



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



Jobs Online: September Quarter 2024

Quarterly New Zealand Online Job Advertisements

October 2024





**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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Introduction

■ OVERVIEW OF KEY RESULTS

- Demand continued to weaken with online job advertisements falling by 31.4 per cent over the year to the September 2024 quarter.
- Advertisements fell for all industries. The biggest annual falls were in the IT, Health care, Manufacturing, Business services, and Construction industries. The smallest annual fall was for the Education industry.
- All occupation groups experienced a drop in online job advertisements, with Clerical & administration, Machinery operators & drivers, and Labourers occupation groups seeing the largest annual declines.
- Online job advertisements continued to decline across all five skill levels over the year to the September 2024 quarter.
- Over the past five years to the September 2024 quarter, vacancies fell in most industries, occupations, skill levels, and regions, although regional results vary.
- The fall in vacancies over the year to the September 2024 quarter is consistent with *NZIER's Quarterly Survey of Business Opinion* which reports that a net 33.5 per cent of firms had a fall in the number of people employed in the last quarter. Additionally, a net nine per cent of firms expect that the numbers employed will fall in the next quarter. Despite this, business confidence improved with a net one per cent of firms reporting that they expected general business to decline over the next quarter, compared with a net 52.0 per cent of firms expecting a decline in business over the next quarter a year prior.

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). On the other hand, a decline in online job advertisements can signal reduced employment in an industry, or that industry is using alternative advertising methods in their hiring processes (such as word-of-mouth or social networks), or an industry has less turnover than before.

Jobs Online monitors changes in the seasonally unadjusted index of online job advertisements (previously a trend index was used, see the [methodology document](#) for further information). It uses information of online job advertisements from four employment websites: SEEK, Trade Me Jobs, the Education Gazette and Kiwi Health Jobs. *Jobs Online* measures changes of the raw unweighted data, and is disaggregated by industries, occupations, skill levels, and regions. Duplicate advertisements within each employment website and across the websites have been removed.

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

The monthly unadjusted vacancies from May 2007 to the September 2024 are also available in the [Jobs](#)

Online monthly unadjusted data. This data shows the monthly patterns of online job advertisements.

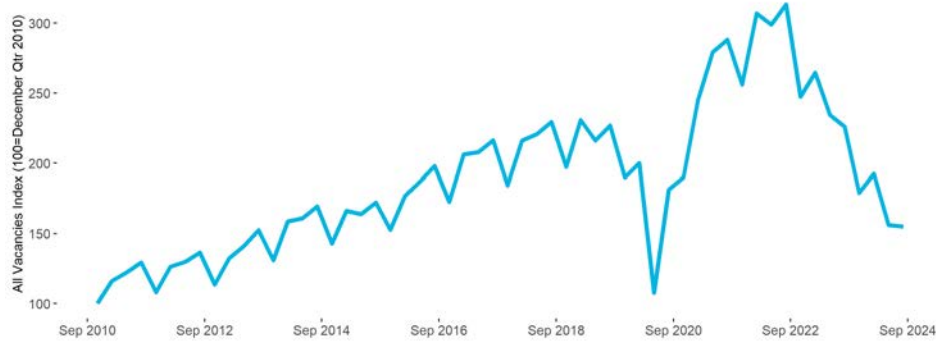
Overall Online Job Advertisements

Online job advertisements continued to fall

Online job advertising continued to fall, down 31.4 per cent over the year to the September 2024 quarter (see Figure 1). There have been eight consecutive annual decreases since the December 2022 quarter. Over the last five years to the September 2024 quarter, the advertised vacancies fell 31.7 per cent.

The result for advertised vacancies is consistent with the net 33.5 per cent of firms reporting a fall in the numbers employed in the last quarter and that a net 8.9 per cent of firms expect a fall in the number of employed in the next quarter, as reported in the September 2024 quarter, *NZIER, Quarterly Survey of Business Opinion*. Despite this, business confidence improved with a net 0.9 per cent expecting general business to decline in the next quarter, compared with the net 52.0 per cent result from a year ago.

Figure 1: All Vacancies Index (online job advertisements)



Online Job Advertisements by Industry

Online job advertisements fell across all industries

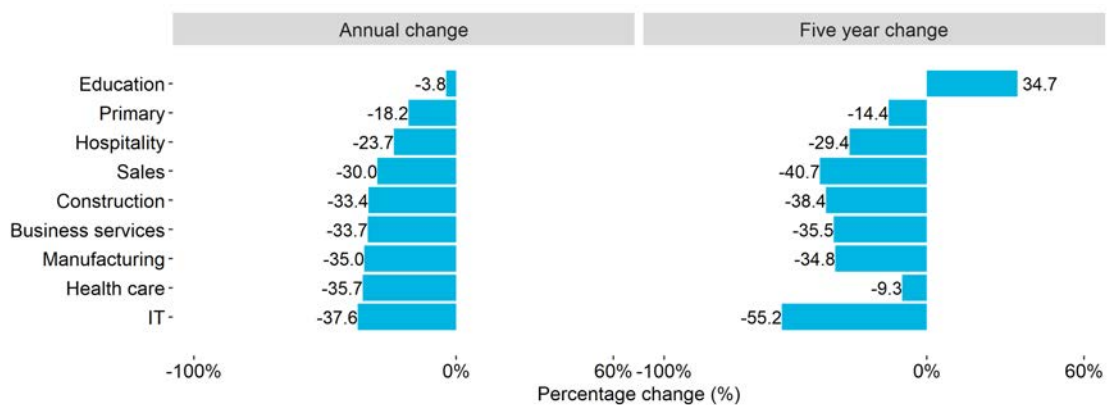
Over the year to the September 2024 quarter, the largest falls were in the IT, Health care, Manufacturing, Business services, and Construction industries, see Figure 2. There was a small fall in the Education industry (down 3.8 per cent). Regions seeing the biggest falls for IT, Health care, and Manufacturing were:

- IT fell the most in Gisborne/Hawke’s Bay, Nelson/Tasman/Marlborough/West Coast, and Wellington
- Health care fell the most in Gisborne/Hawke’s Bay, Northland, and Wellington
- Manufacturing fell the most in Gisborne/Hawke’s Bay, Nelson/Tasman/Marlborough/West Coast, and Wellington.

The Education industry saw falls in all regions except Waikato and Northland (up 5.6 and 1.6 per cent respectively).

Between the September 2019 quarter and the September 2024 quarter job advertisements were lower for all industries, except for Education (up 34.7 per cent).

