



Jobs Online: June Quarter 2024

Quarterly New Zealand Online Job Advertisements

July 2024





**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

Ministry of Business, Innovation and Employment (MBIE)

Hikina Whakatutuki – Lifting to make successful

MBIE develops and delivers policy, services, advice and regulation to support economic growth and the prosperity and well-being of New Zealanders.

MBIE combines the former Ministries of Economic Development, Science + Innovation, and the Departments of Labour and Building and Housing.

More information

www.mbie.govt.nz

0800 20 90 20

Information, examples and answers to your questions about the topics covered here can be found on our website www.mbie.govt.nz or by calling us free on 0800 20 90 20.

Disclaimer

This document is a guide only. It should not be used as a substitute for legislation or legal advice. The Ministry of Business, Innovation and Employment is not responsible for the results of any actions taken on the basis of information in this document, or for any errors or omissions.

2253-5721

July 2024

© Crown copyright 2024 The material contained in this report is subject to Crown copyright protection unless otherwise indicated. The Crown copyright protected material may be reproduced free of charge in any format or media without requiring specific permission. This is subject to the material being reproduced accurately and not being used in a derogatory manner or in a misleading context. Where the material is being published or issued to others, the source and copyright status should be acknowledged. The permission to reproduce Crown copyright protected material does not extend to any material in this report that is identified as being the copyright of a third party. Authorization to reproduce such material should be obtained from the copyright holders.

Introduction

■ OVERVIEW OF KEY RESULTS

- Demand continued to weaken with online job advertising falling over the year to the June 2024 quarter (down 33 percent). However, more firms stated their intention to hire more people compared to the same time last year, as measured by *ANZ Business Outlook* (up from a net negative 3.5 to a net zero per cent intending to hire more people).
- Advertising fell for all industries. The biggest annual falls were in the IT, Manufacturing, Health care and Hospitality industries. The smallest fall was for the Education industry.
- Online job advertising also fell for all occupation groups, with the biggest annual falls in the Labourers, Machinery operators & drivers, and Sales occupation groups.
- Online job advertising continued to decline across all five skill levels compared to the same quarter the previous year, with Unskilled jobs seeing the biggest annual fall (down 41 per cent).
- Over the year to the June 2024 quarter, online job advertising decreased in all regions. The Gisborne/Hawke's Bay region saw the biggest fall, followed by Wellington. Otago/Southland saw the smallest fall.

Purpose of *Jobs Online*

Online job advertisements are a key indicator of labour demand. The relationship between online job advertisements and labour demand is complex. For example, an increase in job advertisements in an industry may indicate the industry is expanding, and looking for new workers, or the industry has a high rate of turnover or churn (workers are moving between businesses, but overall employment is not necessarily increasing). Likewise, a decline in online job advertisements can signal reduced employment in an industry, or that the industry is using alternatives to online advertising in their hiring processes (such as word-of-mouth or social networks). Alternatively, a decline in online advertisements may signal an industry has less turnover than before.

Jobs Online monitors changes in online job advertisements using an unadjusted index. Previously a trend index was used, see the methodology document for further information about changes. It uses information from online job advertisements from four internet job boards: SEEK, Trade Me Jobs, the Education Gazette and Kiwi Health Jobs. *Jobs Online* measures changes using raw unweighted data, and is disaggregated by industries, occupations, and regions. Duplicate advertisements within each job board and across job boards are removed.

This quarterly report highlights the latest *Jobs Online* data up to June 2024 quarter and the same quarter the previous year (June 2023) and five years earlier (June 2019).

The monthly unadjusted vacancies from May 2007 to June 2024 are also available at [Jobs Online monthly unadjusted data](#). This data shows the monthly patterns of online job advertising.

Overall Online Job Advertisements

Online job advertising continues to fall

Online job advertising continued to fall, down 33 per cent over the year to the June 2024 quarter (see Figure 1). There have now been seven consecutive quarterly decreases since December 2022. Over the last five years to June 2024, vacancies fell 28 per cent.

In June 2024, a net zero per cent of firms stated their intention to hire more people, with demand improving over the year to June 2024 (up to net zero percent in June 2024 from a net negative 3.5 per cent in June 2023), as shown in the [ANZ Business Outlook](#).

Figure 1: All Vacancies Index (online job advertisements)



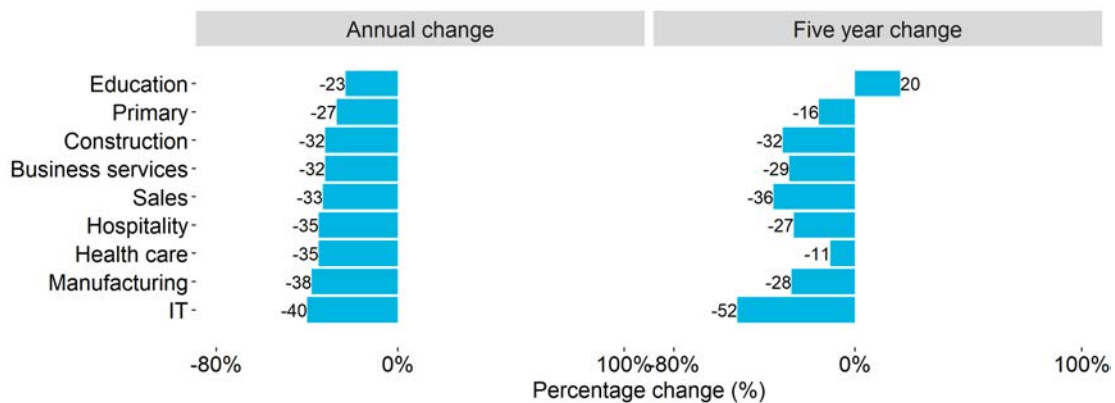
Online Job Advertisements by Industry

Online job advertisements fell across all industries

Over the year to the June 2024 quarter, the largest falls were in the IT, Manufacturing, Health care and Hospitality (down 40, 38, 35 and 35 per cent respectively), see Figure 2. The smallest fall was for the Education industry (down 23 per cent). Job advertising was lower than the June 2019 quarter for most industries, except for Education.

- The Education industry saw growth in all regions, except Gisborne/Hawke’s Bay and Wellington (down 27 and 6 per cent).
- There was patchy growth in some regions for Health care, Hospitality and Business services.
- Health care grew in Otago/Southland, Manawatū-Whanganui/Taranaki, and Northland.
- Hospitality grew in Otago/Southland, Northland, and Manawatū-Whanganui/Taranaki.
- Business services grew in Northland and Otago/Southland.

