

OVERVIEW OF JULY 2022:**STATE OF THE NATION:**

- Job ads rose by 1% in July and are 9% higher year-on-year (y/y).
- Applications per job ad increased 5% from the month prior.

STATE OF THE REGIONS:

- All regions recorded a y/y increase in jobs ads.
- The most populous regions recorded a month-on-month (m/m) increase in job ads; Auckland (+1%), Wellington (+0.3%) and Canterbury (+4%).

STATE OF THE INDUSTRIES:

- The industries to record the biggest m/m increases in job ads were Consulting & Strategy (+17%), Community Services and Development (+6%) and Mining Resources & Energy (+4%).
- The Hospitality & Tourism industry recorded a second consecutive month of job ad decline in July, dropping 9%.

STATE OF THE NATION: JOB ADS AND APPLICATIONS PER JOB AD RISE

Job ads increased by 1% from June to July, according to the latest SEEK employment data, making job ad levels 9% greater y/y and 37% greater than July 2019.

Applications per job ad rose for a second consecutive month, rising 5% from the month prior.

The most populous cities of Auckland, Wellington and Canterbury recorded a monthly increase in job ads, and all regions recorded greater job ads y/y.

Rob Clark, Country Manager, SEEK NZ, explains:

"Jobs ads across all regions are up year-on-year, and the increase recorded nationally was driven by increases in Auckland which grew 1% and Canterbury which rose 4%.

"Applications per job ad are almost on par with where they were last year after a second month-on-month increase. While application levels remain low compared to pre-pandemic, they are no longer declining, and have remained relatively stable since the start of the year."

Figure 1: Job ad growth/decline for major regions comparing July 2022 to: i) June 2022 (m/m); ii) July 2021 (y/y)

	July 2022 vs June 2022 (m/m)	July 2022 vs July 2021 (y/y)	July 2022 vs July 2019
National	1%	9%	37%
Auckland	1%	4%	23%
Wellington	0%	2%	26%
Canterbury	4%	28%	55%
Waikato	-6%	2%	46%

STATE OF THE REGIONS: REGIONS OUTGROW URBAN AREAS FOR JOB AD GROWTH

Seven regions recorded a m/m increase in job ads in June, including the most populous regions of Auckland (+1%), Wellington (+0.3%) and Canterbury (+4%).

In Auckland the biggest contributors to job ad growth were Manufacturing, Transport & Logistics (+8.2%), Accounting (+4.7%) and Sales (+3%), and in the Canterbury region were Information & Communication Technology (14.1%), Retail & Consumer Products (19.3%) and Construction (+24.2%).

Applications per job ad rose from the month prior in all regions except for Otago and Southland, including a 6% increase in Auckland and 4% in Wellington.

Rob Clark continues:

"Compared to July 2021, job ads in all regions have increased, with Canterbury (+28%), Otago (+27%), Northland (+26%) and Marlborough (+28%) recording the greatest growth.

"Demand for talent outside of the urban centres had been outgrowing demand for city workers for years before the pandemic put a temporary halt on hiring. Since 2020, this trend has been amplified, with regional job ads bouncing back faster and to a greater degree than metro job ads.

"This is true across all sectors, but particularly of the Public and Consumer Sectors where job ad growth in the regions is almost double that of metro growth year-on-year."

Figure 2: National SEEK NZ Job Ad percentage change by region (July 2022 vs June 2022)