Figure 2: Annual and five-year changes in All Vacancies Index (online job advertisements) by industry



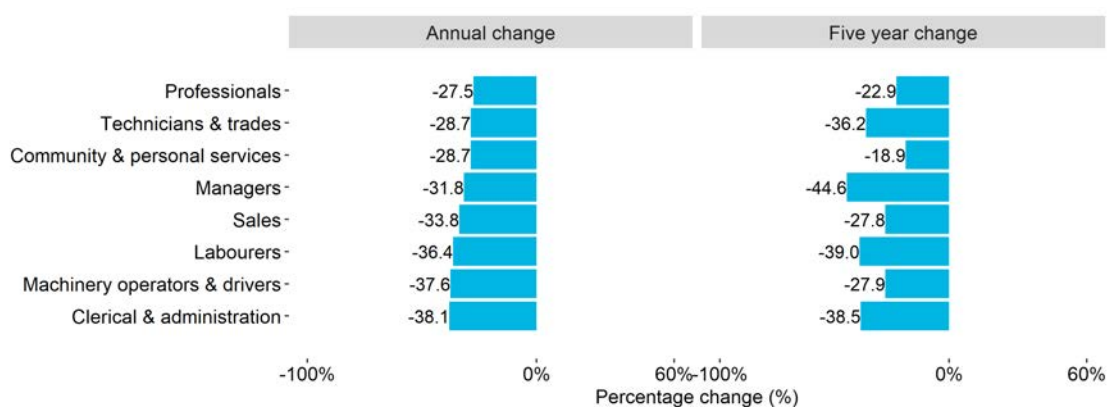
Online Job Advertisements by Occupation and Skills

Online job advertisements for all occupation groups decreased over the year

Over the year to the September 2024 quarter, the largest falls in job advertisements were for Clerical & administration, Machinery operators & drivers, and Labourers, see Figure 3.

Over the past five years between the September 2019 quarter and September 2024 quarter online job advertisements decreased in all occupation groups, with the biggest falls for Managers, Labourers, and Clerical & administration (down 44.6, 39.0, and 38.5 per cent respectively). However, there was some growth in advertised vacancies in some regions. For example, Community & personal services grew in Otago/Southland (up 16.6 per cent), Northland (up 10.9 per cent), and Manawatū-Whanganui/Taranaki (up 0.7 per cent).

Figure 3: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation groups

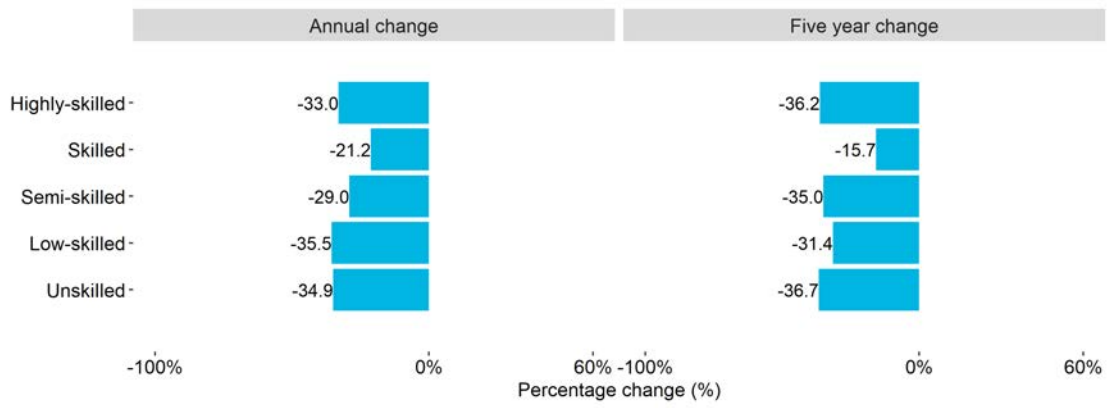


Online job advertisements continued to decrease for all skill levels

Online job advertisements decreased for all five skill levels over the year to the September 2024 quarter, falling the most for Low-skilled, Unskilled and, Highly-skilled vacancies (down 35.5, 34.9 and 33.0 per cent respectively), see Figure 4.

Over the past five years from the September 2019 quarter to the September 2024 quarter, job advertisements also fell for all skill levels. The biggest falls were for Unskilled and, Highly-skilled vacancies (down 36.7 and 36.2 per cent respectively) from the September 2019 quarter to the September 2024 quarter. However, these results vary at the regional level, with growth in some regions. For example, Skilled vacancies grew in Northland (up 27.3 per cent), Manawatū-Whanganui/Taranaki (up 14.9 per cent), Otago/Southland (up 14.0 per cent), Canterbury (up 5.5 per cent), and Nelson/Tasman/Marlborough/West Coast (up 2.8 per cent).

Figure 4: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill levels



Online Job Advertisements by Region

Online job advertising fell in all regions

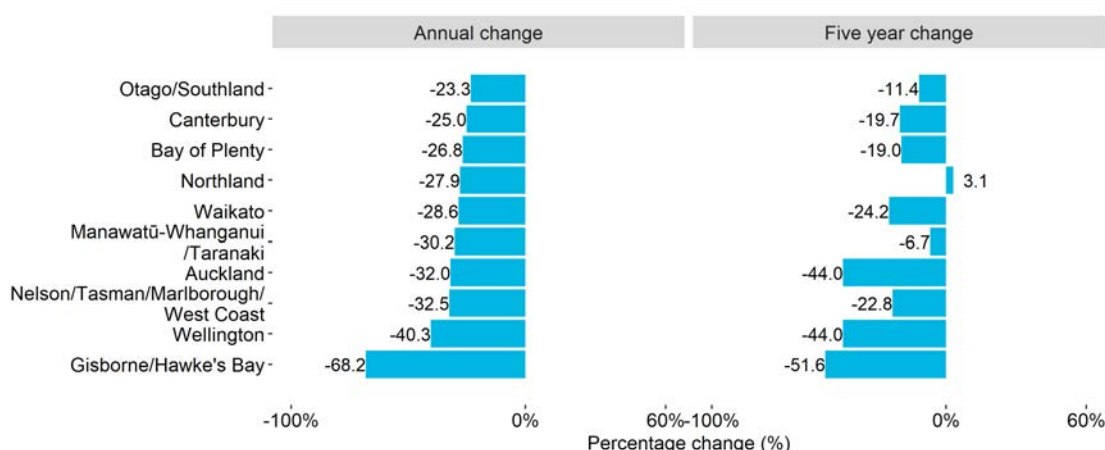
Over the year to the September 2024 quarter, total advertised vacancies fell in all regions except Northland. The Gisborne Hawke’s Bay, and Wellington regions saw the largest falls in job advertisements (down 68.2 and 40.3 per cent respectively). This follows a drop off in the flood recovery work in Gisborne/Hawke’s Bay, and the uncertainty facing the public sector in Wellington. Otago/ Southland had the smallest annual fall (down 23.3 per cent), see Figure 5.

Over the past five years to the September 2024 quarter, online job advertisements decreased in all regions except Northland (up 3.1 per cent). However, some regions saw growth in advertised vacancies:

- Northland grew for five out of ten industries (Education, Business services, Construction, Manufacturing and Health care), five out of eight occupations (Machinery operators & drivers, Community & personal services, Professionals, Trades & technicians, and Labourers) and three out of five skill levels (Skilled, Semi-skilled and Low-skilled).
- Auckland saw the biggest falls in the IT industry, Labourers occupation and Unskilled skill level. The only growth in online advertisements was for the Education industry.
- Gisborne/Hawke’s Bay saw the biggest falls in the IT industry, Managers occupation, and Highly-skilled skill level.
- Wellington saw widespread falls in vacancies, with the biggest falls in the IT industry, Managers occupation and Highly-skilled skill level. However, there was growth in the Education industry.