Figure 2: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry



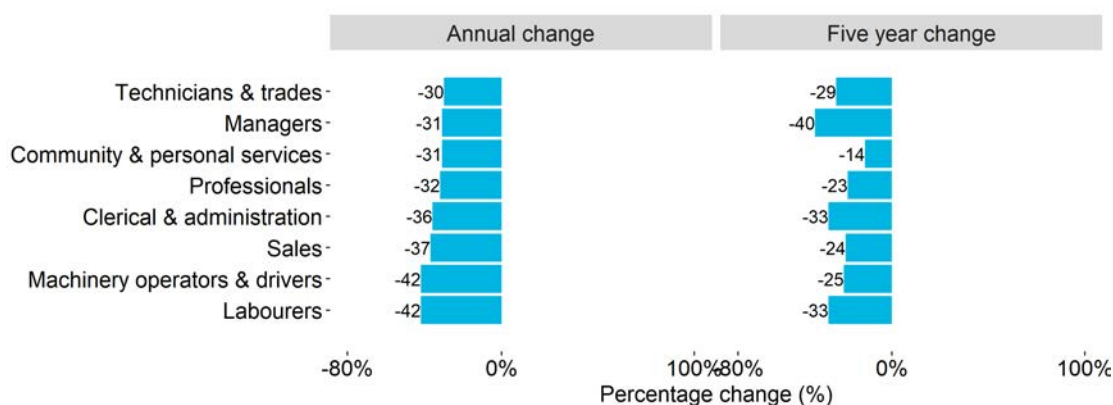
Online Job Advertisements by Occupation and Skills

Online job advertisements for all occupation groups decreased over the year

Over the year to the June 2024 quarter, the largest falls in job advertising were for Labourers, and Machinery operators & drivers (both down 42 per cent), see Figure 3. Technicians & trades had the smallest fall in advertising (down 30 per cent), over the year to June 2024.

Over the past five years between June 2019 and June 2024 online job advertising decreased in all occupation groups, with the biggest fall for Managers (down 40 per cent).

Figure 3: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation groups

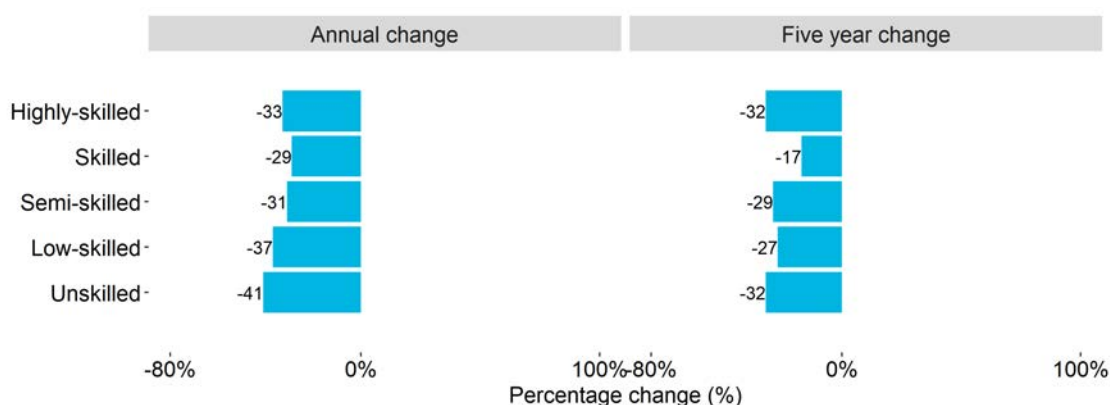


Online job advertisements continued to decrease for all skill levels

Online job advertising decreased for all five skill levels over the year to the June 2024 quarter, falling the most for Unskilled jobs (down 41 per cent), see Figure 4.

Over the past five years between June 2019 and June 2024, job advertisements also fell for all skill levels. The biggest fall was for Unskilled and Highly-skilled advertisements, both down 32 per cent between June 2019 and June 2024.

Figure 4: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill levels



Online Job Advertisements by Region

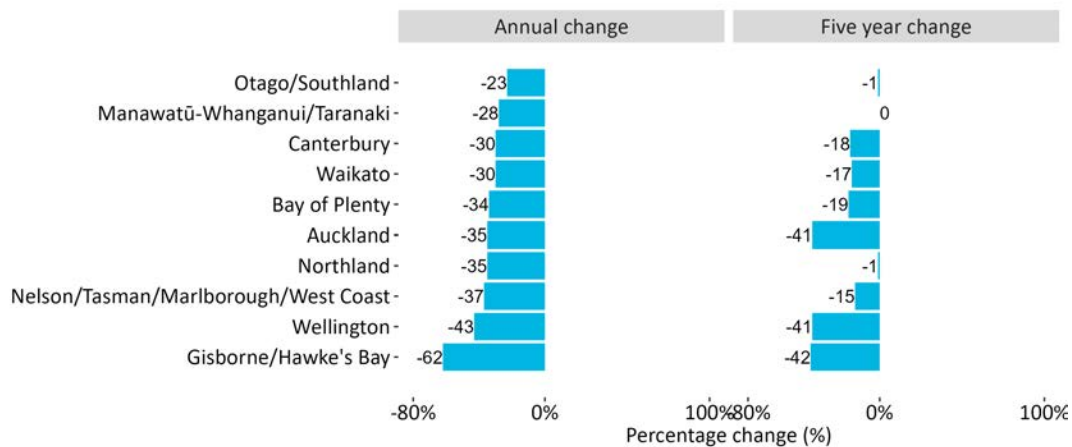
Online job advertising fell in all regions

The Gisborne/Hawke’s Bay and Wellington regions saw the largest fall in job advertisements over the year to the June 2024 quarter (down 62 and 43 per cent respectively), while Otago/Southland had the smallest annual fall (down 23 per cent), see Figure 5.

Online job advertising decreased in most regions over the past five years to June 2024, with the largest falls in Gisborne/Hawke’s Bay, Wellington, and Auckland (down 42, 41 and 41 per cent respectively).

Annual and five year changes for each region by industry, occupation and skill level can be found in the Appendix of the report.

Figure 5: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by region



Links

Note: The results for the changes are based on seasonally adjusted data with correction for extreme values.

Data Downloads

The data used in the *Jobs Online* quarterly report can be accessed at *Jobs Online* by following the links on this page: [Jobs Online quarterly data](#).

