

OVERVIEW OF JANUARY 2022:

STATE OF THE NATION:

- A record number of job ads were posted to seek.co.nz in January.
- SEEK job ads increased 9% month-on-month (m/m), which was 42% higher year-on-year (y/y) and 36% more than January 2019.
- Applications per job ad rose slightly by 0.4%.
- Information & Communications Technologies and Trades & Services roles were responsible for most of the new job ads on site, growing by 9% and 10% respectively m/m.

STATE OF THE REGIONS:

- Auckland experienced the largest growth in job ads with 10% m/m, followed by Canterbury (+13%), Northland (+11%), Waikato (+8%), and Wellington (+4%).
- All regions recorded an increase y/y except for Gisborne which declined 7%.

STATE OF THE NATION: NEW YEAR WELCOMES NEW JOB AD RECORD

A 9% increase in job ads in January led to a record-breaking month, with the most job ads on site ever, the latest SEEK New Zealand Employment Report shows.

In addition to being up m/m, job ads were also 42% higher y/y and 36% higher than in January 2019.

Applications per job ad rose only nominally by 0.4%, however candidate visitation to the website remained strong.

Rob Clark, Country Manager, SEEK NZ, comments: "Job ads have grown month-on-month since September last year, this month recording the most ads on site in SEEK's history."

"Businesses returned quickly to the search for talent in the new year and by the second week of January ads were tracking 48% ahead year-on-year.

"Hirers are looking for talent, and it's a trend that we can expect to continue, but for now candidates are not applying in the volumes of old. The low unemployment rate which was announced earlier this month also points to a shrinking pool of candidates actively looking for jobs."

Table 1: Job ad growth/decline nationally and for major regions, comparing January 2022 to: i) December 2021 (m/m) ii) January 2021 (y/y) and iii) January 2019 – all regions are listed in the Table 2.

	January 2022 vs December 2021 (m/m)	January 2022 vs January 2021 (y/y)	January 2022 vs January 2019
National	9%	42%	33%
Auckland	10%	38%	16%
Wellington	4%	30%	38%
Canterbury	13%	57%	36%
Waikato	8%	40%	53%

STATE OF THE REGIONS: JOBS GROW IN POPULOUS REGIONS

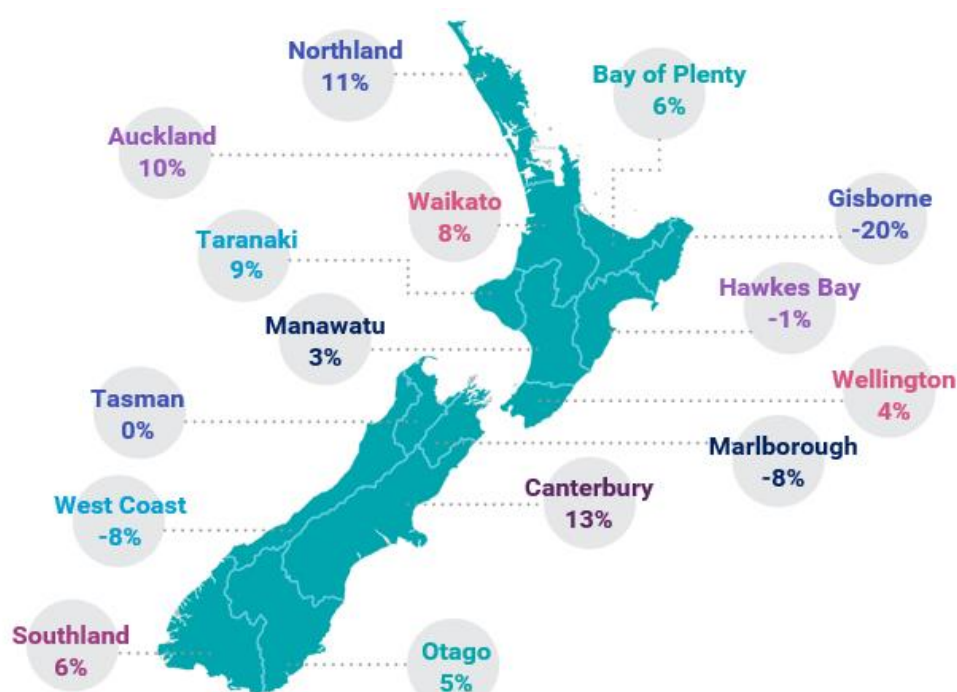
Eleven of the fifteen regions saw m/m increases to job ads, notably the three largest hiring markets; Auckland, Wellington and Canterbury, which recorded respective increases of 10%, 4% and 13%.

Hawkes Bay, Marlborough, Gisborne and West Coast recorded a m/m decline in job ads yet all were ahead in comparison to this time last year, save for Gisborne which dropped 7% compared to January 2021.

Rob Clark explains: "While not all regions started the year with more job ads than the month before, all but one still recorded job ads higher than January 2019."

"The most populous areas of Auckland, Canterbury, Wellington and Waikato saw month-on-month and year-on-year growth and were responsible for a large share of new job ads posted in January."

