

**OVERVIEW OF JUNE 2021:****STATE OF THE NATION:**

- Seek.co.nz has its highest number of jobs ever advertised for the fourth consecutive month.
- Applications per job ad fell 9% month-on-month (m/m).
- SEEK job ads were up by 1% m/m.
- SEEK job ads were up by 115% in June 2021 when compared to June 2020 (y/y) and were up 24% when compared to June 2019.
- Industries contributing most to the m/m job ad growth were Administration & Office Support, Manufacturing, Transport & Logistics and Retail & Consumer Products.

**STATE OF THE REGIONS:**

- Job ad growth increased in Auckland and Canterbury, whilst Wellington dropped 1% m/m.
- Waikato led m/m growth adding 11% more jobs.

**STATE OF THE NATION: JOB AD BOOM AT PEAK, APPLICATIONS PER JOB AD DECREASING**

The latest SEEK Employment Report shows job ad growth sits at a record high, while candidate availability is near record low levels.

**Rob Clark, Country Manager, SEEK NZ comments:** *"For the fourth consecutive month, job ad growth figures in New Zealand have reached a record high. Job ads were up 1% from May 2021 to June 2021. and the market for job seekers remains strong. Compared to pre-pandemic numbers, job ads grew by 24% compared to June 2019."*

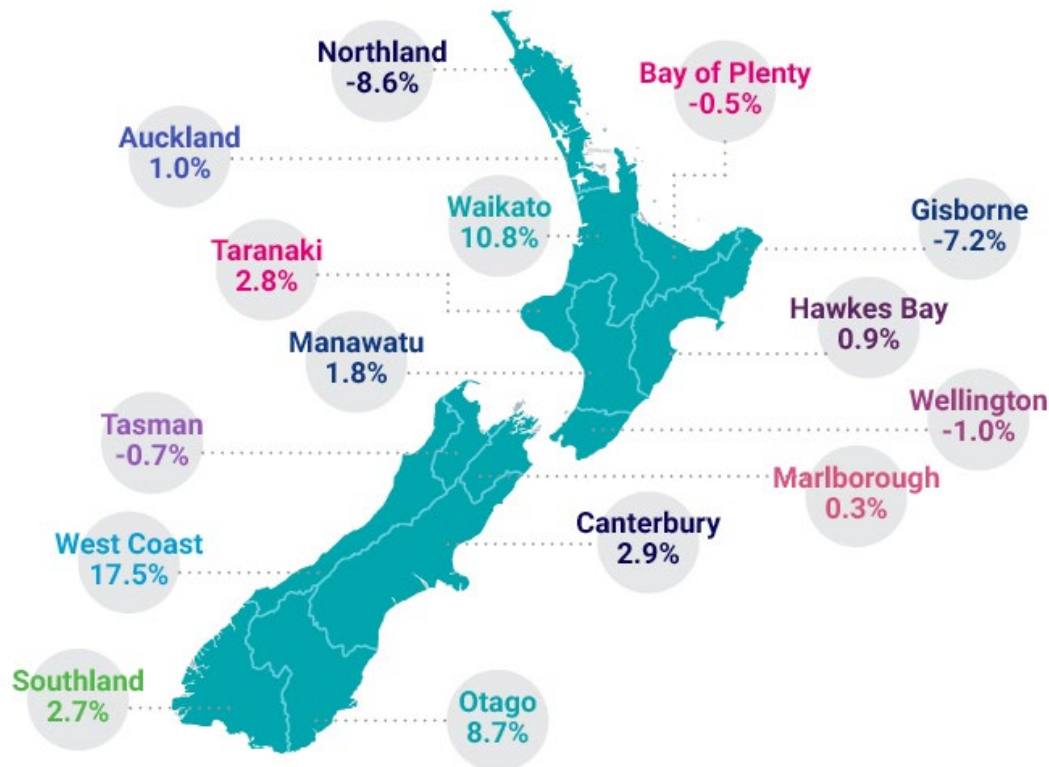
*"In the last few months, we have had up to 5.2 million visits to seek.co.nz each month, which is a positive sign. However, since the pandemic began, the number of candidates who view a job ad on seek.co.nz and then go on to apply for a role has fallen by 15%. We understand that candidates are being more selective and are approaching new roles with caution. In fact, our research shows that 32% of Kiwis remain worried about their job security, and 14% have held back from changing jobs because of COVID-19."*