Appendix

Northland

Figure 6: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Northland

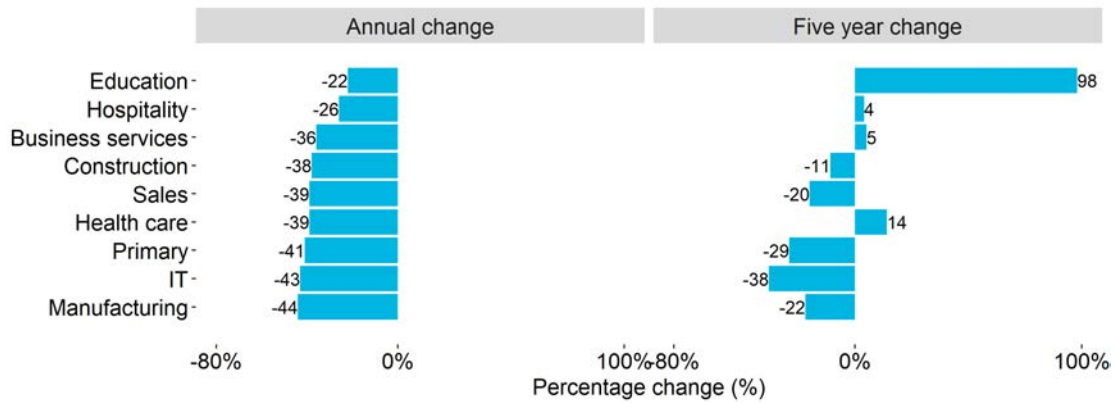


Figure 7: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Northland

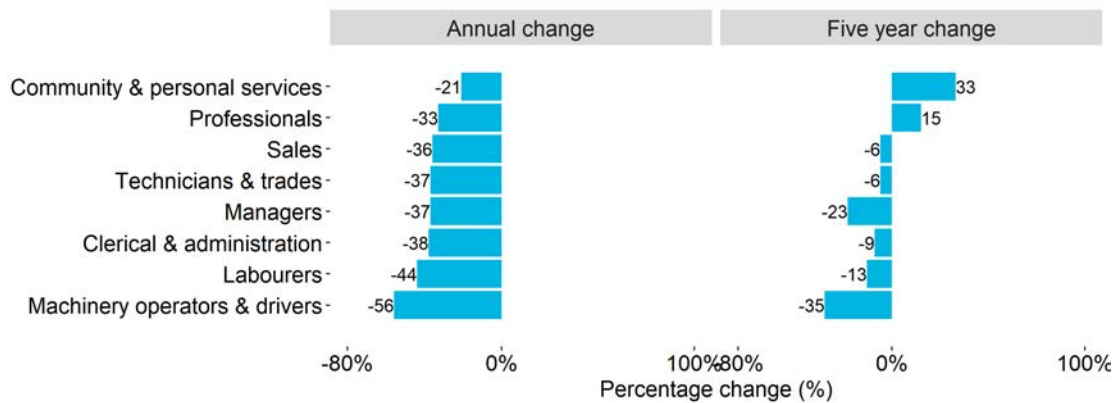
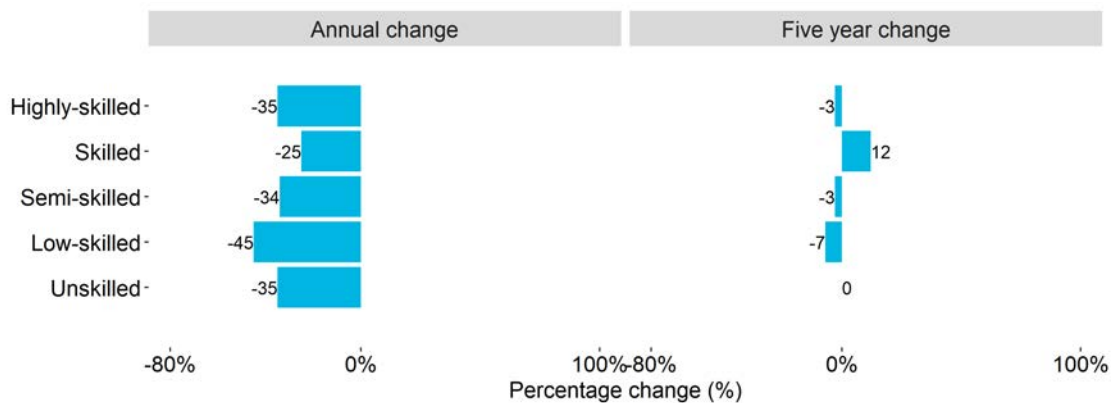


Figure 8: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill levels - Northland



Auckland

Figure 9: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Auckland

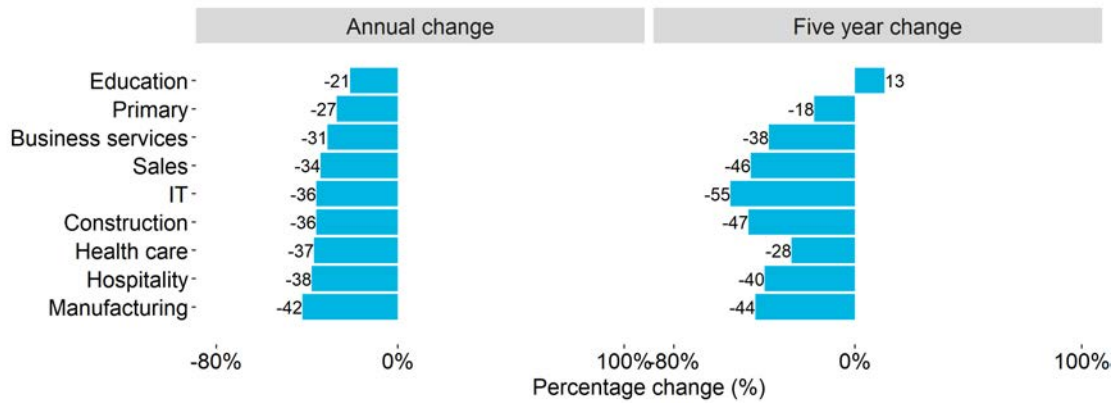


Figure 10: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Auckland

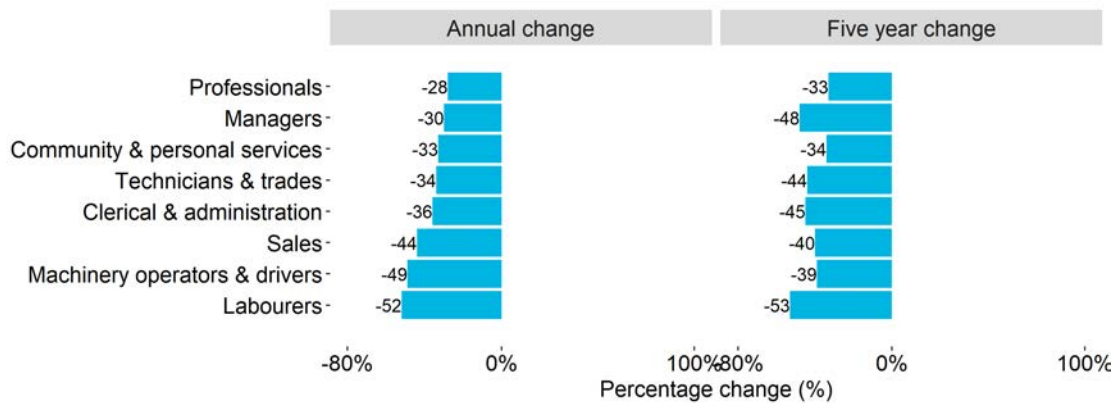
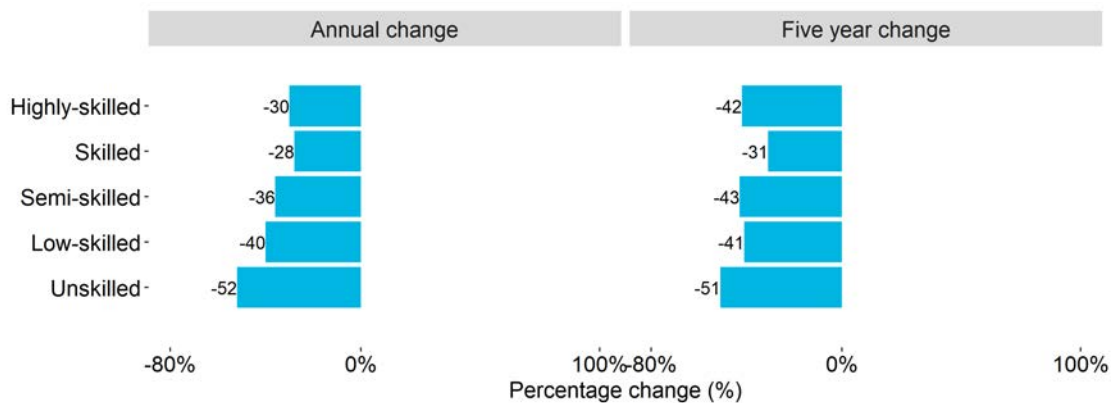