Figure 1: National SEEK NZ Job Ad percentage change by region (January 2022 vs December 2021)



Source: SEEK NZ Employment Index, January 2022 vs December 2021

Table 2: National and regional job ad growth/decline comparing January 2022 to: i) December 2021 (y/y); ii) January 2021 (m/m) and; iii) January 2019

	January 2022 vs December 2021 (m/m)	January 2022 vs January 2021 (y/y)	January 2022 vs January 2019
Nationally	9%	42%	33%
Auckland	10%	38%	16%
Wellington	4%	30%	38%
Canterbury	13%	57%	36%
Waikato	8%	40%	53%
Bay of Plenty	6%	59%	67%
Otago	5%	57%	24%
Manawatu	3%	41%	74%
Hawkes Bay	-1%	39%	83%
Northland	11%	50%	91%
Tasman	0%	41%	80%
Taranaki	9%	66%	73%
Southland	6%	63%	64%
Marlborough	-8%	58%	29%
Gisborne	-20%	-7%	29%
West Coast	-8%	44%	-6%

STATE OF THE INDUSTRIES: TECH, TRADES AND TRANSPORT DRIVE JOB ADS UP

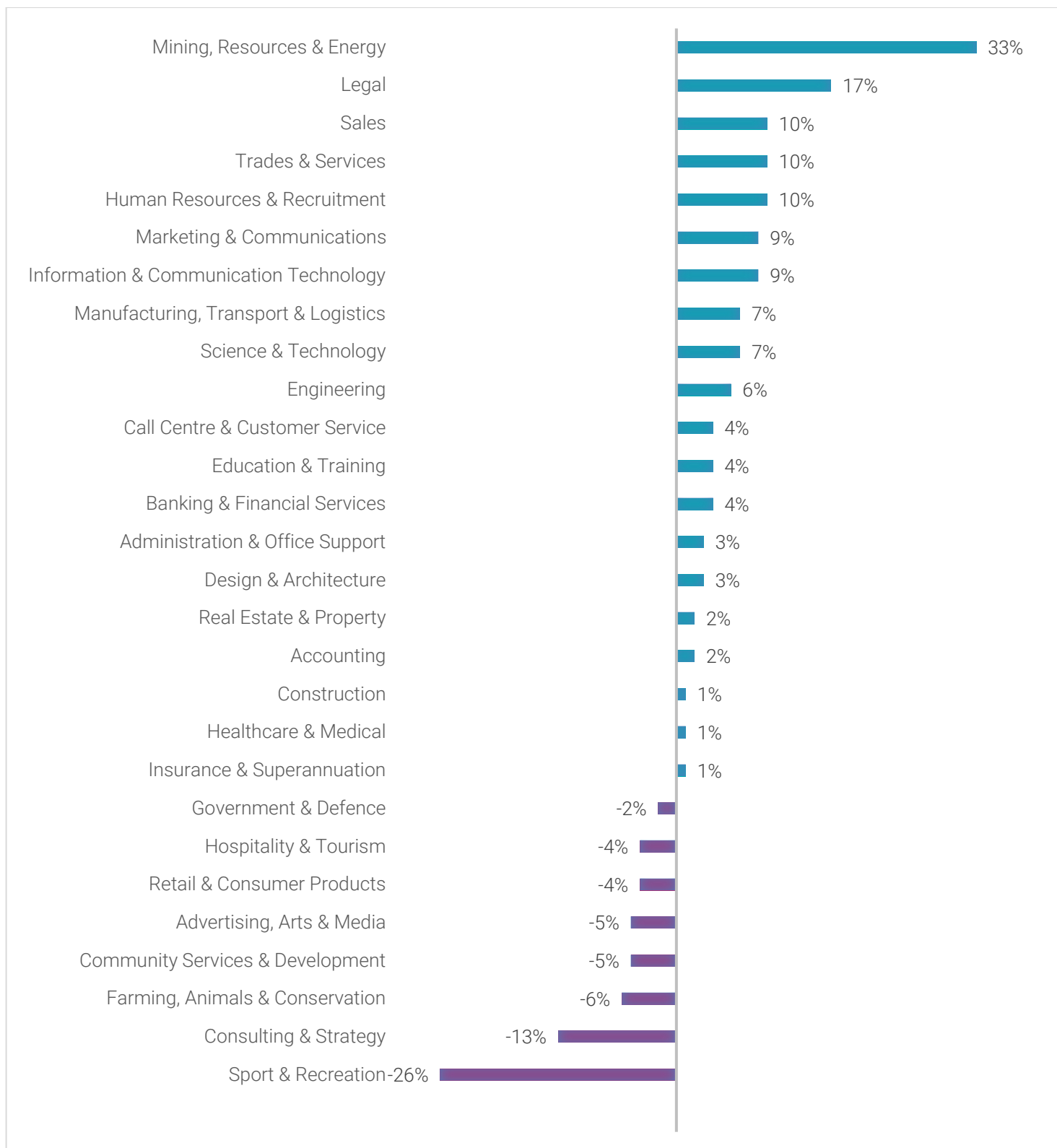
The industries with the most job ads in January were Information & Communication Technology which grew 9%, Trades & Services which increased 10%, and Manufacturing, Transport and Logistics which was up 7%.

The Consumer Services sector, which includes Hospitality & Tourism, Retail & Consumer Services and Sport & Recreation among other industries, saw the biggest decline (-5%) overall in January. Hospitality & Tourism, however, still has 66% more job ads on site than the same time last year.

Rob Clark explains: "As job ads in our most populous regions grew, so too did our biggest industries, with Information & Communication Technology, Trades & Services, and Manufacturing, Transport & Logistics the greatest drivers in job ad growth last month.

"Information & Communication Technology continues to be the largest hiring market in New Zealand and grew again 9% in January. Auckland is responsible for the majority of that growth, with over 50% of all ICT jobs located there."

Figure 2: National SEEK NZ Job Ad percentage change by industry, ordered by % change (January 2022 vs December 2021)



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 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.

In 2022, SEEK celebrates 25 years of helping people live more fulfilling and productive working lives.

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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