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 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 changes in All Vacancies Index (online job advertisements) by industry - Northland

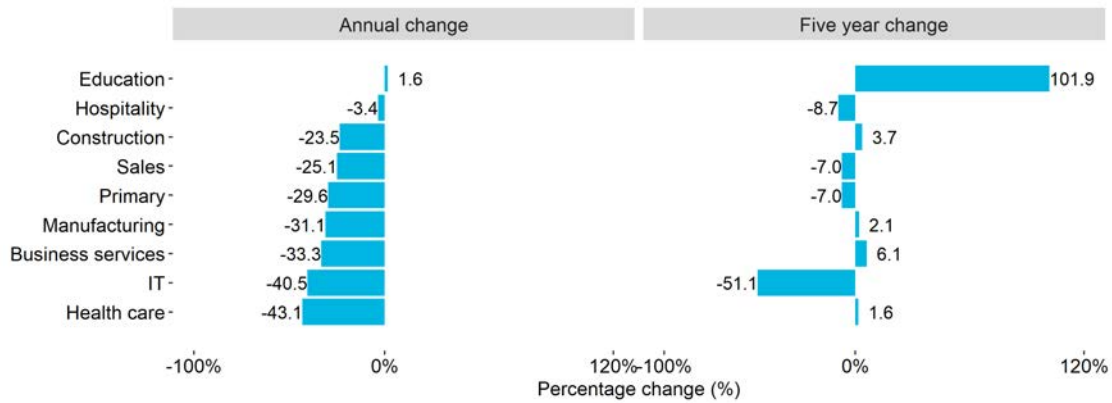


Figure 7: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Northland

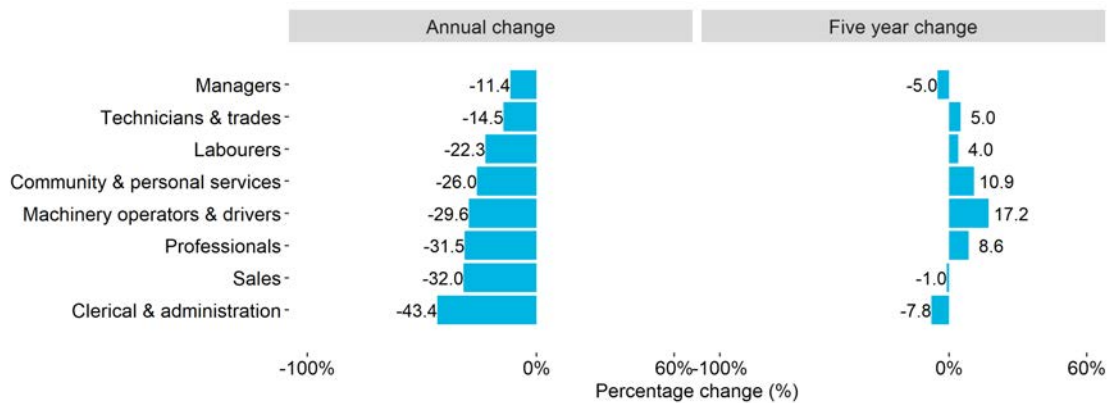
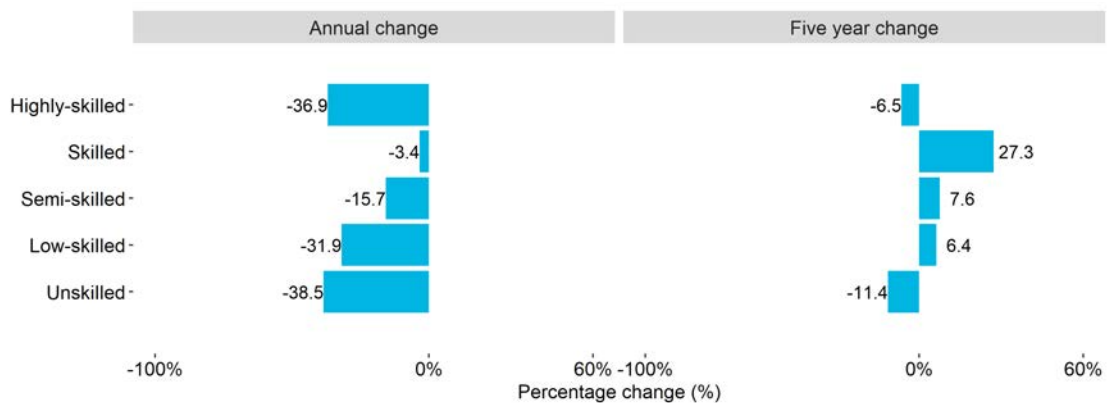


Figure 8: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill levels - Northland



Auckland

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

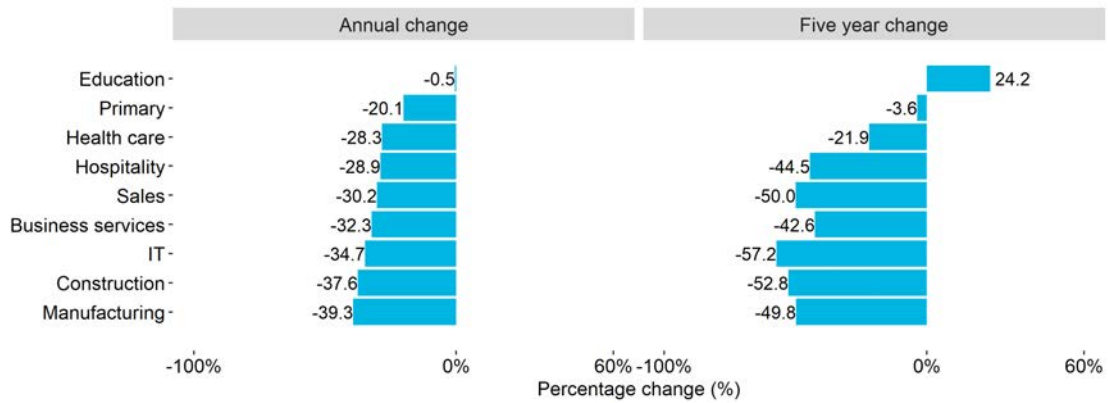


Figure 10: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Auckland

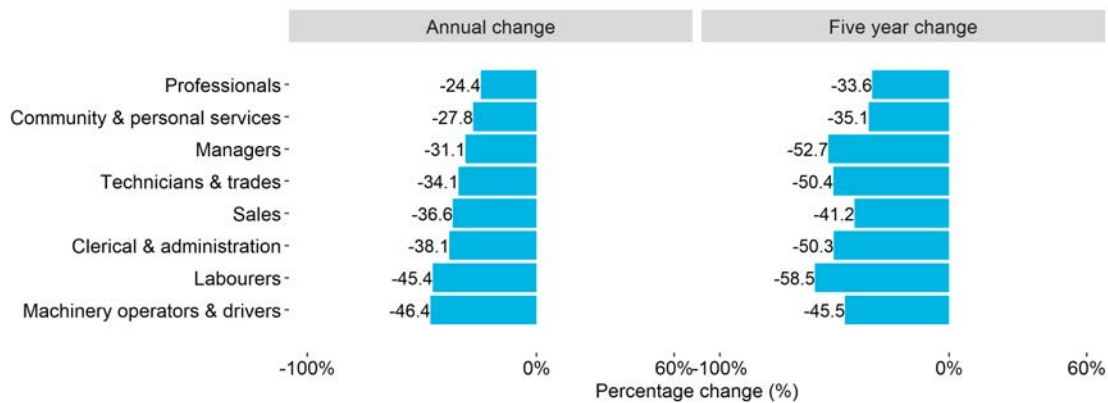
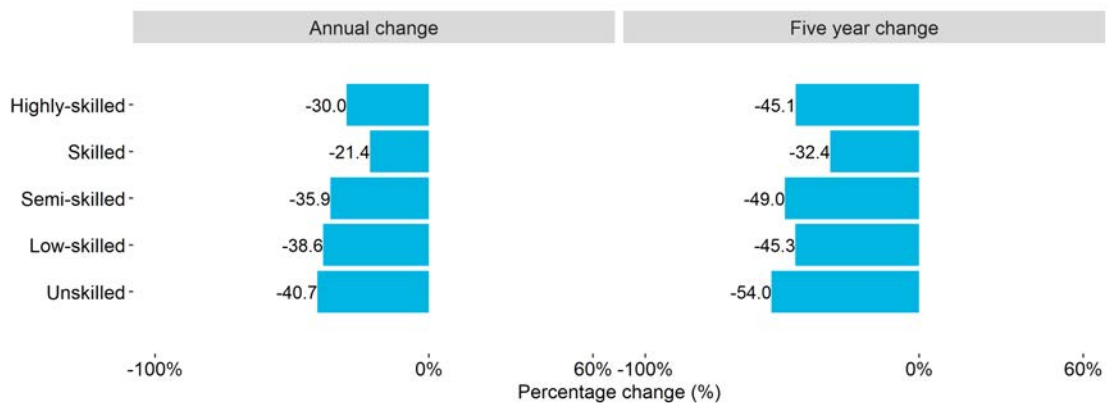


