

### OVERVIEW OF JULY 2021:

#### STATE OF THE NATION:

- SEEK.co.nz has its highest number of jobs ever advertised.
- SEEK job ads were up by 2% month-on-month (m/m).
- SEEK job ads were up by 88% in July 2021 when compared to July 2020 (y/y) and were up 30% when compared to July 2019.
- Applications per job ad fell 9% m/m.
- Industries offering the largest opportunity for jobseekers were Trades and Services, Manufacturing, Transport & Logistics and Information Communication & Technology.

#### STATE OF THE REGIONS:

- Job ad growth increased in Auckland (2%), Canterbury (5.2%) and Wellington (1.1%) m/m.

### STATE OF THE NATION: APPLICATIONS PER JOB AD HIT NEW LOW, JOBSEEKERS IN THE DRIVERS SEAT

For the fifth month in a row, the latest SEEK NZ Employment Report shows a record-breaking number of jobs advertised on seek.co.nz, however applications per job ad continue to decline.

**Rob Clark, Country Manager, SEEK NZ comments:** "There are plenty of job opportunities available for jobseekers right now, with significant growth across some of our major industries and regions.

"Businesses looking to hire should consider what they can do to secure the best talent in a competitive market. SEEK research shows Kiwis have fully embraced flexibility, which is the most sought-after benefit when applying for a new job.

"Nearly two-thirds of Kiwis look for flexible hours, while more than half want flexibility on working location. Car parks are also in the top perks desired by jobseekers, with nearly half indicating they look for a park while job hunting. Kiwis are also keen to find a workplace that prioritises development programmes and mentoring."

### STATE OF THE REGIONS: A MIXED RESULT ACROSS THE COUNTRY

Throughout the regions, job ad volumes drew a mixed result for July.

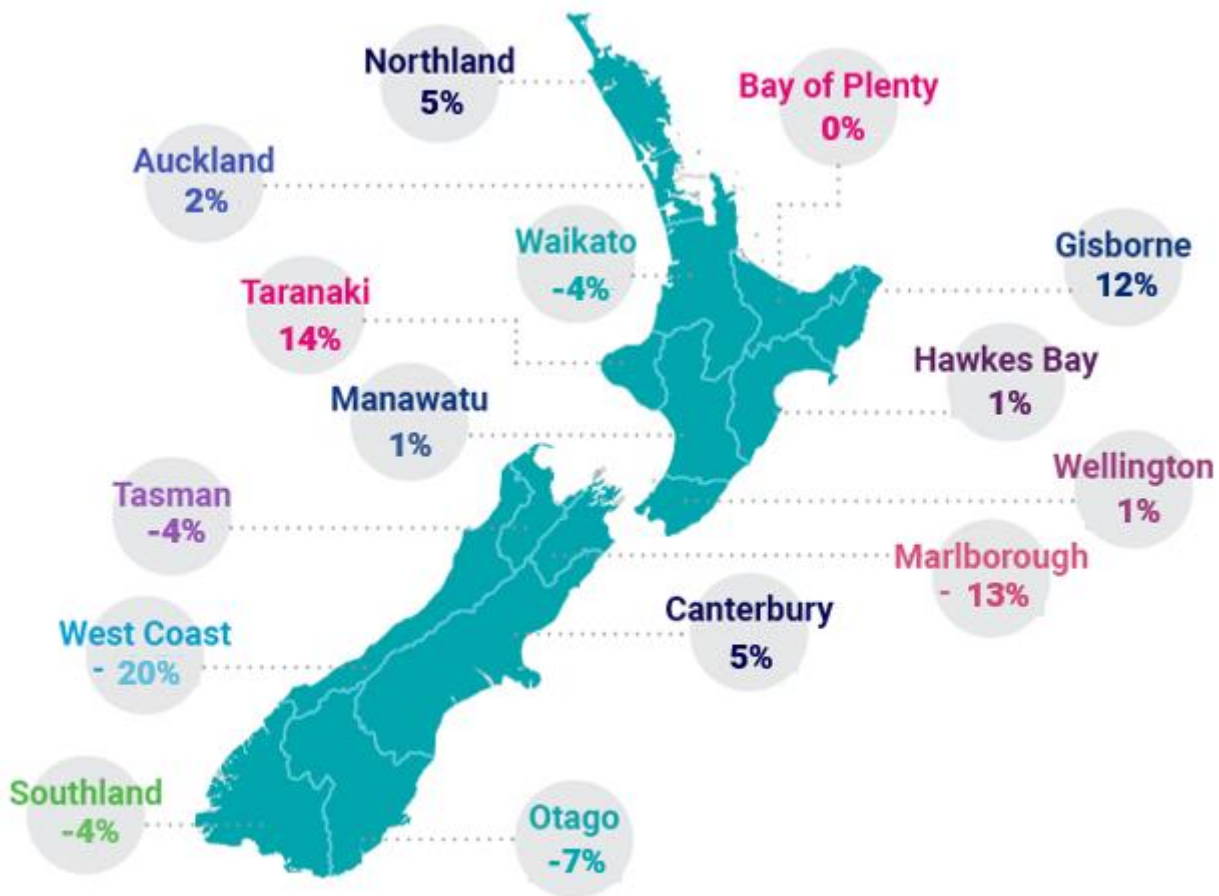
**Rob Clark continues:** "The larger metropolitan areas of Auckland and Canterbury saw job ad volume growth of 2% and 5% respectively month-on-month.