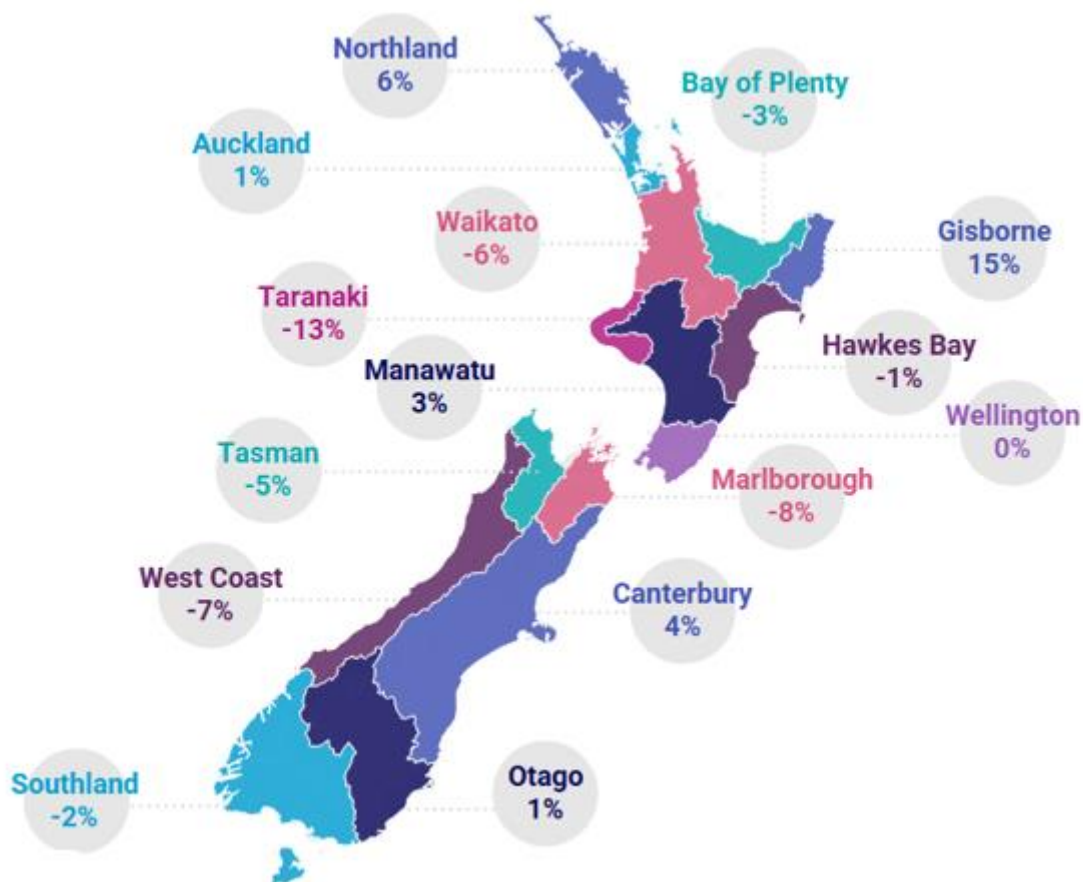


Table 1: National and regional job ad growth/decline comparing July 2022 to: i) June 2022 (m/m); ii) July 2021 (y/y) and iii) July 2019.

	July 2022 vs June 2022 (m/m)	July 2022 vs July 2021 (y/y)	July 2022 vs July 2019
National	1%	9%	37%
Auckland	1%	4%	23%
Wellington	0%	2%	26%
Canterbury	4%	28%	55%
Waikato	-6%	2%	46%
Bay of Plenty	-3%	20%	64%
Otago	1%	27%	62%
Manawatu	3%	8%	72%
Hawkes Bay	-1%	9%	82%
Northland	6%	26%	79%
Tasman	-5%	13%	55%
Taranaki	-13%	9%	78%
Southland	-2%	22%	56%
Marlborough	-8%	28%	55%
Gisborne	15%	18%	134%
West Coast	-7%	18%	20%

STATE OF THE INDUSTRIES: NATIONAL GROWTH DRIVEN BY SMALLER INDUSTRIES

Despite a m/m drop in job ads in most of the largest hiring industries in July, the 1% national increase in job ads was driven by growth in some of the smaller hiring industries, namely Community Services & Development (+6%), Human Resources & Recruitment (+3%), Government & Defence (+3%), and Construction (+1).

Information & Communication Technology, the largest industry by ad volume, fell 3% m/m and Healthcare & Medical job ads dropped 1%, with Aged Care Nursing roles dropping 7%.