Figure 11: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Auckland



Waikato

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

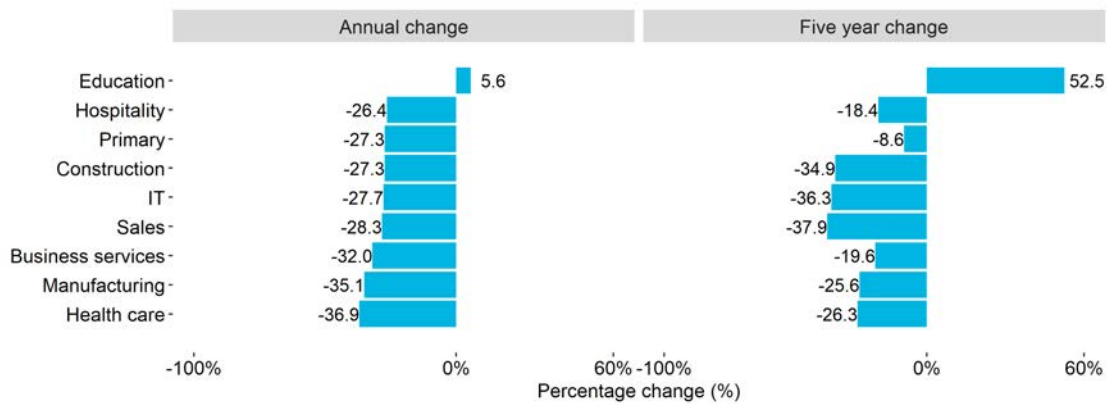


Figure 13: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Waikato

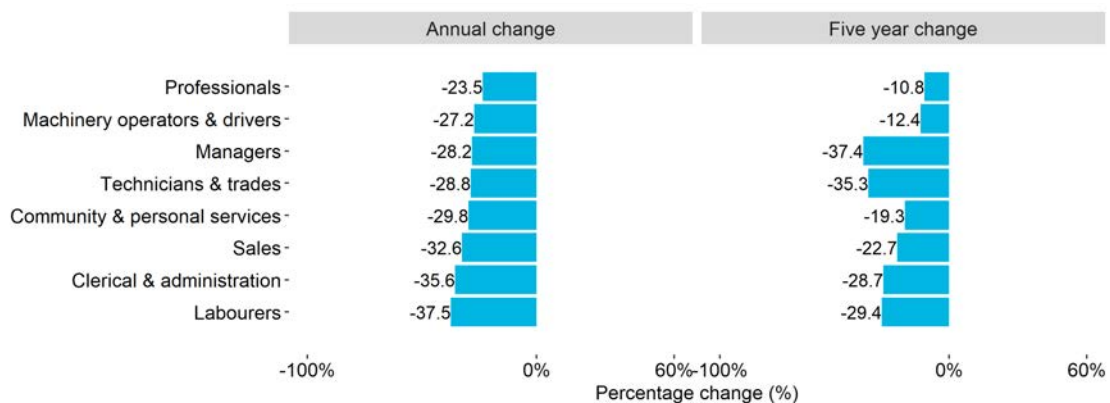
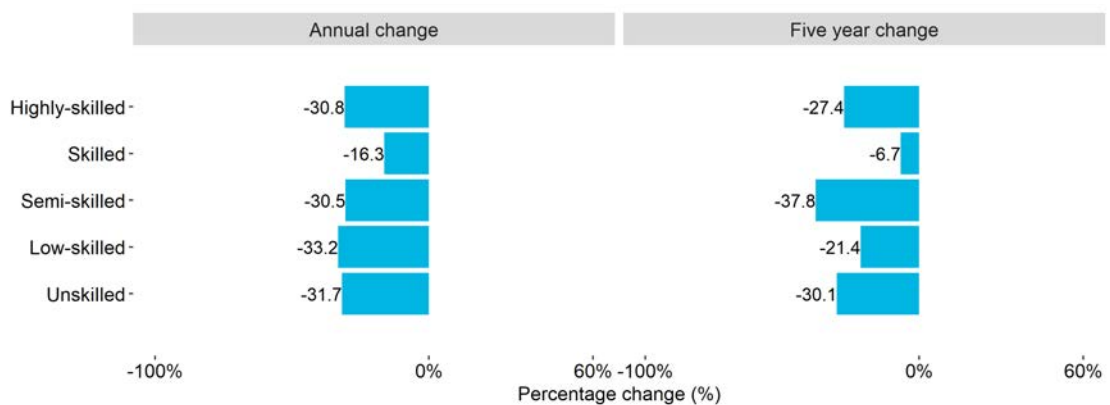