"While key regional areas including Taranaki and Gisborne also saw some positive growth of 14% and 12% respectively, other regions saw a drop month-on-month such as Southland and Otago by 4% and 7%. Even though many areas saw a reduction in July it is important to note that all regions have more jobs than the same month in 2019, before the impacts of COVID. Southland had 32% more roles and Otago had 29%."

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

	July 2021 vs June 2021 (m/m)	July 2021 vs July 2020 (y/y)	July 2021 vs July 2019
Nationally	2%	88%	30%
Auckland	2%	100%	23%
Canterbury	5%	97%	25%
Wellington	1%	86%	26%

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



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

## STATE OF THE INDUSTRIES: TRADES, MANUFACTURING & TECHNOLOGY GROWING

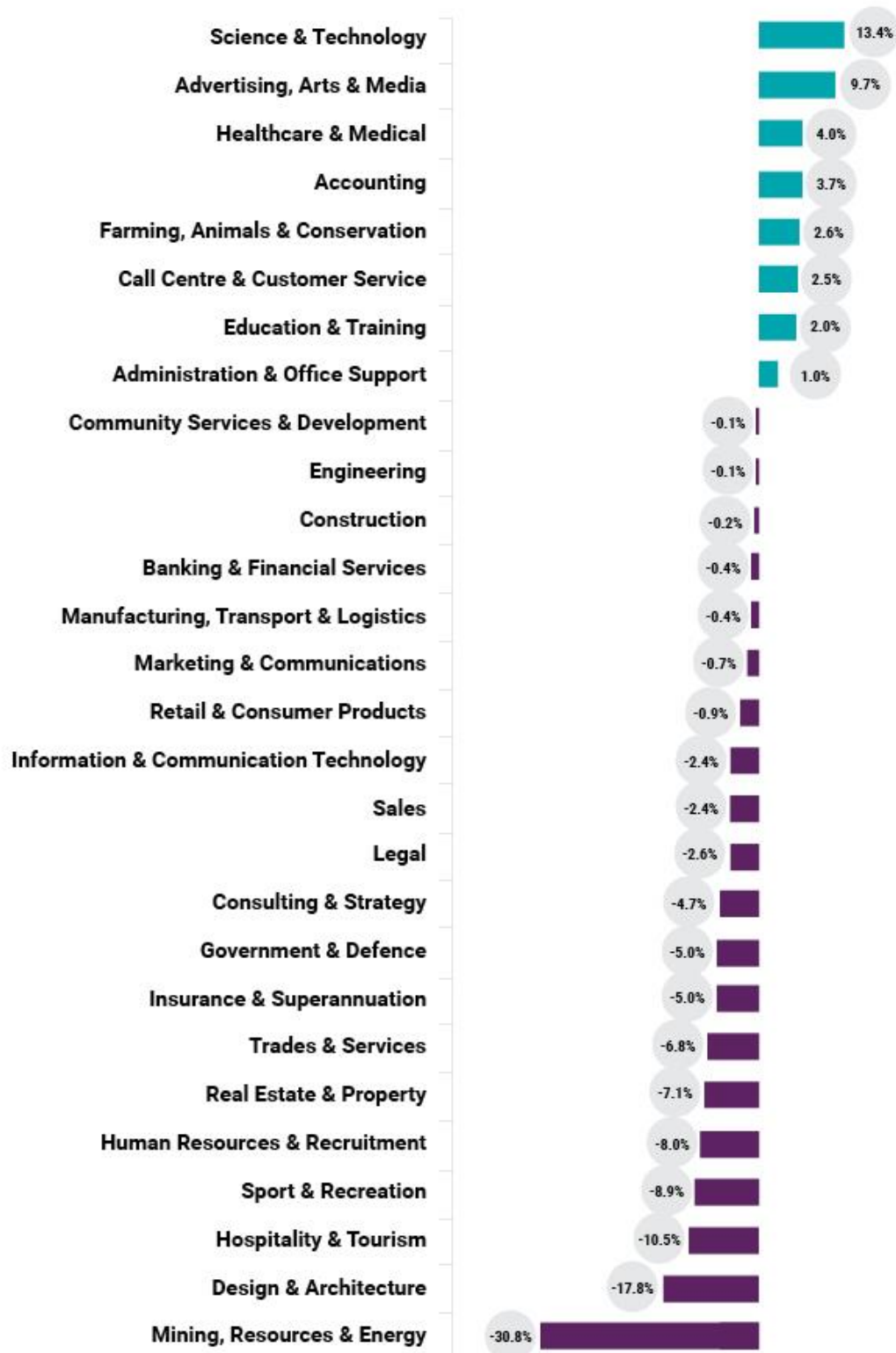
Although the Trades & Services, Manufacturing, Transport & Logistics and Information & Communication Technology industries did not necessarily make a positive contribution to job ad growth for July, they offered the largest opportunity for jobseekers in New Zealand.

**Rob Clark continues:** "Right now we have almost 10,000 jobs on seek.co.nz in the Manufacturing, Transport & Logistics, Information & Communication Technology and Trades and Services sectors. These industries are some of New Zealand's largest, so while job ad growth declined overall for the month, they still continued to make up a large percentage of jobs available right now."

Some roles in Manufacturing, Transport & Logistics, Information & Communication Technology and Trades & Services, include:

- **Manufacturing, Transport & Logistics:** with roles for assembly and process work, machine operators, road transport, warehouse, storage & distribution and couriers, drivers & postal services.
- **Information & Communication Technology:** with roles for business and systems analysts, developers and programmers, help desk & IT support, testing & quality assurance and software engineers.
- **Trades & Services:** with roles for automotive trades, electricians, labourers, technicians and building trades.

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



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

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

	July 2021 vs June 2021 (m/m)	July 2021 vs July 2020 (y/y)	July 2021 vs July 2019
<b>Nationally</b>	<b>2%</b>	<b>88%</b>	<b>30%</b>
Taranaki	14%	98%	71%
Gisborne	12%	76%	120%
Canterbury	5%	97%	25%
Northland	5%	48%	42%
Auckland	2%	100%	23%
Wellington	1%	86%	26%
Manawatu	1%	62%	67%
Hawkes Bay	1%	64%	72%
Bay of Plenty	-1%	64%	41%
Southland	-4%	73%	32%
Tasman	-4%	71%	41%
Waikato	-4%	71%	46%
Otago	-7%	88%	29%
Marlborough	-13%	31%	18%
West Coast	-20%	51%	6%

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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