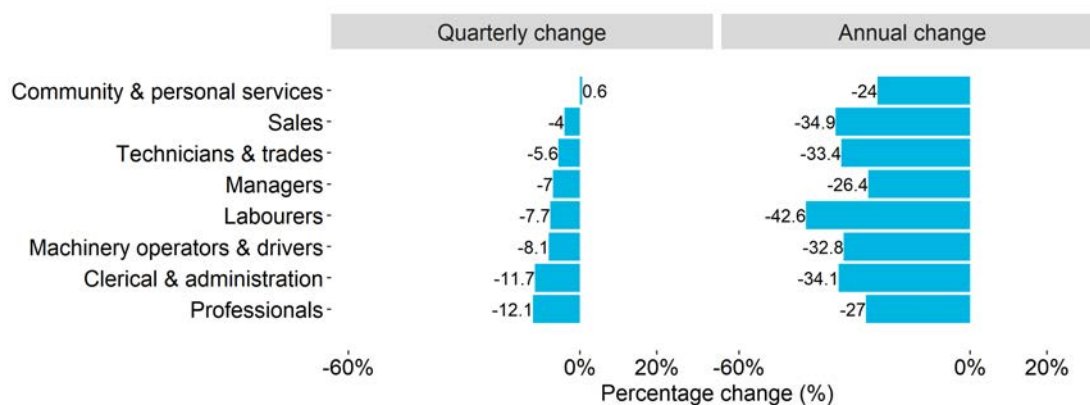
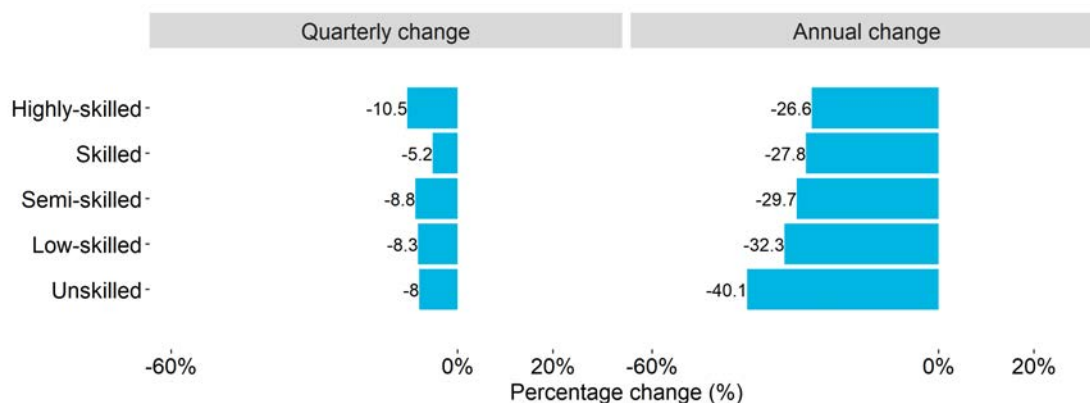


Figure 26: Quarterly and annual changes in All Vacancies Index (online job advertisements) by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

Figure 27: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Nelson/Tasman/Marlborough/West Coast

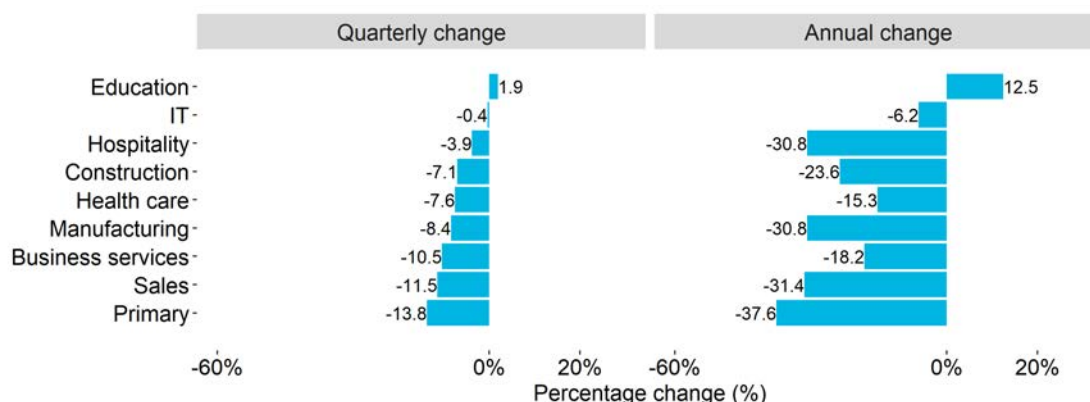


Figure 28: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Nelson/Tasman/Marlborough/West Coast