Figure 14: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Waikato



Bay of Plenty

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

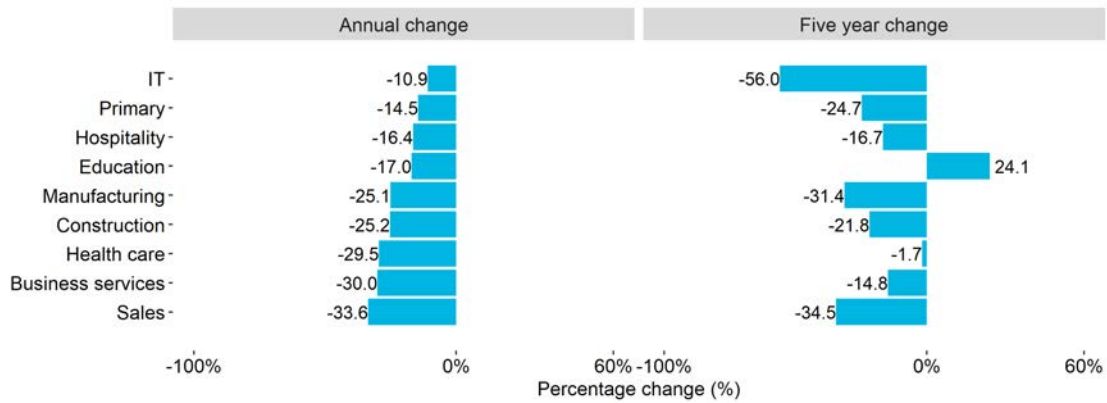


Figure 16: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Bay of Plenty

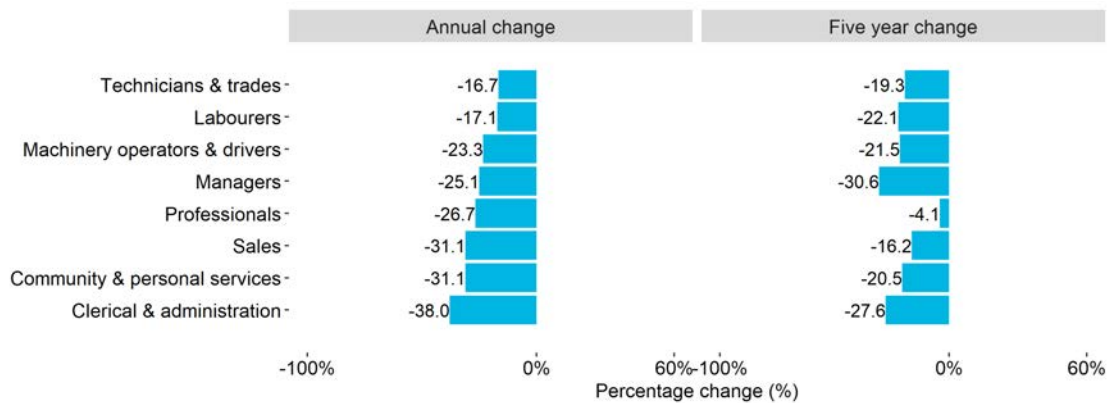
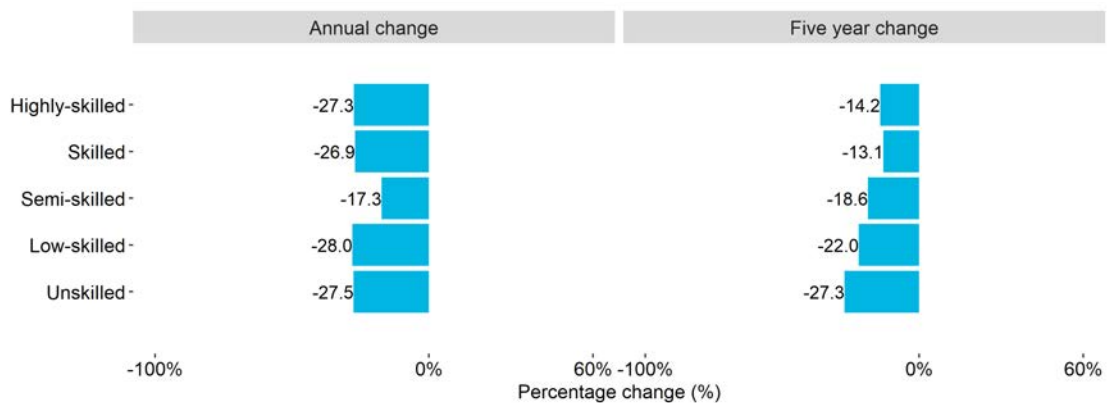


Figure 17: Annual and five-year changes All Vacancies Index (online job advertisements) by skill level - Bay of Plenty



Gisborne/Hawke's Bay

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

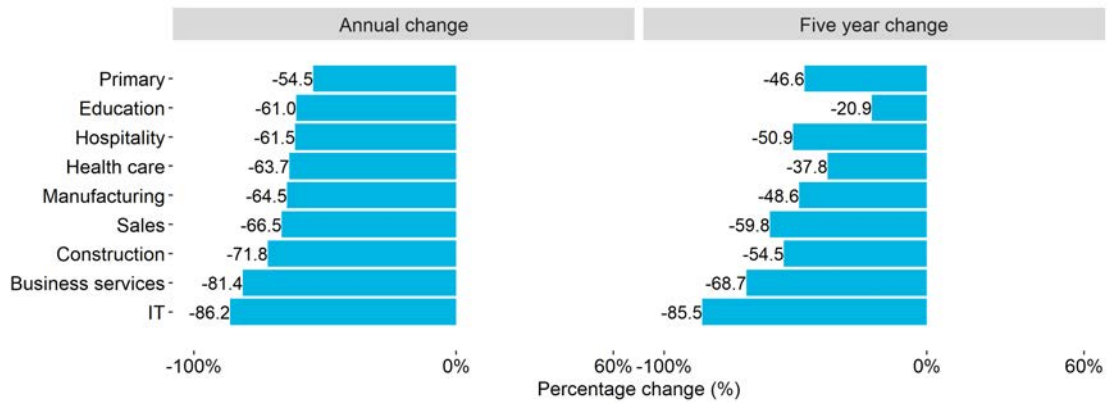


Figure 19: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Gisborne/Hawke's Bay

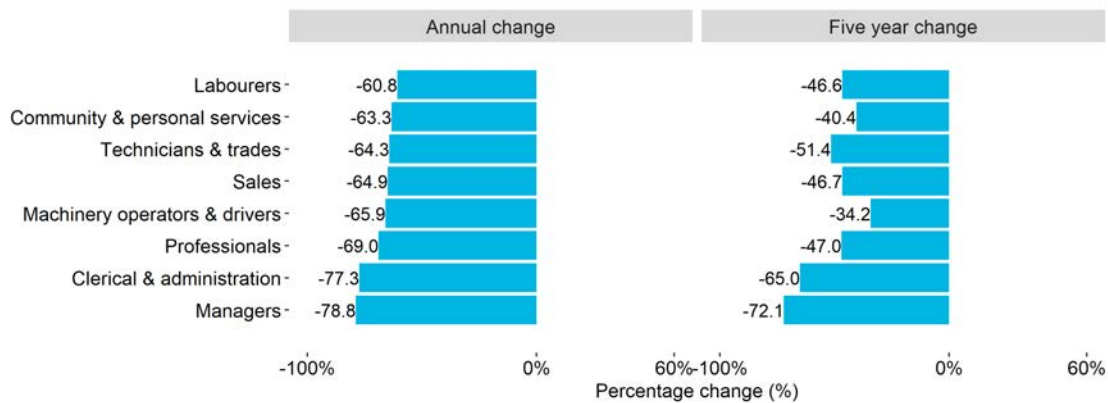
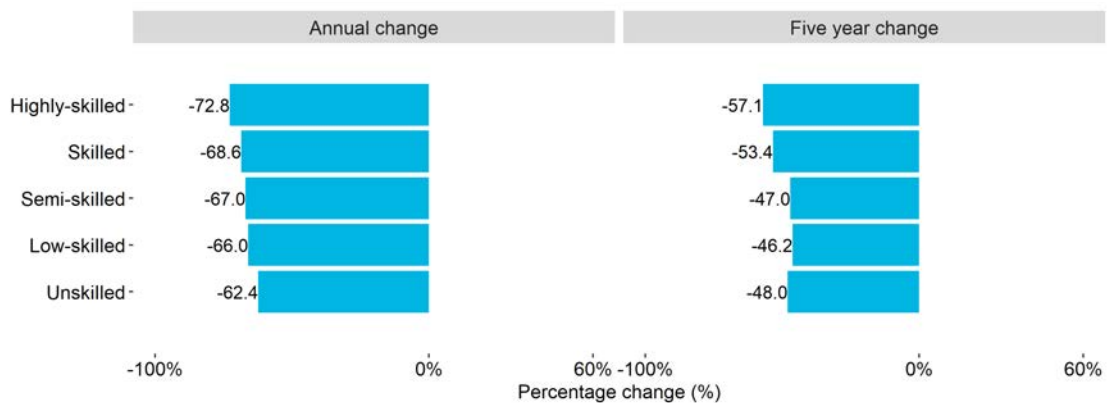


