

OVERVIEW OF SEPTEMBER 2021:

STATE OF THE NATION:

- SEEK job ads were up 0.3% month-on-month (m/m).
- SEEK job ads were up by 44% in September 2021 year-on-year (y/y) and were up 12% when compared to September 2019.
- Applications per job ad increased 11% m/m.
- The top three industries showing the biggest volume growth m/m are Healthcare & Medical (10%), Trades and Services (6%) and Construction (9%).

STATE OF THE REGIONS:

- All regions saw a m/m increase in job ad numbers except Auckland (-8%) and West Coast (-2%).
- Job ad volume increased the most in Wellington (4%) and Canterbury (9%) regaining the ground lost in August.

STATE OF THE NATION: NZ BOUNCES BACK AS AUCKLAND JOB AD NUMBERS CONTINUE TO FALL

The latest SEEK Employment Report sees job ad numbers return to positive growth as restrictions ease across the country.

Rob Clark, Country Manager, SEEK NZ, comments: "September's Employment data is a tale of two parts. Auckland continues to be impacted by restrictions and has seen a second month of job ad decline, whereas the rest of the country has bounced back after the lockdowns in August."

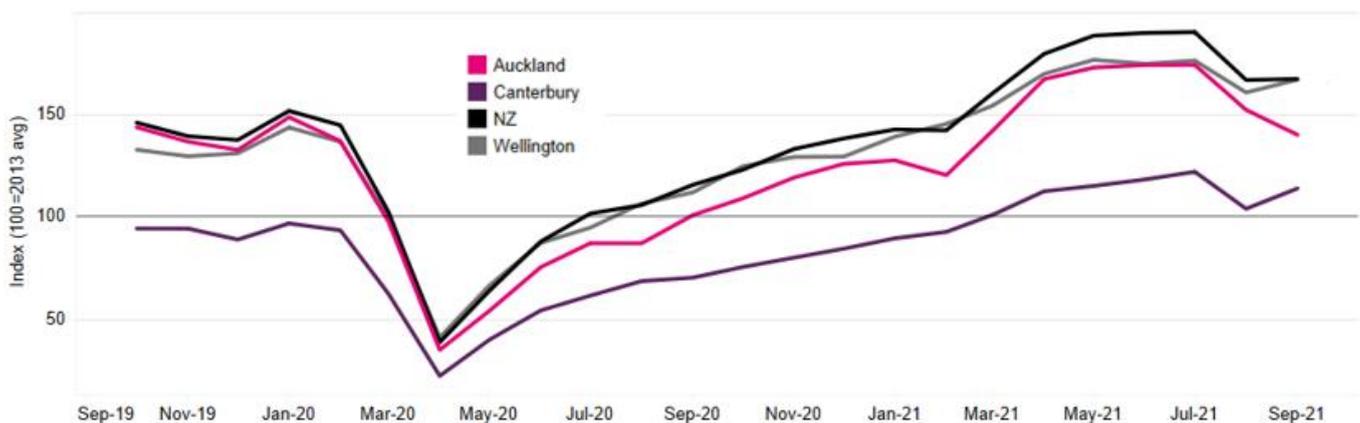
"The latest SEEK NZ data shows that national job ad volumes have remained flat, rising only 0.3% month-on-month in September, however when we look back to the same month in 2019, job ad numbers are 12% higher nationally."

"When comparing Auckland to the rest of NZ, we see quite a different picture due to the varying levels of lockdown restrictions. Job ad volume numbers in Auckland saw a drop of 8% versus the previous month, whereas the rest of New Zealand, excluding Auckland, had a job ad volume increase of 7%."

Applications per ad levels remain low despite traffic to SEEK.co.nz being stable at over 5 million visits in September.

Rob Clark continues: "Applications per job ad rose in September, with an increase of 11%. However, if we compare this number to September 2019, there were 26% fewer applications per job ad. Visits to site are strong, showing that people are monitoring job activity but being hesitant to move roles just yet."