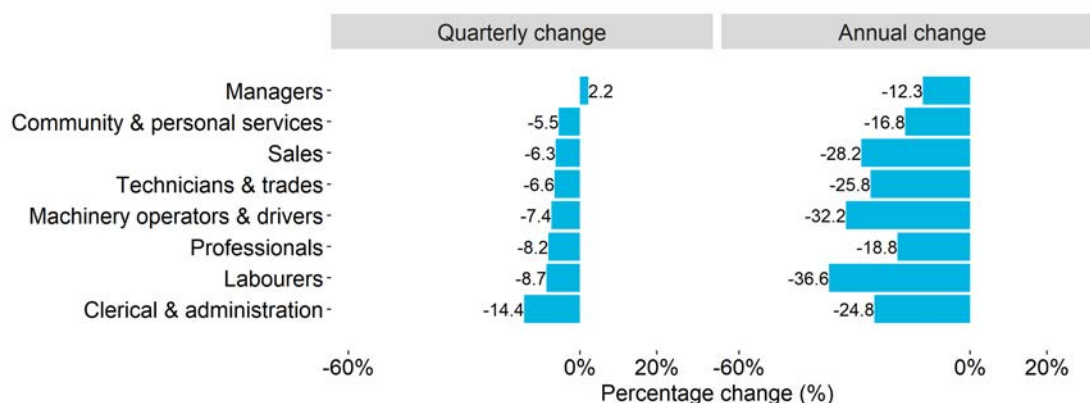
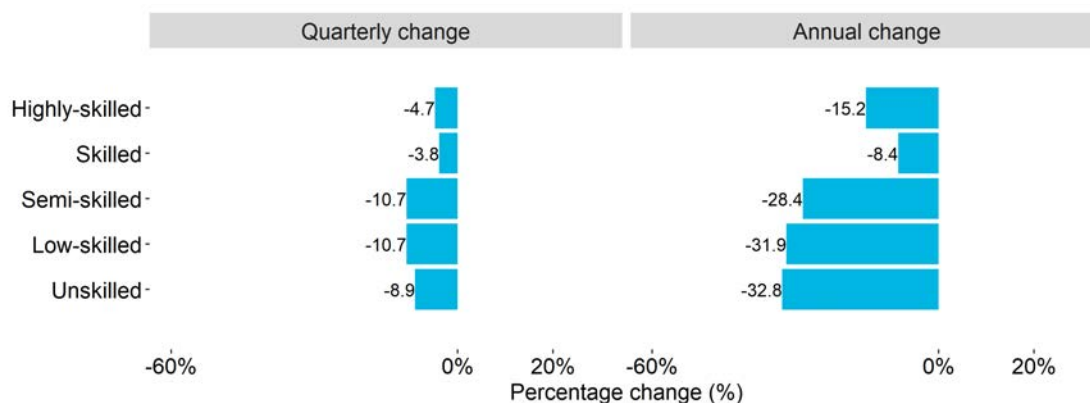