Figure 20: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

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

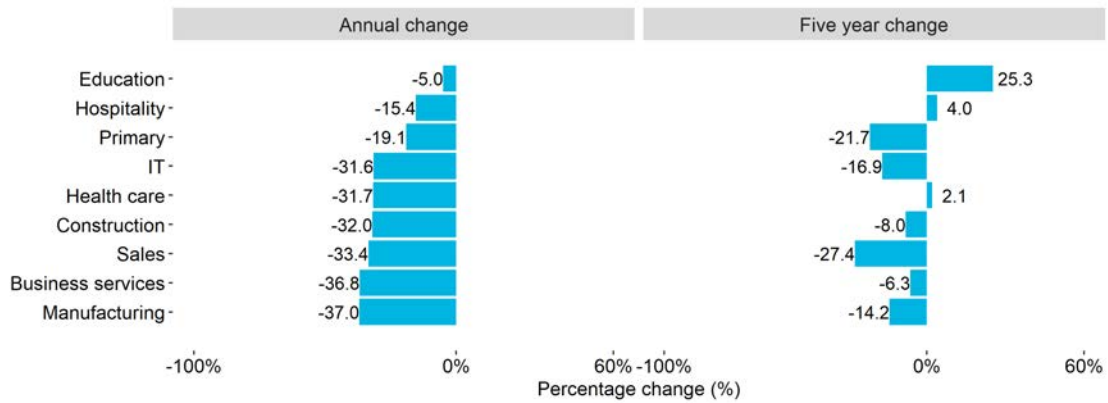


Figure 22: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Manawatū-Whanganui/Taranaki

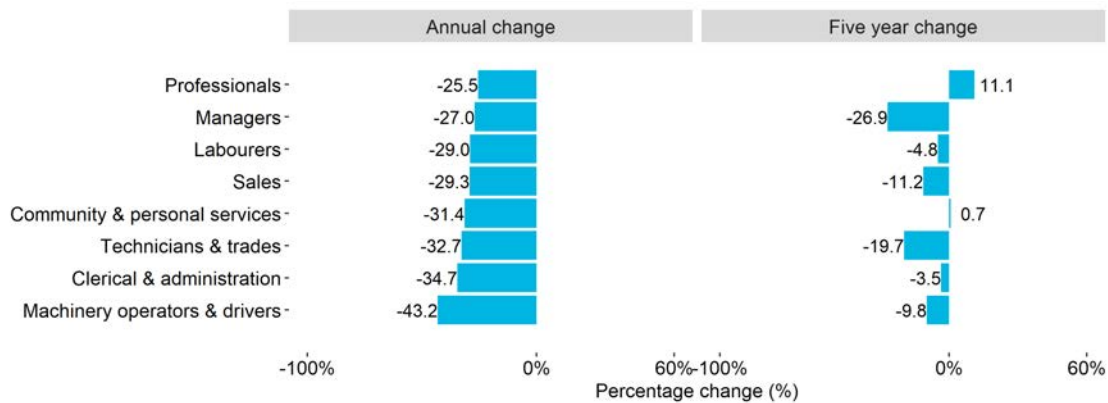
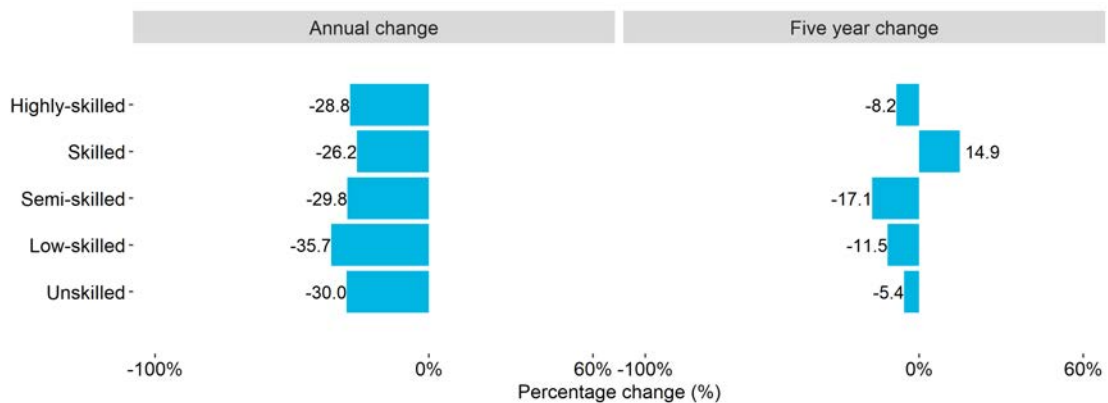


Figure 23: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Manawatū-Whanganui/Taranaki