Figure 1: Auckland, Canterbury, Wellington, and NZ job ad growth and decline since September 2019.



Source: SEEK

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

	September 2021 vs August 2021 (m/m)	September 2021 vs September 2020 (y/y)	September 2021 vs September 2019
Nationally	0.3%	44%	12%
Auckland	-8%	38%	-5%
Wellington	4%	49%	22%
Canterbury	9%	61%	17%

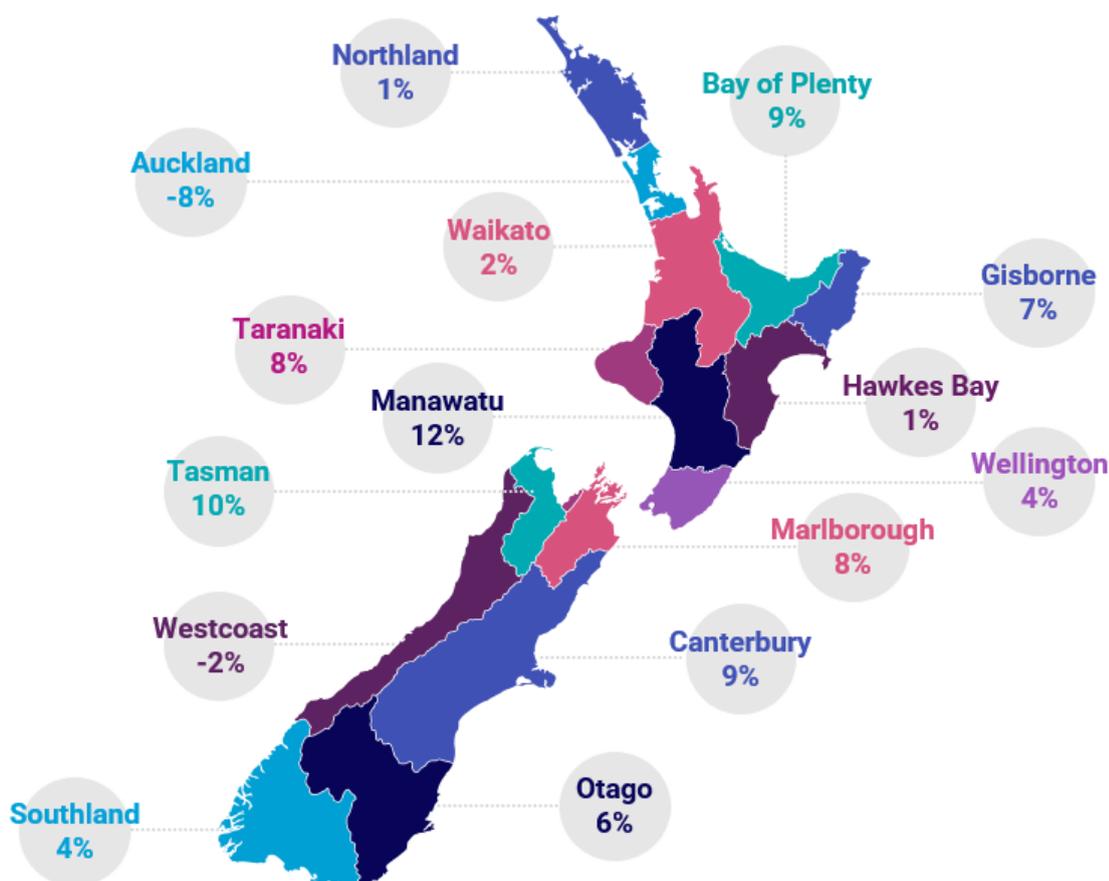
STATE OF THE REGIONS: AS RESTRICTIONS LIFT SO DO JOB AD NUMBERS ACROSS NZ

As restrictions eased around the country throughout September, job ad growth followed.

