RESEARCH

BNZ/SEEK Employment Report

18 December 2024

Stabilising at a low level

Job ads lift in November

Monthly gain follows prior month's decline

Labour market trend still deteriorating

Net migration continues to ease

OVERVIEW

SEEK NEW JOB ADS

	Nov-22	Nov-23	Sep-24	Oct-24	Nov-24
m/m % change	-7.5	-5.0	-0.7	-1.4	1.1
m/m % change (trend)	-3.5	-3.1	-0.5	0.0	-0.1
3m/3m	-4.7	-8.8	-5.2	-3.1	-1.3
Ann % change (m/m)	-0.7	-27.5	-29.2	-26.1	-21.4
Ann % change (3m/3m)	12.1	-27.5	-29.5	-28.8	-25.7
Ann % change (12m/12m)	19.7	-20.0	-28.6	-28.3	-27.9

Seasonally adjusted unless otherwise indicated

Job ads increased 1.1% m/m in November. While encouraging, the gain needs to be viewed in the context of the 1.4% decline the month before. Looking through month-to-month volatility, the trend appears to be stabilising at a very weak level. Job ads are down 21.4% on a year earlier. Excluding covid, they are at levels last experienced in 2013, and further back on a per capita basis to 2010.

Labour market still deteriorating

Filled jobs eased for the seventh consecutive month in October. The goods-producing sector was particularly weak, with filled jobs falling 3.4% y/y. We continue to expect the labour market to lag the broader economic recovery. After the GFC, job ads stopped falling in August 2009. However, the unemployment rate climbed for slightly longer, peaking in Q4 the same year.

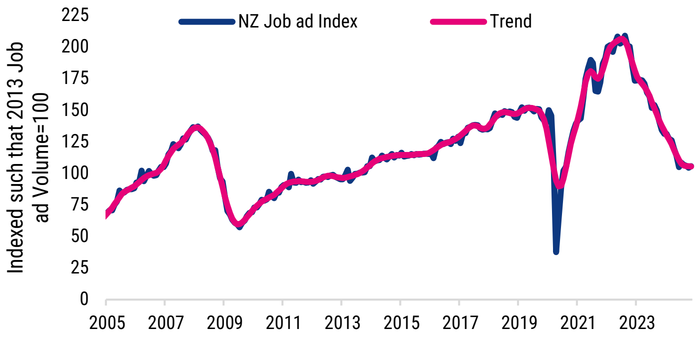
Monthly gains, annual declines across regions

Gains in job ads in November were reasonably widespread across the country. However, all the major 15 regions still trail year earlier levels. While ads increased 12% m/m in Marlborough, the region has seen one of the sharpest declines over the last year. Gisborne (-36%) and Marlborough (-30%) have seen the largest annual drop, while Otago (-15%) and the West Coast (-3%) the smallest declines.

Annual net migration continues to ease

In the year to October 2024, there was a net migrant inflow of 38,800, down from a peak of around 136,000 in the year to October 2023. Job ads in Australia are down 8.4% on a year earlier, compared to 21.4% in NZ. It's likely that the pull of the relatively strong Australian labour market compared to a weakening NZ labour market has influenced the net flows across the Tasman.

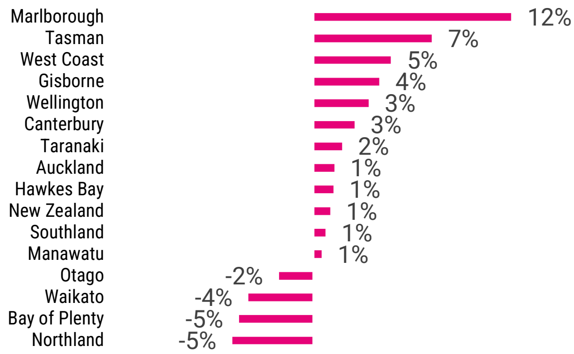
NZ JOB ADS



Source: SEEK, BNZ

REGIONAL TRENDS

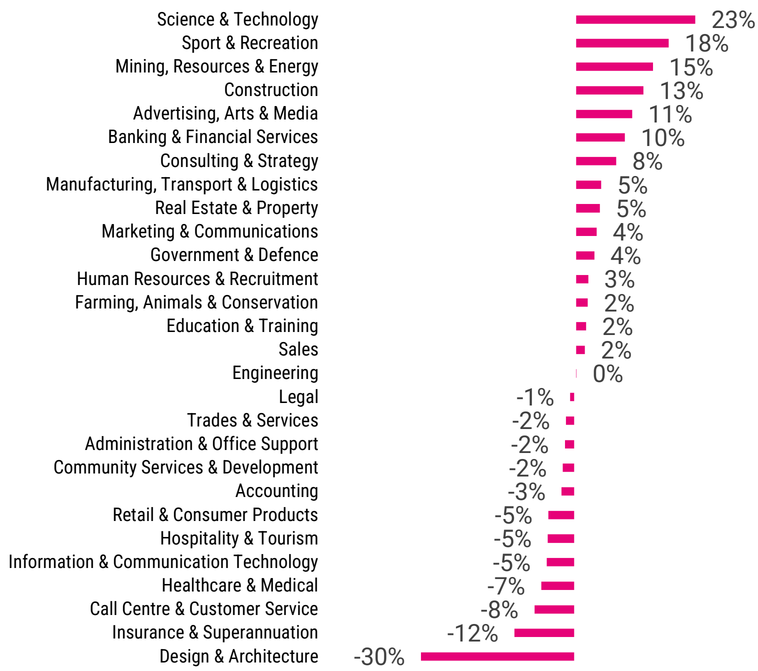
MoM Change



Source: SEEK, BNZ

INDUSTRY TRENDS

MoM Change



Source: SEEK, BNZ

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The Covid-19 pandemic led to a high level of volatility in labour market data between April 2020 and March 2022. As a result, caution is recommended when interpreting trend estimates during this period as large month-to-month changes in variables generated multiple trend breaks.

The applications per ad index contains a series break at Jan 2016 when the calculation of this series changed from using gross variables (inclusive of all SEEK job listings) to net variables (removing duplicate job listings). This change has a negligible impact on recent data points, but caution is recommended when interpreting data immediately following the series break, and particularly in 2016 where growth rates have not been adjusted for the series break.