Wellington

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

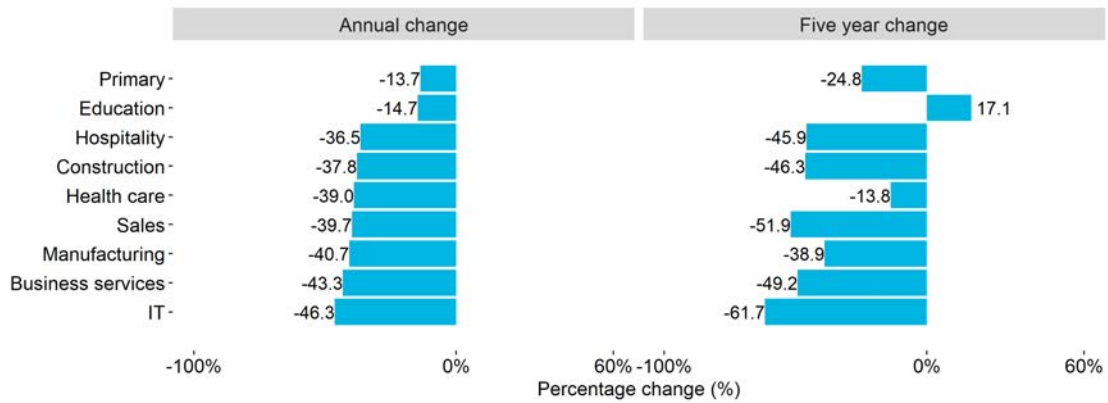


Figure 25: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Wellington

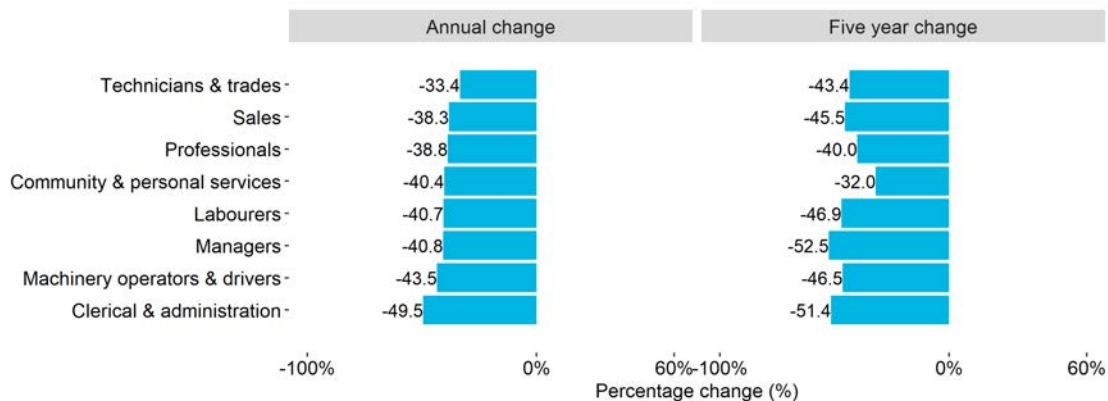
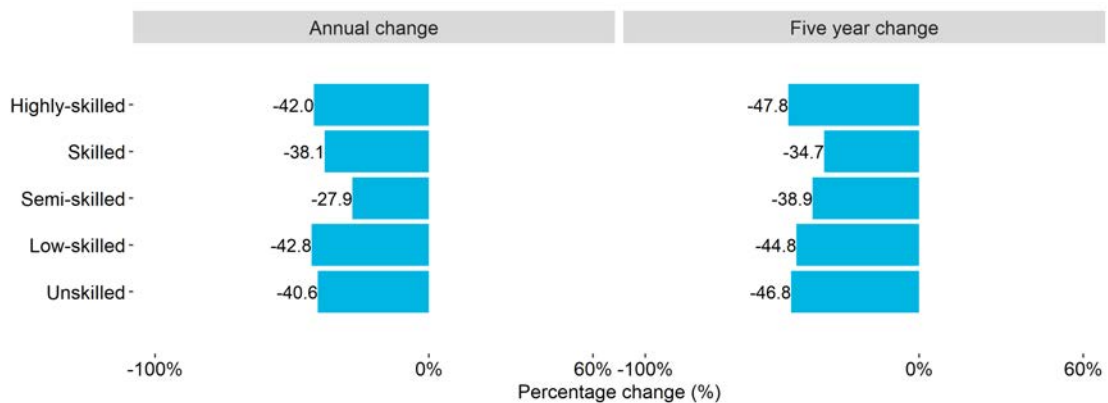


Figure 26: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

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

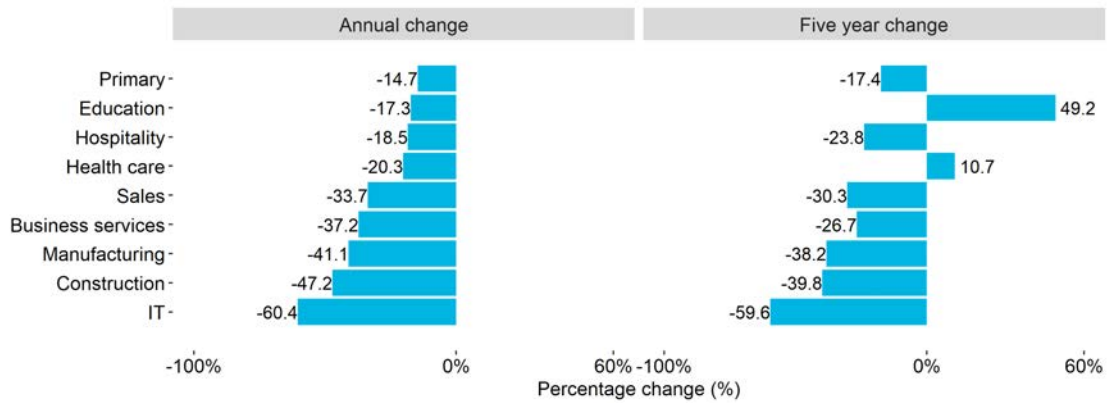


Figure 28: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Nelson/Tasman/Marlborough/West Coast

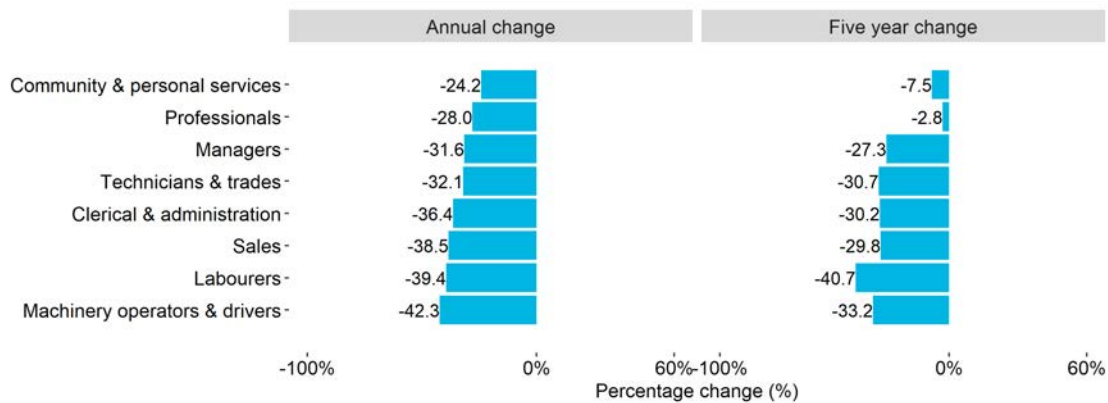
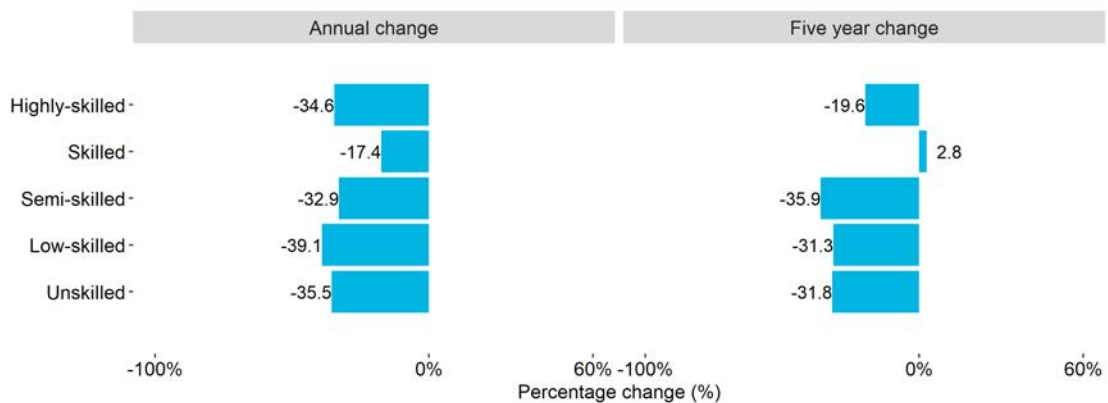