Rob Clark continues: "In contrast to August when every region experienced a month-on-month decline, job ad volumes increased in September across all of our regions except Auckland and West Coast which saw a decrease of 8% and 2% respectively.

"Throughout the pandemic, job ads have bounced back shortly after restrictions eased. This has been the case for the majority of the country outside of Auckland. The most significant growth comes from Wellington and Canterbury, which has seen an increase of 4% and 9% respectively."

Figure 2: National SEEK NZ Job Ad percentage change by region (September 2021 vs August 2021)



STATE OF THE INDUSTRIES: AUCKLAND IMPACTING INDUSTRY DATA

Auckland's decline in job ad numbers impacting the industries job ad growth across the nation. This is the case across multiple industries.

Rob Clark explains: "Of the 28 industries that we categorise, 20 saw a decline in Auckland from August to September. If we look nationally and exclude Auckland, then only eight industries experienced a drop.

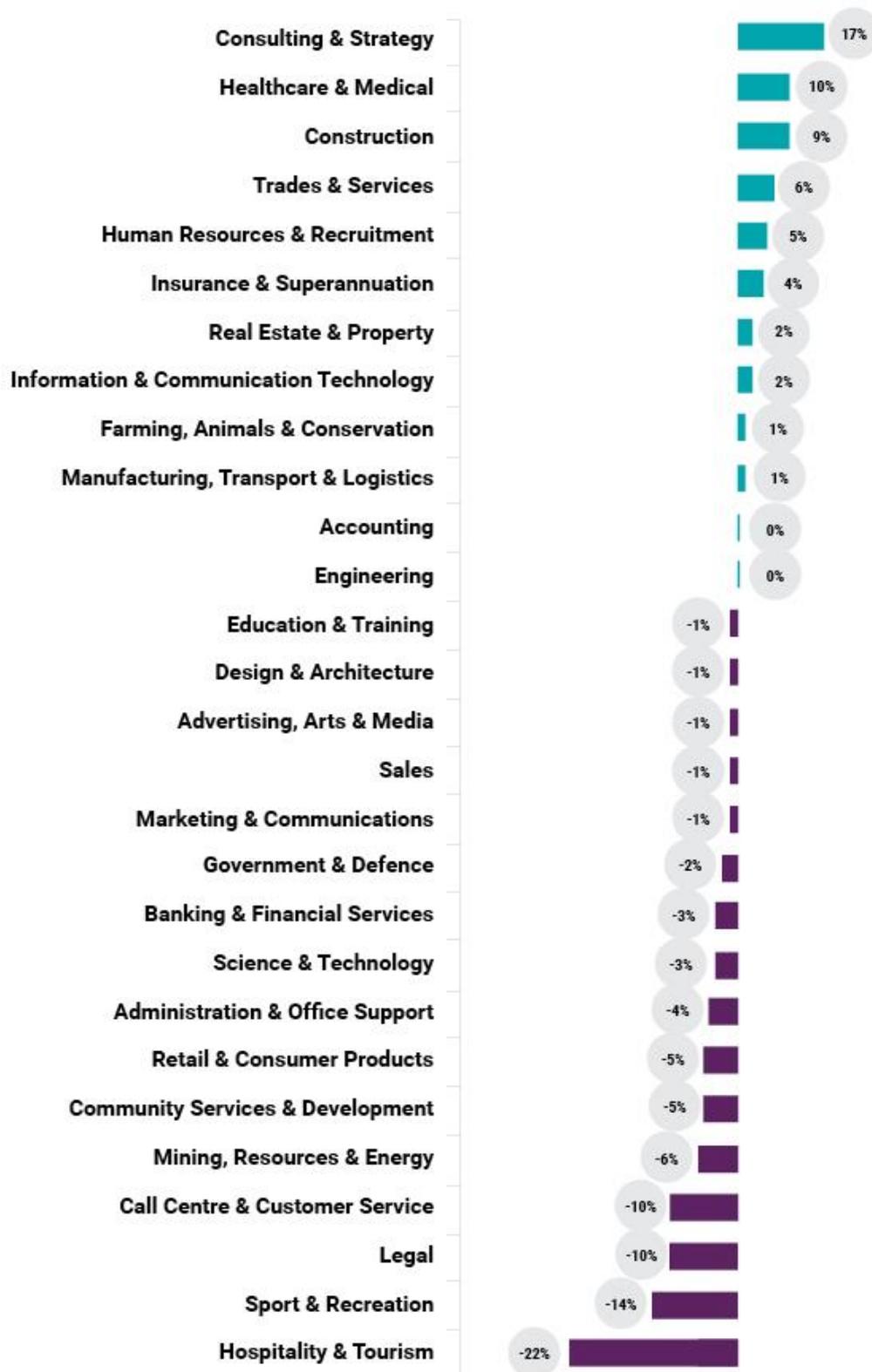
"Trades & Services is an excellent example of the positive changes around the country. In Auckland, the industry is down 17%, nationally up by 6%; however, there has been a 20% increase month-on-month across NZ if we exclude Auckland.