Figure 29: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

Figure 30: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Canterbury

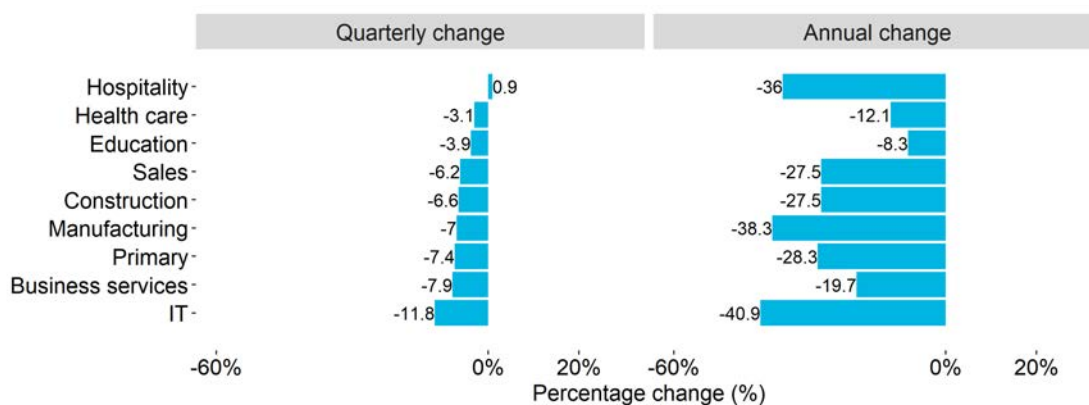


Figure 31: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Canterbury

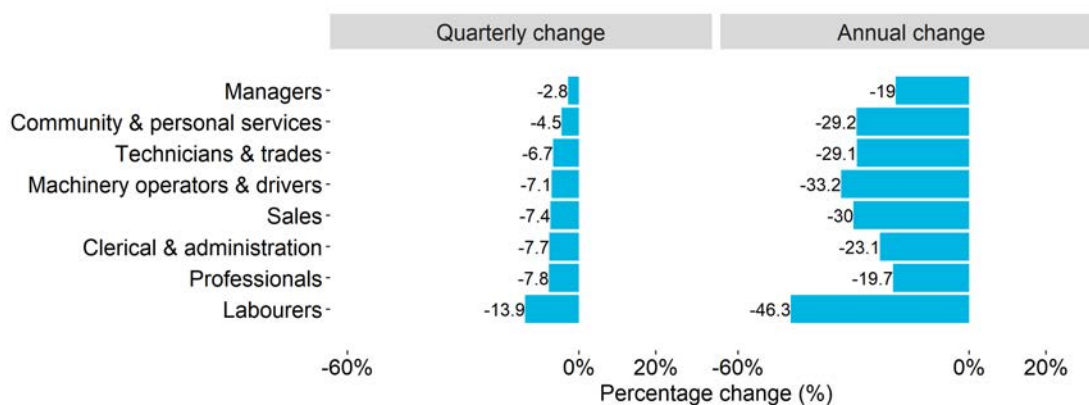
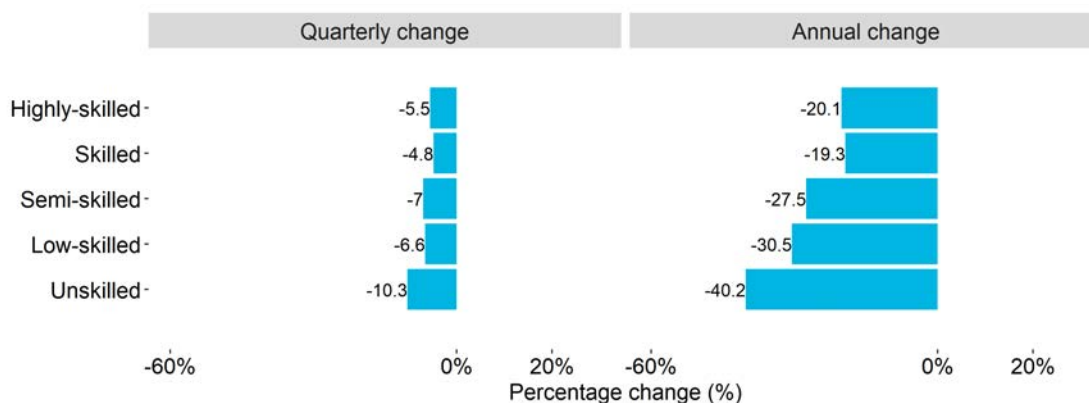


Figure 32: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Canterbury



Otago/Southland

Figure 33: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Otago/Southland

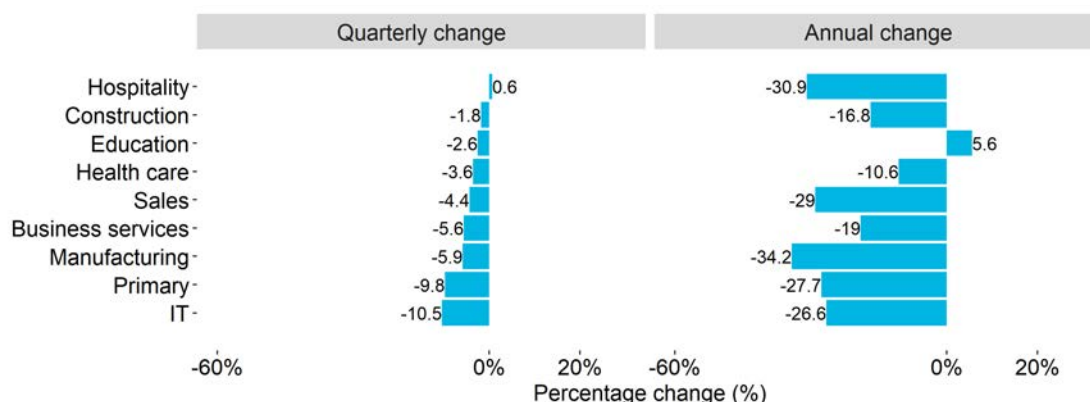


Figure 34: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Otago/Southland

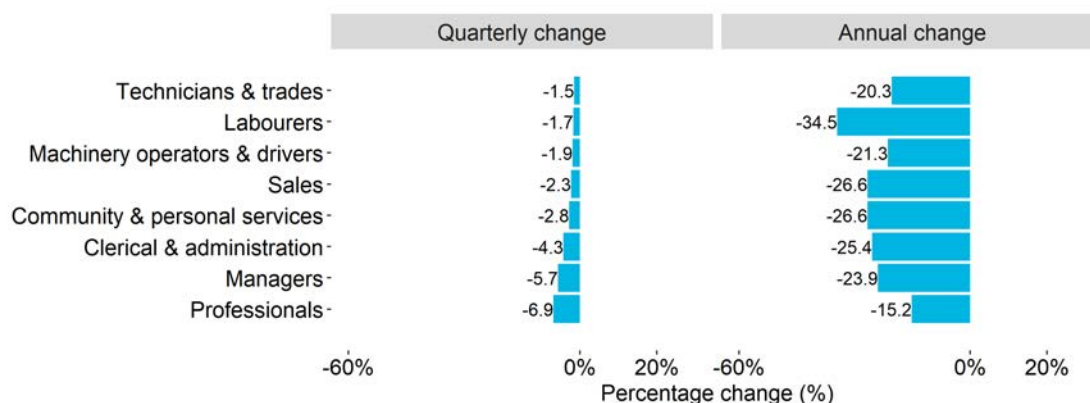


Figure 35: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Otago/Southland