Figure 29: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

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

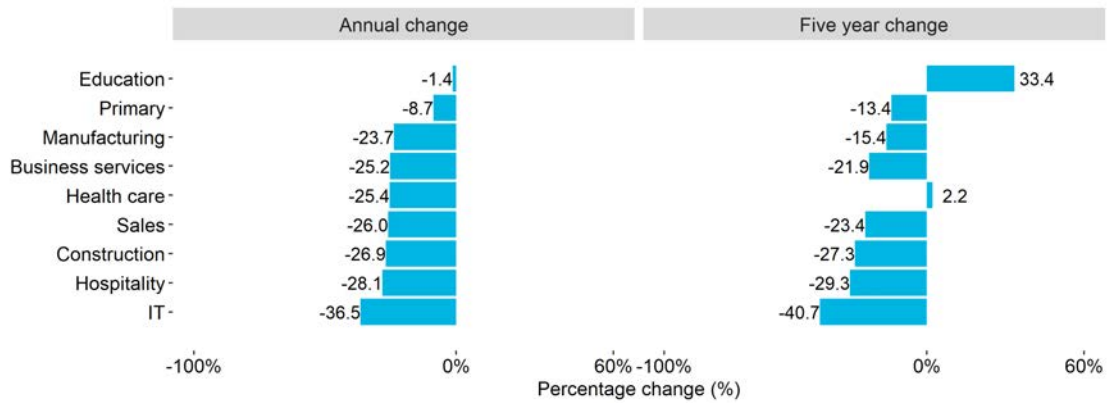


Figure 31: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Canterbury

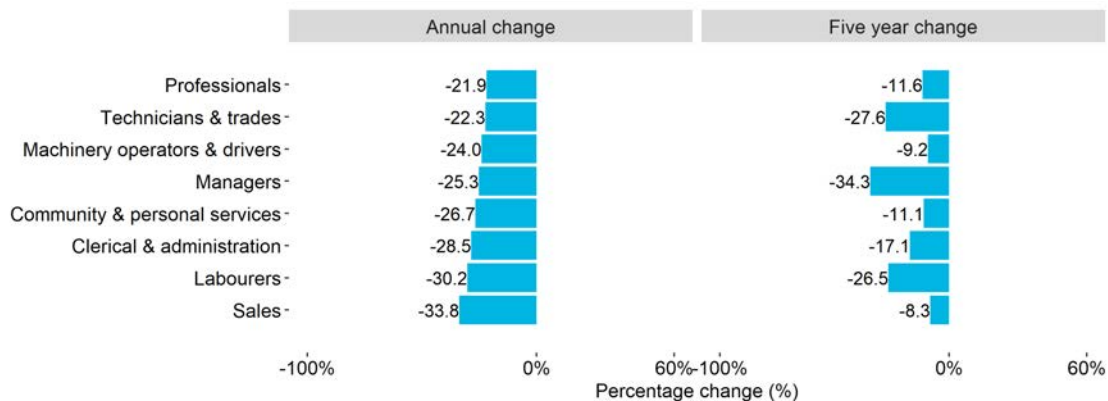
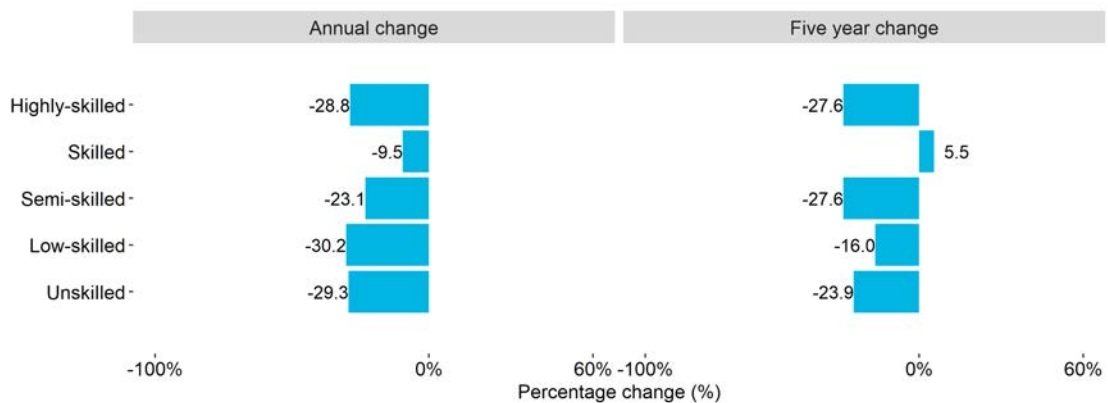


Figure 32: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Canterbury



Otago/Southland

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

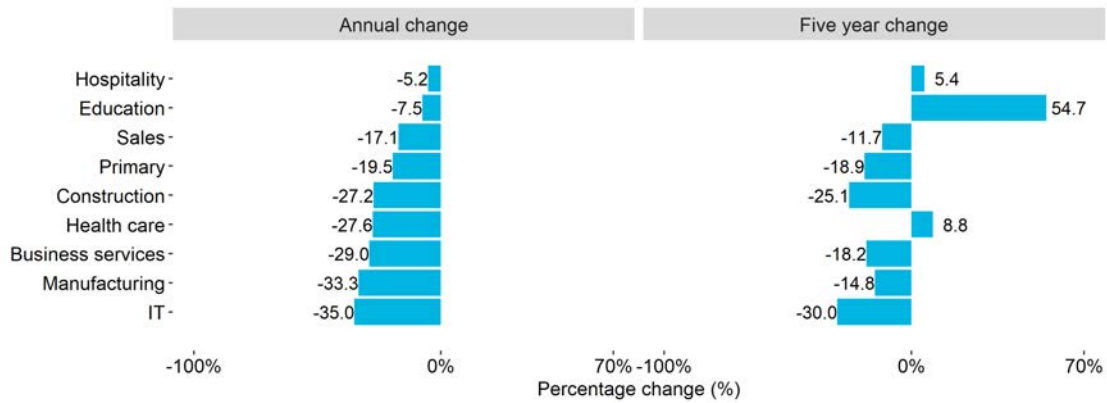


Figure 34: Annual and five-year changes in All Vacancies Index (online job advertisements) by occupation - Otago/Southland

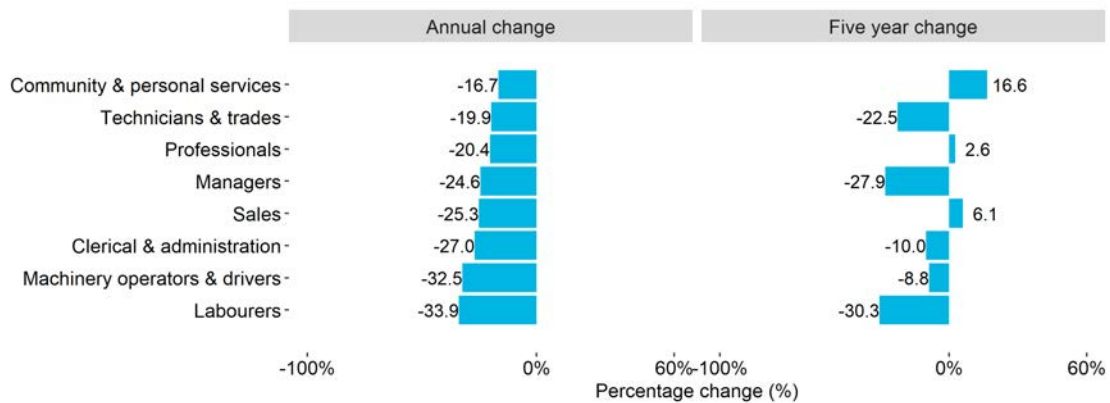


Figure 35: Annual and five-year changes in All Vacancies Index (online job advertisements) by skill level - Otago/Southland