"Hospitality & Tourism is an industry that reacts to changing conditions quickly. The industry has dropped 35% in Auckland month-on-month, which contributes to a national drop of 22%. Excluding Auckland, there has been a 6% increase nationally. I am confident that as soon as restrictions ease, roles in Auckland will bounce-back too, as we have seen after previous lockdowns."

Table 2: Top 10 industries m/m growth / decline for Auckland and New Zealand excluding Auckland (September 2021 vs August 2021)

	AUCKLAND	REST OF NZ
Information & Communication Technology	3%	3%
Manufacturing, Transport & Logistics	-13%	23%
Trades & Services	-17%	20%
Healthcare & Medical	-6%	15%
Accounting	0%	2%
Administration & Office Support	-31%	9%
Construction	3%	14%
Engineering	3%	1%
Sales	-17%	10%
Retail & Consumer Products	-19%	22%

Figure 3: National SEEK NZ Job Ad percentage change by industry (September 2021 vs August 2021)



Source: SEEK NZ Employment Index, September 2021 vs August 2021

Table 3: National and regional job ad growth/decline comparing September 2021 to: i) August 2021 (y/y); ii) September 2020 (m/m) and; iii) September 2019

	September 2021 vs August 2021 (m/m)	September 2021 vs September 2020 (y/y)	September 2021 vs September 2019
Nationally	0.3%	44%	12%
Auckland	-8%	38%	-5%
Wellington	4%	49%	22%
Canterbury	9%	61%	17%
Waikato	2%	41%	36%
Bay of Plenty	9%	55%	41%
Otago	6%	41%	15%
Manawatu	12%	32%	47%
Hawkes Bay	1%	32%	46%
Northland	1%	30%	26%
Tasman	10%	49%	34%
Taranaki	8%	54%	50%
Southland	4%	27%	24%
Marlborough	8%	19%	37%
Gisborne	7%	37%	79%
West Coast	-2%	49%	-9%

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.

-ENDS-

Disclaimer

The Data should be viewed and regarded as standalone information and should not be aggregated with any other information whether such information has been previously provided by SEEK Limited, ("SEEK"). The Data is given in summary form and whilst care has been taken in its preparation, SEEK makes no representations whatsoever about its completeness or accuracy. SEEK expressly bears no responsibility or liability for any reliance placed by you on the Data, or from the use of the Data by you. If you have received this message in error, please notify the sender immediately.

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.

Contact details

Andy Maxey
SEEK
E: comms@seek.co.nz
P: +61 46 7748 567

Keely Allen
Adhesive PR
E: keely@adhesivepr.nz
P: +64 21 024 74684

Eleisha Balmer
Adhesive PR
E: eleisha@adhesivepr.nz
P: +64 27 690 1222