*"This fall in jobs applications is not limited to one industry or a specific region. There are staffing challenges in nearly every sector, with month-on-month applications per job ad down in 18 of the 28 industries SEEK monitors."*

**Table 1: National and major regions job ad growth/decline comparing June 2021 to: i) May 2021 (m/m) ii) June 2020 (y/y) and iii) June 2019 – all regions listed in table at the end of this release.**

	June 2021 vs May 2021 (m/m)	June 2021 vs June 2020 (y/y)	June 2021 vs June 2019
Nationally	1%	115%	24%
Auckland	1%	130%	16%
Wellington	-1%	99%	22%
Canterbury	3%	116%	16%

Figure 1: National SEEK NZ Job Ad percentage change by region (June 2021 vs May 2021)



Source: SEEK NZ Employment Index, June 2021 vs May 2021

## STATE OF THE INDUSTRIES: RETAIL ON THE RISE ONCE AGAIN

The industries contributing the greatest volume increase to job ad growth m/m were Administration & Office Support (up 12% m/m), Retail & Consumer Products (up 10% m/m) and Manufacturing, Transport & Logistics (up 8% m/m).

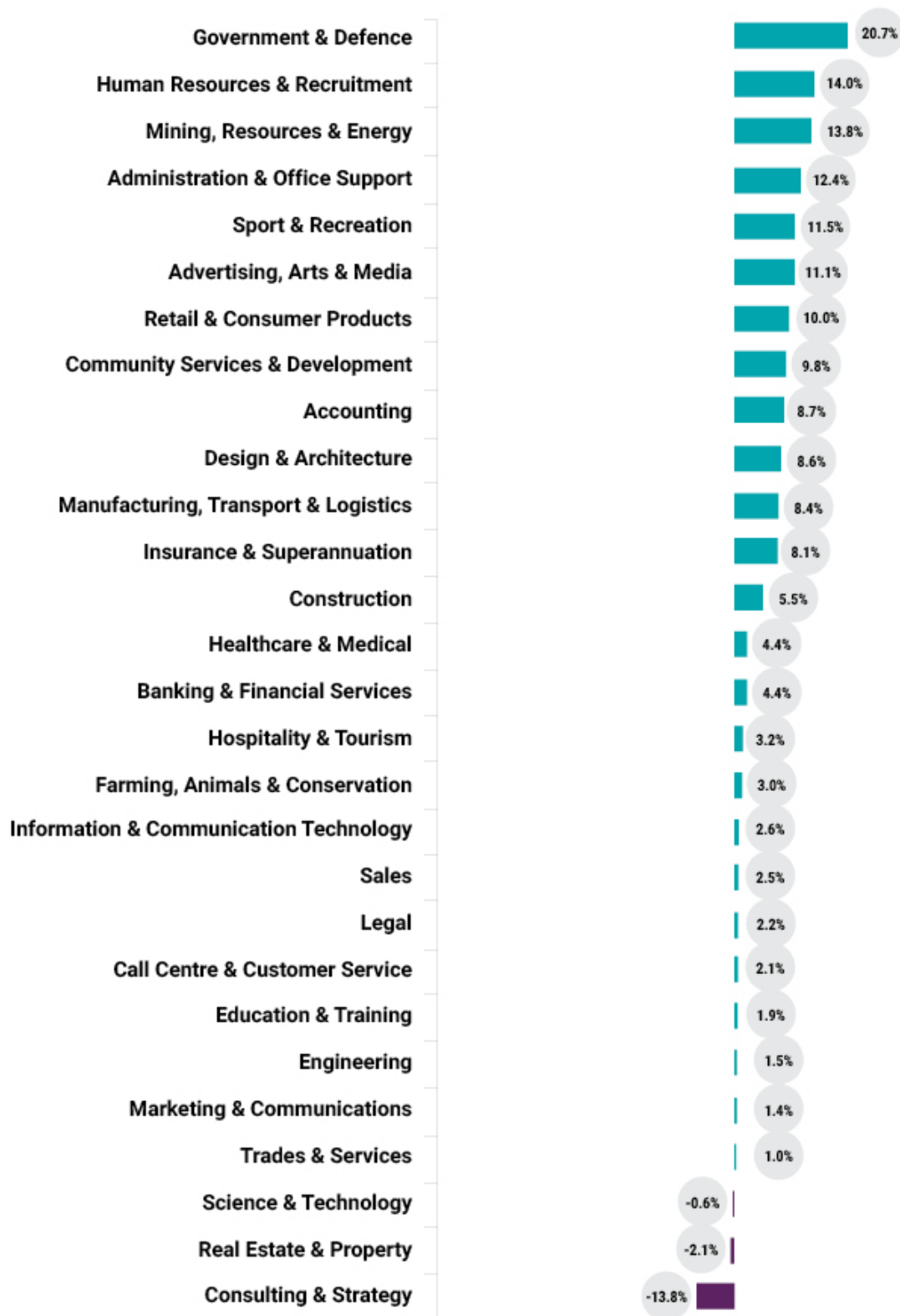
**Rob Clark continues:** "Retail & Consumer Products has made a strong contribution to job ad growth in June. Despite the year we've had, and the shift to online shopping, Kiwis are still keen on the in-store experience. In particular, month-on-month job ads grew for merchandisers by 15%, store management increased by 14% and retail assistants were up 5%. All important roles to help visually attract shoppers and to deliver a great customer experience.