Figure 11: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Auckland



Waikato

Figure 12: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Waikato

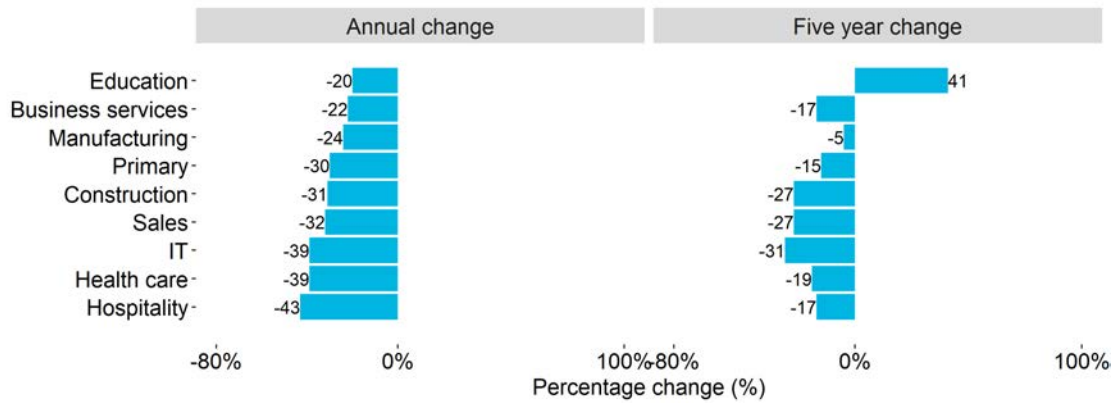


Figure 13: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Waikato

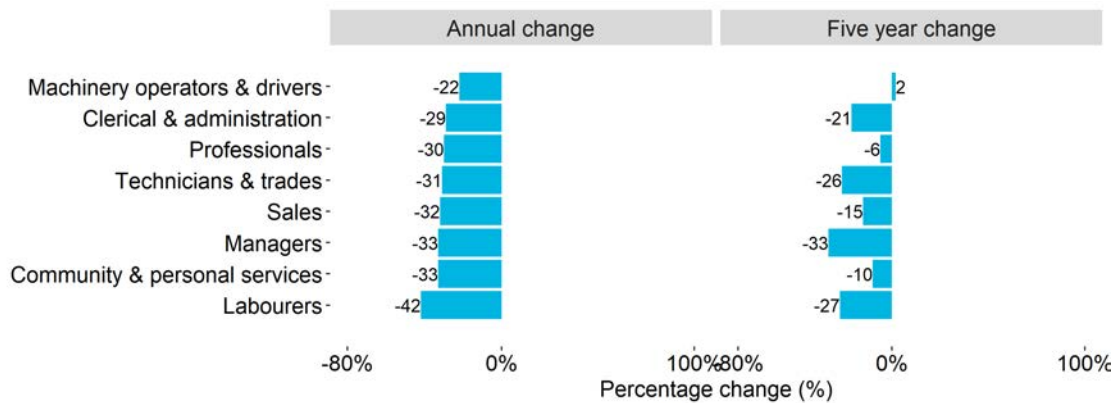
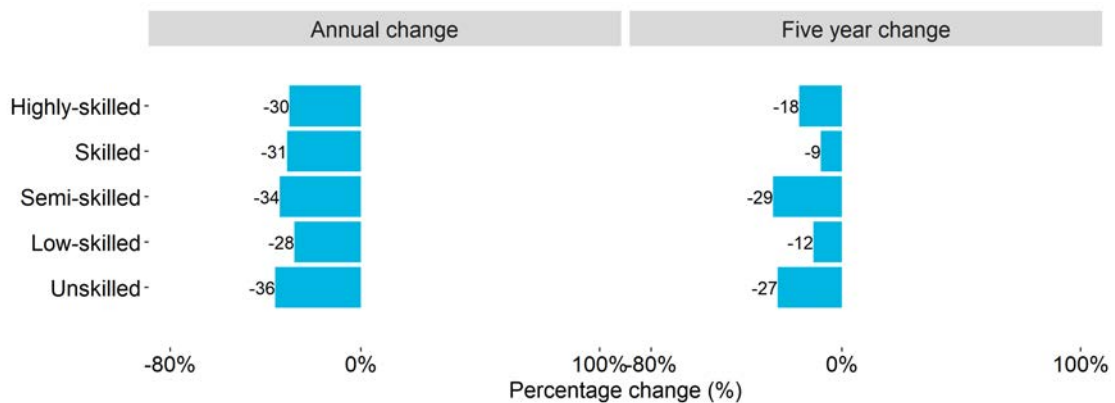