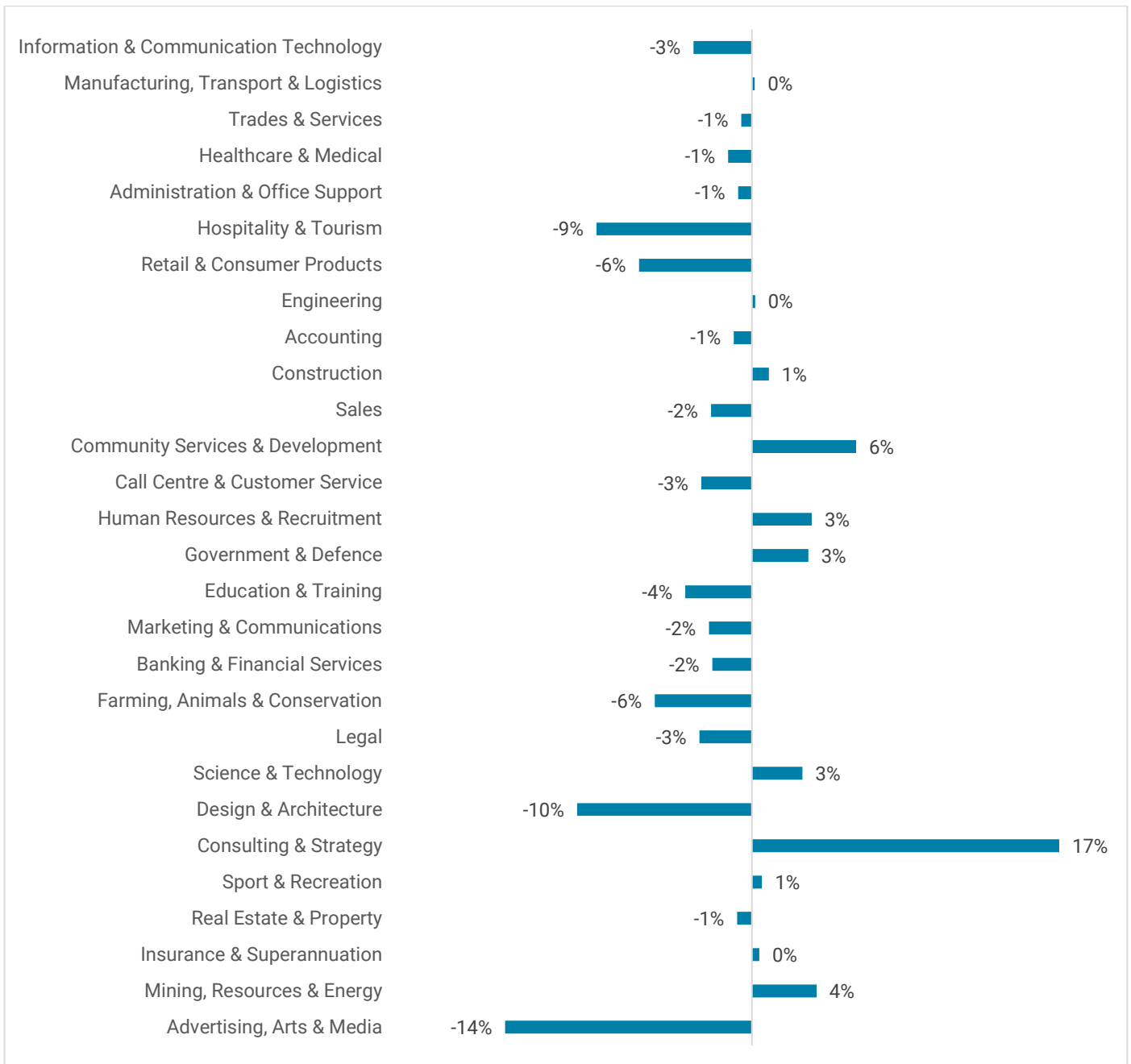
Hospitality & Tourism job ads recorded a second consecutive month of decline, dropping 9% from June, yet remain 48% higher y/y.

Rob Clark comments:

"The middle to smaller industries were the greatest growers in July, with a 0.2% rise in Manufacturing, Transport & Logistics the largest industry to record a rise, however minimal.

"As the cost of living and of doing business rises, Kiwis' discretionary income is falling, which has a flow-on effect for customer-facing industries. Demand for talent in Hospitality & Tourism and Retail & Consumer Products have both declined over the past two months after peaking in May, demonstrating the impact that these macro-factors are having on some industries."

Figure 3: National SEEK NZ Job Ad percentage change by industry, (July 2022 vs June 2022) – Ordered by total job ad volume.



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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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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