"Administration & Office Support job ads rose by over 12% this month. Roles in record management and document control were up 29% and contract administration up 29% – a sign offices are getting back to normal and needing essential support and administrative staff."

Some roles in Manufacturing, Transport & Logistics, Administration & Office Support and Retail & Consumer Products include:

- **Retail & Consumer Products** with roles for area/multi-site managers; department/assistant managers; store managers; merchandisers; retail assistants; and buying.
- **Administration & Office Support** with roles for administrative assistants; client & sales administration; office management; PA, EA & secretarial; and receptionists.
- **Manufacturing, Transport & Logistics** with roles for warehousing, storage & distribution; road transport; purchasing, procurement & inventory; product, planning & scheduling; machine operators; couriers, drivers & postal services; assembly & process work; and management.

Figure 2: National SEEK NZ Job Ad percentage change by industry (June 2021 vs May 2021)



Source: SEEK NZ Employment Index, June 2021 vs May 2021

Table 2: National and regional job ad growth/decline comparing June 2021 to: i) June 2020 (y/y); ii) May 2021 (m/m) and; iii) June 2019

	June 2021 vs May 2021 (m/m)	June 2021 vs June 2020 (y/y)	June 2021 vs June 2019
<b>Nationally</b>	<b>1%</b>	<b>115%</b>	<b>24%</b>
Waikato	11%	112%	60%
Auckland	1%	130%	16%
Otago	9%	121%	52%
Canterbury	3%	116%	16%
West Coast	18%	100%	55%
Manawatu*	2%	86%	54%
Taranaki	3%	61%	46%
Southland	3%	116%	36%
Hawkes Bay*	1%	115%	67%
Marlborough	0%	78%	58%
Tasman	-1%	61%	52%
Bay of Plenty	-1%	84%	42%
Gisborne	-7%	78%	76%
Northland	-9%	76%	27%
Wellington	-1%	99%	22%

\*smaller volumes

MEDIA NOTE: When reporting SEEK NZ data, we request that you attribute [SEEK NZ](#) as the source and refer to SEEK NZ as an employment marketplace.

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## About SEEK NZ

SEEK is a diverse group of companies, comprised of a strong portfolio of online employment, educational, commercial and volunteer businesses. SEEK has a global presence (including Australia, New Zealand, China, Hong Kong, South-East Asia, Brazil and Mexico), with exposure to over 2.9 billion people and approximately 27 per cent of global GDP. SEEK makes a positive contribution to people's lives on a global scale. SEEK is listed on the Australian Securities Exchange, where it is a top 100 company. SEEK is an integral part of New Zealanders job-search process, and as the country's most visited employment site is uniquely positioned to empower New Zealanders with career and volunteer opportunities to create productive and fulfilling working lives. In 2021, SEEK was recognised as the overall winner of the AFR BOSS Best Places to Work awards and also won the award for the Best Place to Work in the Technology Industry.

## About the SEEK New Zealand Employment Report

The SEEK Employment Report provides a comprehensive overview of the New Zealand employment marketplace. The report includes the SEEK New Job Ad Index, which measures only new job ads posted within the reported month to provide a clean measure of demand for labour across all classifications. SEEK's total job ad volume (not disclosed in this report) includes duplicated job advertisements and refreshed job ads. As a result, the SEEK New Job Ad Index does not always match the movement in SEEK's total job ad volume.

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