Figure 14: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Waikato



Bay of Plenty

Figure 15: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Bay of Plenty

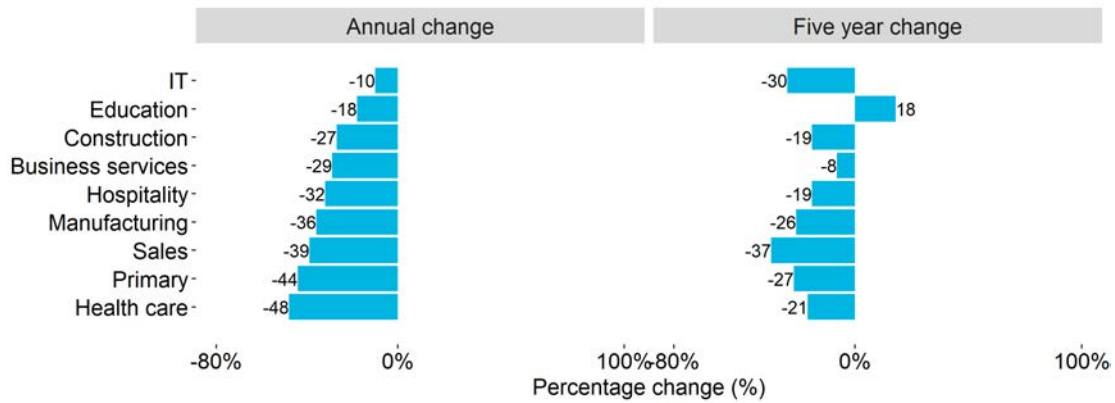


Figure 16: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Bay of Plenty

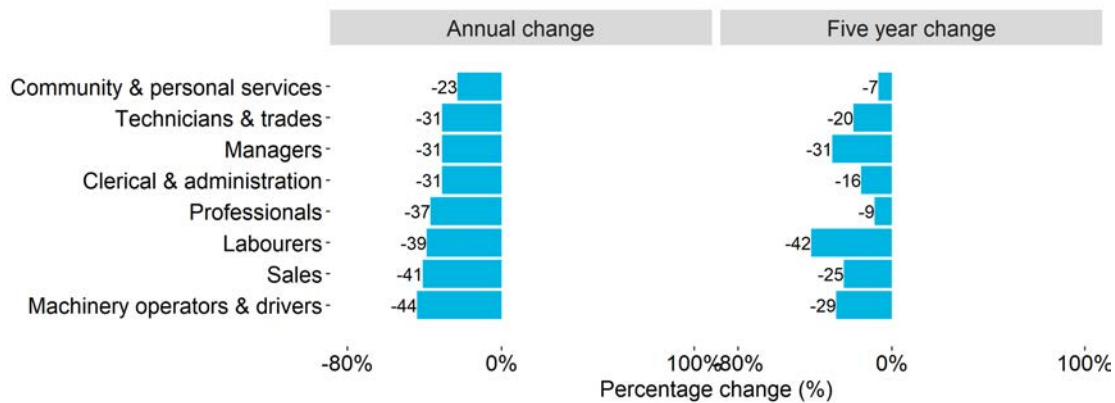
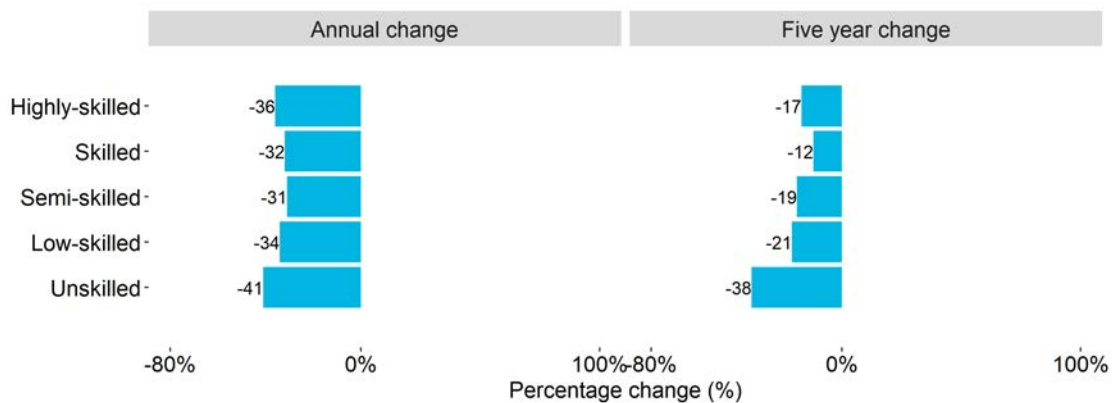


Figure 17: Annual and Five year changes All Vacancies Index (online job advertisements) by skill level - Bay of Plenty



Gisborne/Hawke's Bay

Figure 18: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Gisborne/Hawke's Bay

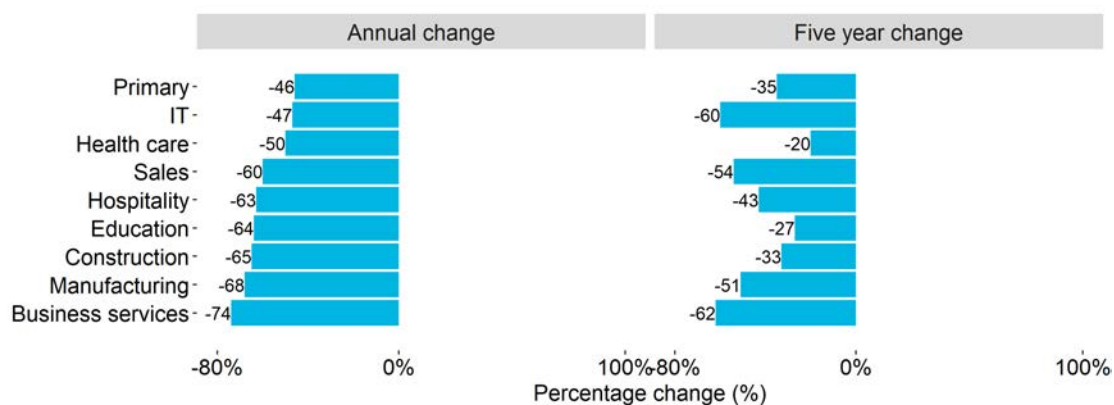


Figure 19: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Gisborne/Hawke's Bay

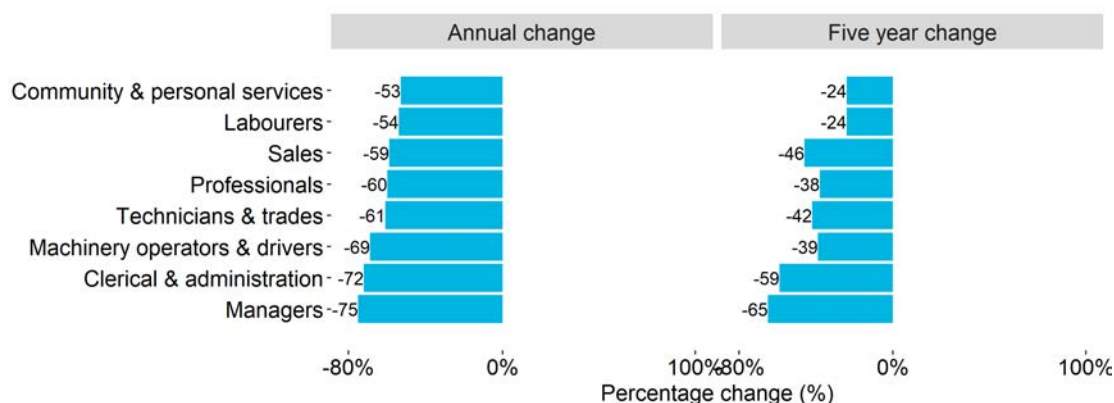
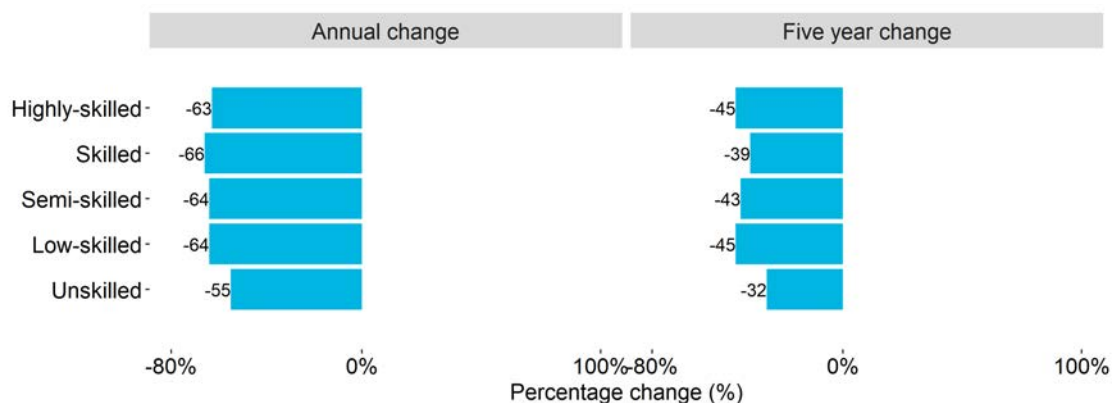


Figure 20: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

Figure 21: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Manawatū-Whanganui/Taranaki

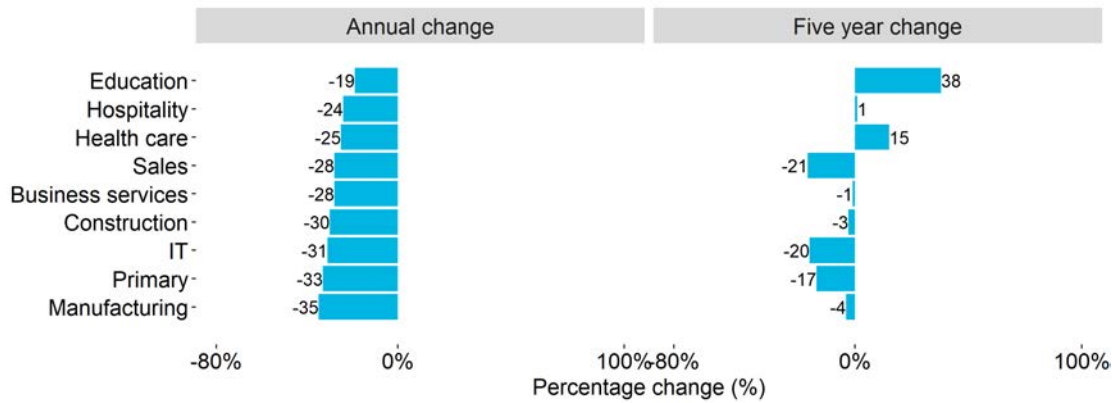


Figure 22: Annual and Five year (quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Manawatū-Whanganui/Taranaki

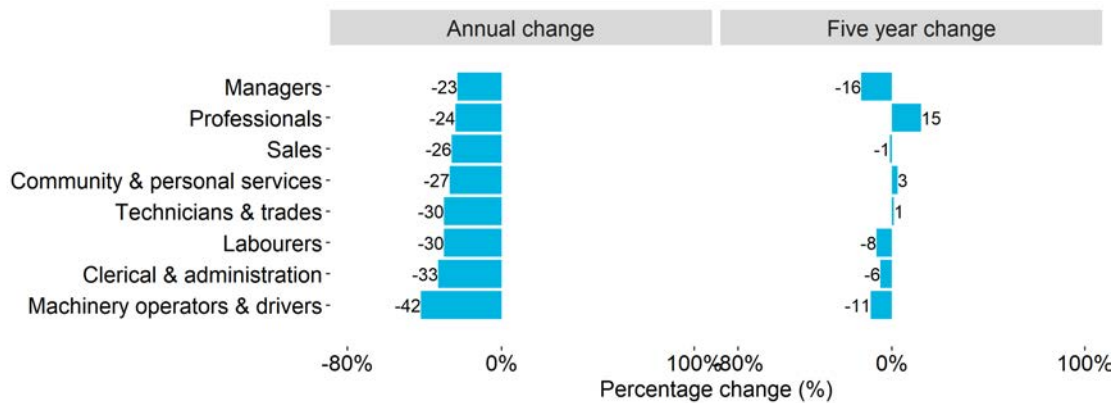
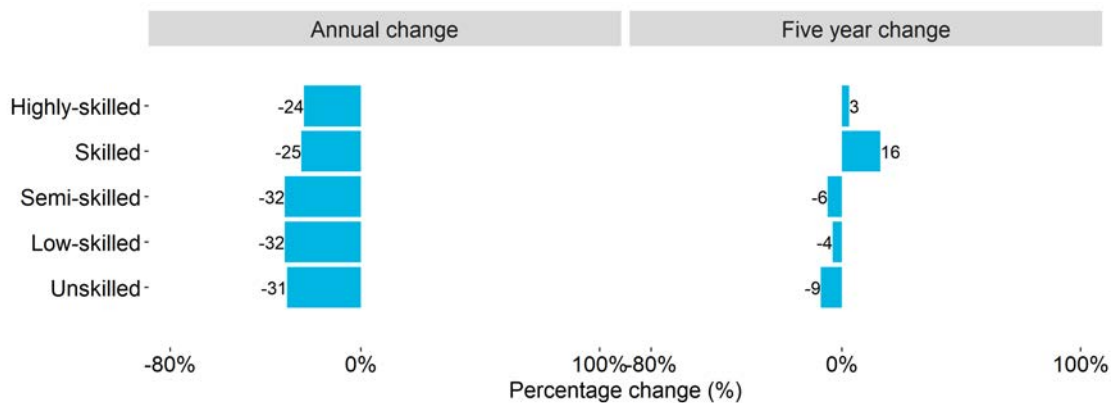


Figure 23: Annual and Five year (quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Manawatū-Whanganui/Taranaki



Wellington

Figure 24: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Wellington

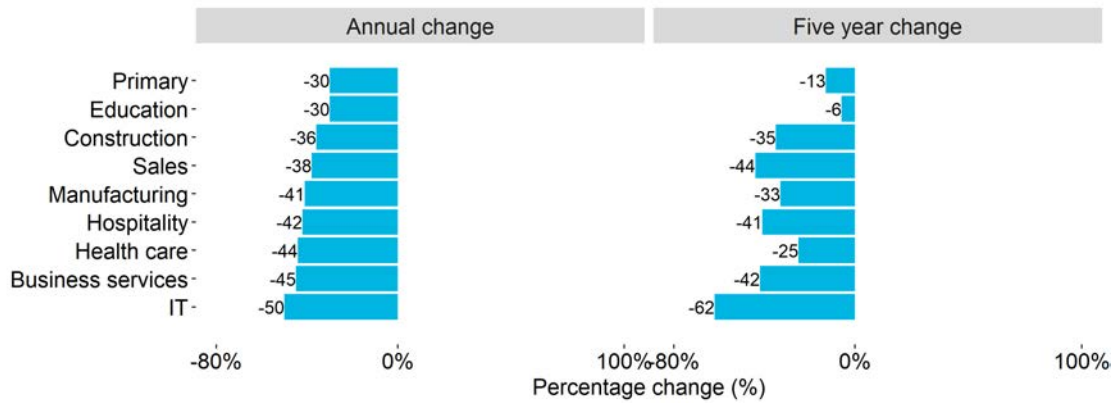


Figure 25: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Wellington

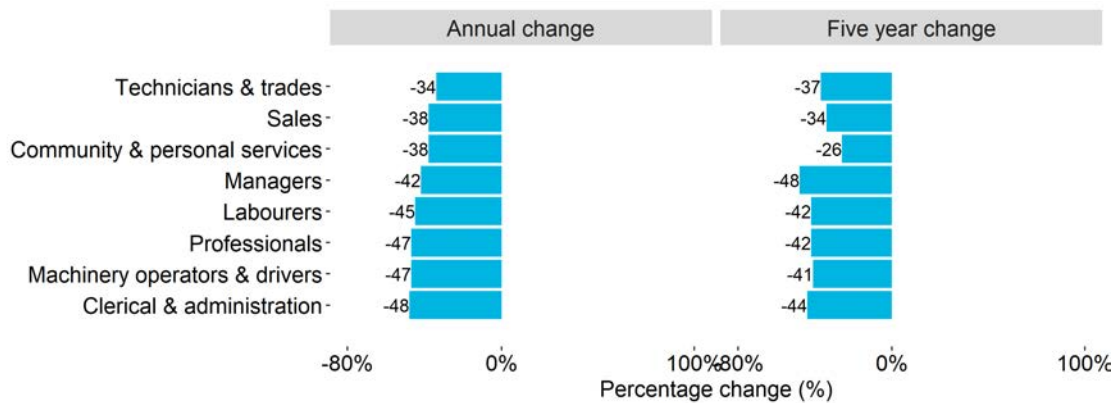
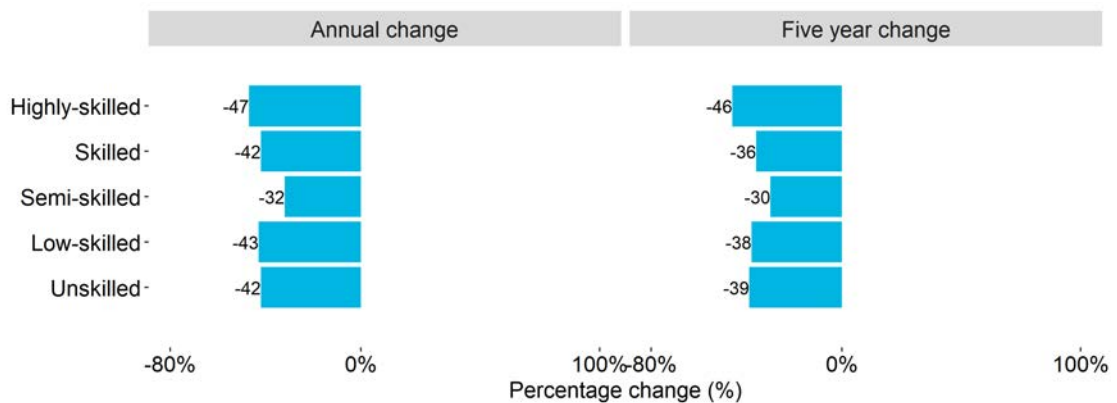


Figure 26: Annual and Five year changes in All Vacancies Index (online job advertisements) by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

Figure 27: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Nelson/Tasman/Marlborough/West Coast

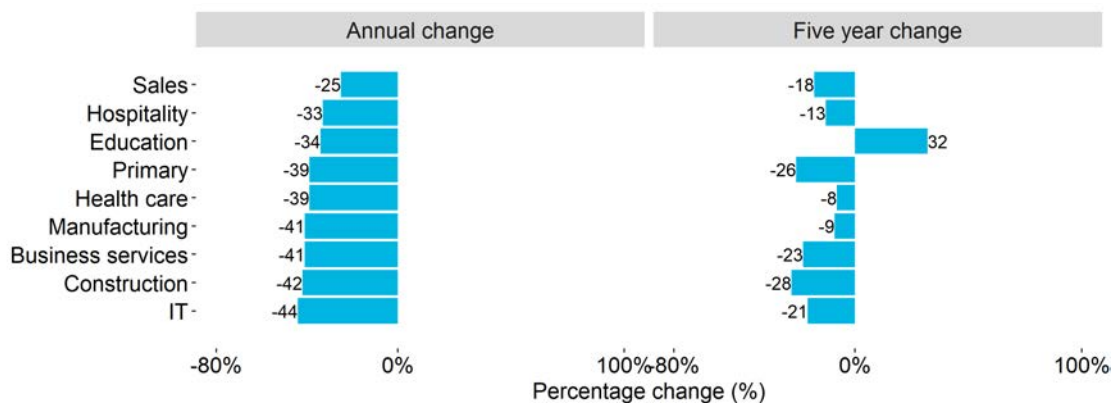


Figure 28: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Nelson/Tasman/Marlborough/West Coast

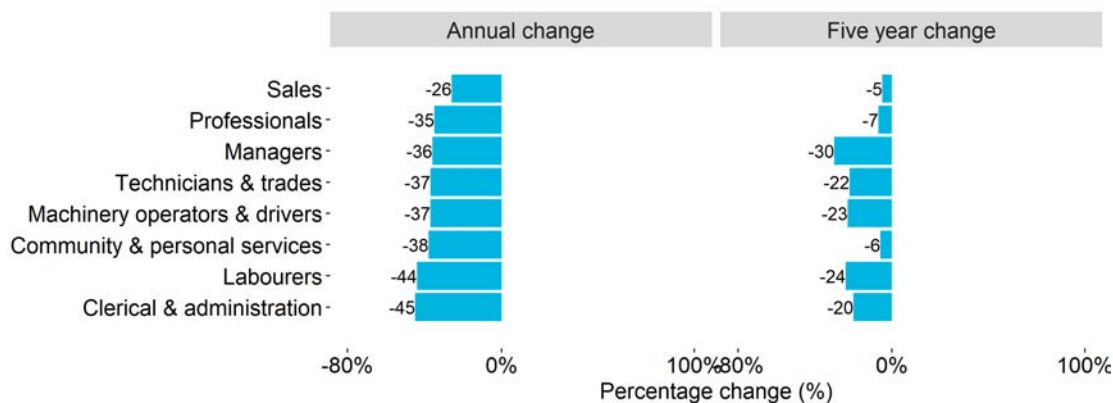
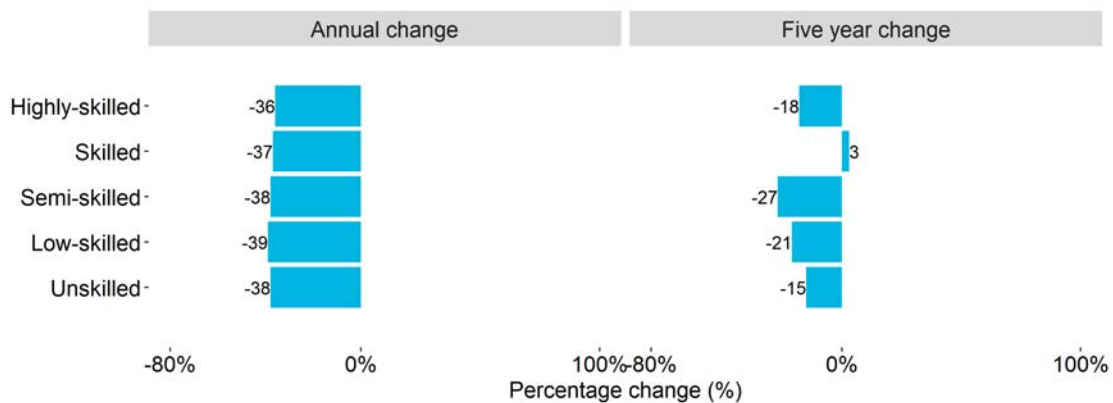


Figure 29: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

Figure 30: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Canterbury

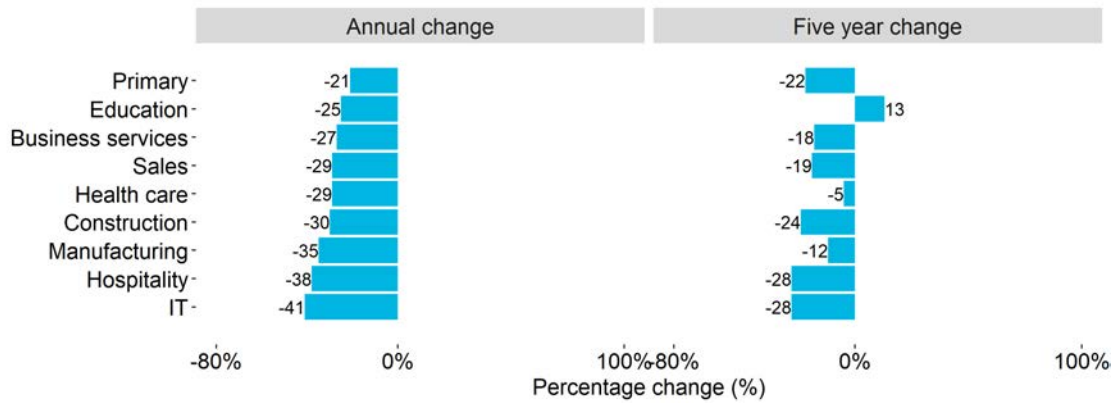


Figure 31: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Canterbury

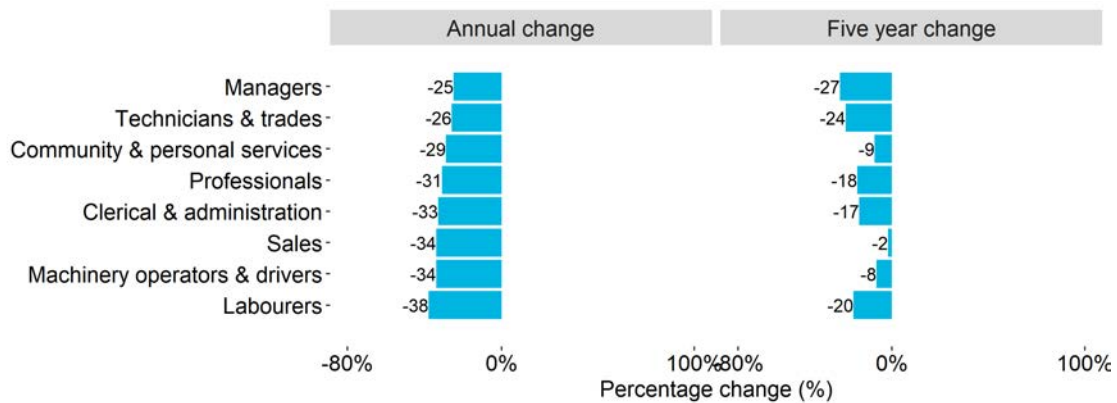
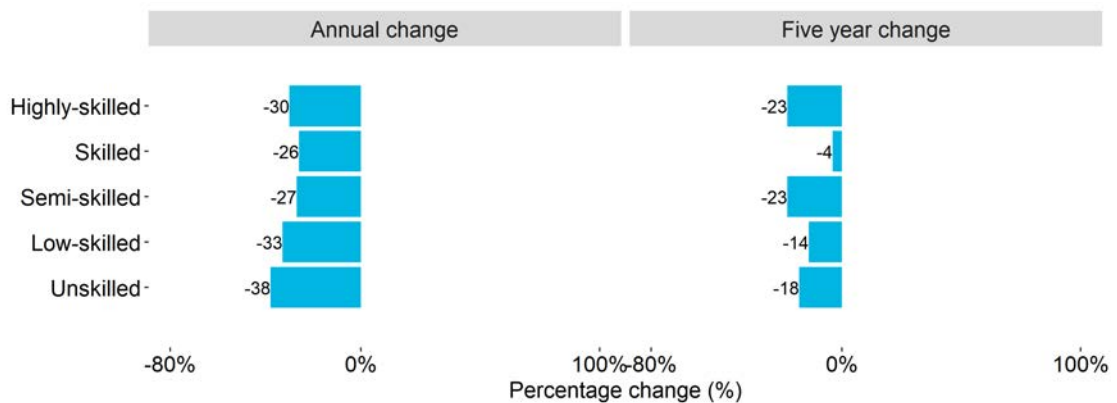


Figure 32: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Canterbury



Otago/Southland

Figure 33: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Otago/Southland

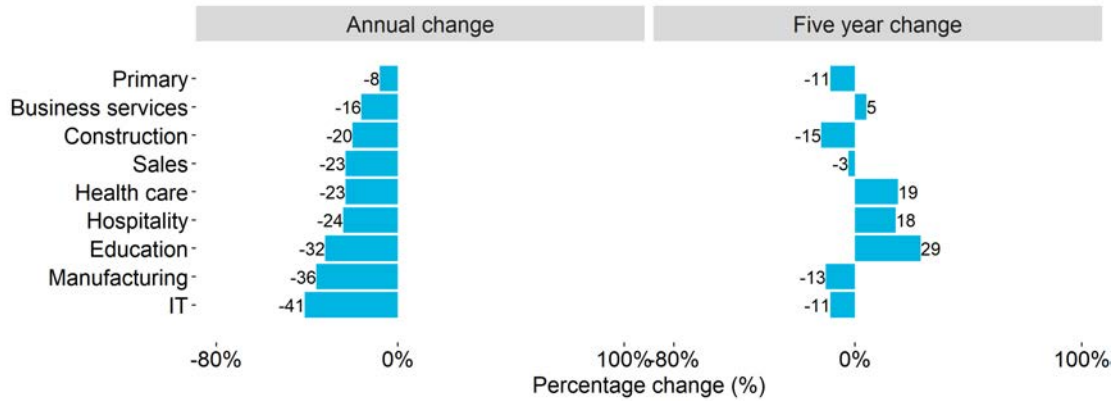


Figure 34: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Otago/Southland

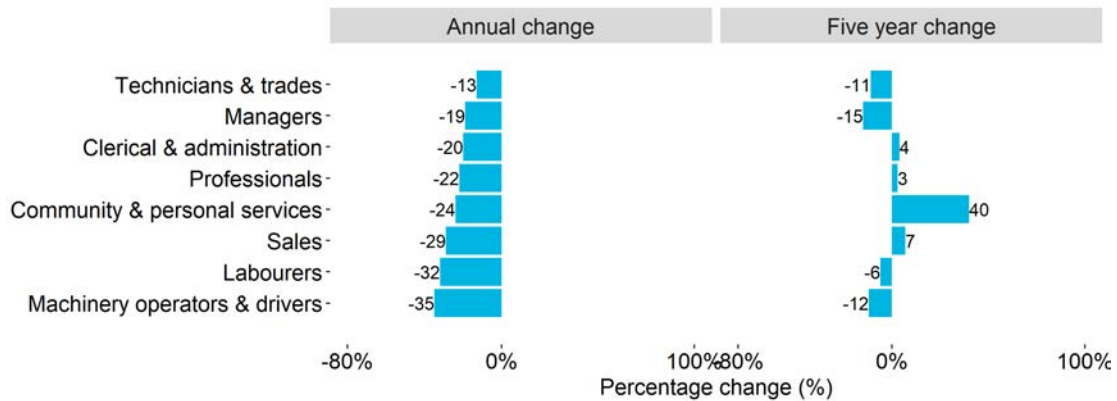


Figure 35: Annual and Five year (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Otago/Southland

