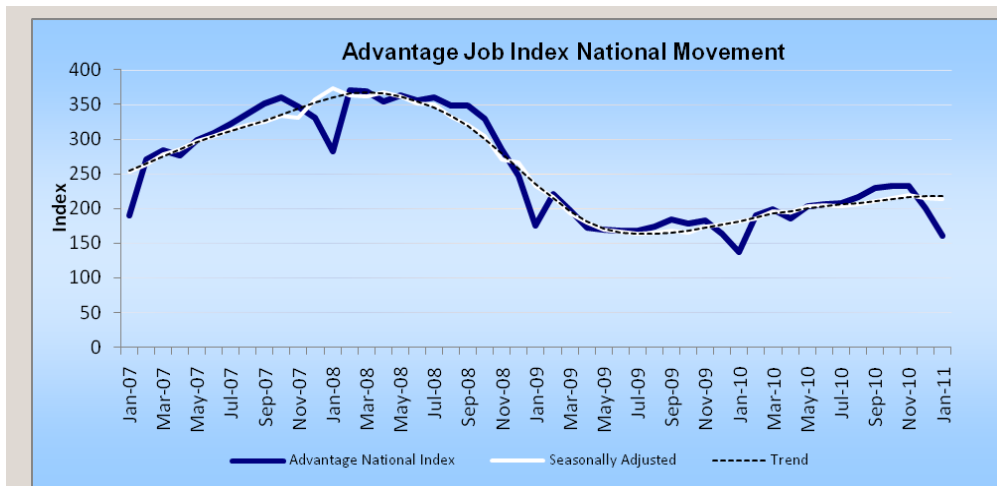


### Job ads tread water but Queensland sinks



The above graph shows the national movement in the Advantage Job Index by month.

**NATIONAL MOVEMENT  
TIME SERIES ANALYSIS**

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The Advantage Job Index fell 0.36% in January, a significant improvement over December's loss of 2.3%.

We said in last month's reports that it would take a while to see whether last months fall was a one off aberration or the start of a downward trend. Unfortunately this number does not give a strong indication either way. It's better but it's still negative. The seasonal factors in December and January are always so great it is dangerous to read too much into numbers reported and this year the Queensland flood adds further complexity.

The overall number disguises three clear trends:

- Queensland is in serious short term decline with Building and Construction, Transport and Travel and Tourism showing the biggest falls. The 5.78% fall is the worst in 20 months
- Western Australia continues its unrelenting upward growth – 45.14% in 12 months
- Continued fragile state of affairs in the other states and territories that ebb and flow with other market conditions.

The general consensus is that Australia's economy is in great shape, ready to benefit from SE economic growth, favourable commodity prices and terms of trade. But this is a macroeconomic picture and the one we see is that employers base hiring decisions on their more immediate circumstances – is the phone ringing/ are customers buying? What are our stock levels? What's happening to prices – are suppliers and competition discounting? As the hiring intention and business confidence surveys show – the confidence is still lacking and now people have to factor in the impact of the Queensland recovery and the levy. This is hurting job advertisement numbers and employment growth in the short term. We expect Queensland to recover because of jobs created from the rebuilding of infrastructure.

## Sectoral Analysis

Over the medium term we see a broad parallel in occupational/industrial sectors to the state scenario:

Mining resources and engineering enjoy unparalleled jobs growth in response to boom conditions and acute shortages.

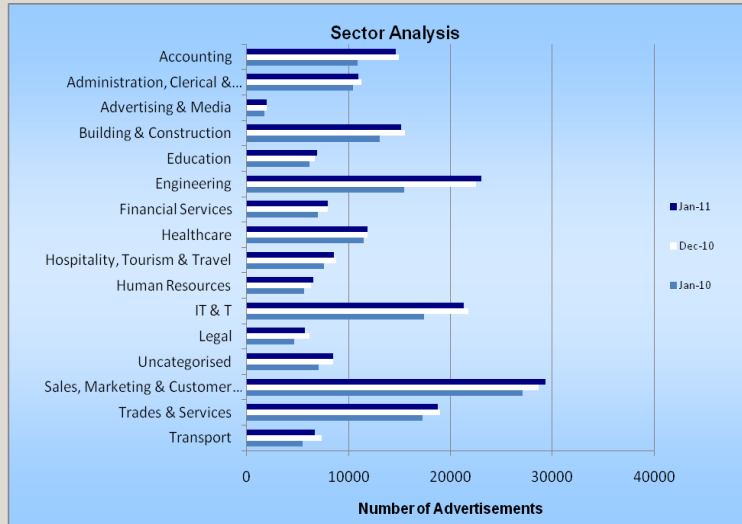
Retail and hospitality and tourism are in freefall in response to high interest rates, high food and utility prices, a strong AU\$ and now the Queensland floods and the tax levy.

All other sectors “ticking along” – no spectacular growth but then no major decline either.

Whilst unemployment has been coming down and is expected to fall below 5% in coming months, do note that the booming sectors are capital intensive and do not create large volumes of direct employment, whereas the sectors in decline are large employers of casual and part time workers.

January did see a big fall for legal and transport but these may be one offs. HR seems to be bucking the trend with a second consecutive strong month but this only brings it up to the national norm of 17.9%.

There are quite a few sectors that have strong annual growth but have also experienced two months of decline. February’s Advantage Job Index will be critical in determining the true trend for 2011.



The above graph shows the seasonally adjusted monthly and annual change in the number of internet advertisements by industry

### SECTOR ANALYSIS BY NUMBER OF ADVERTISEMENTS

	%Change Monthly	%Change Yearly
Accounting	-2.1%	34.6%
Administration, Clerical & Office Support	-2.2%	4.9%
Advertising & Media	-2.3%	10.0%
Building & Construction	-2.0%	16.6%
Education	3.2%	12.1%
Engineering	2.2%	49.0%
Financial Services	0.3%	14.2%
Healthcare	0.3%	3.2%
Hospitality, Tourism & Travel	-2.7%	12.8%
Human Resources	4.7%	17.1%
IT & T	-2.0%	22.2%
Legal	-8.1%	21.3%
Uncategorised	-0.1%	19.6%
Sales, Marketing & Customer Service	2.4%	8.6%
Trades & Services	-1.1%	8.9%
Transport	-8.8%	22.0%

This table shows the monthly and annual seasonally adjusted change in the number of internet advertisements by specialty.

### SECTORAL ANALYSIS PERCENTAGE CHANGE

## State Analysis

As reported above the state situation has become the major focal point of the economy and employment is no exception. QLD and WA have received much coverage. ACT's decline less so.

If Federal Budget cut backs are used to fund further Queensland and Victorian relief then jobs in Canberra will continue to suffer.

	%Change Monthly	%Change Yearly
NSW	-0.8%	16.2%
VIC	1.4%	22.1%
SA	0.0%	3.3%
WA	5.8%	45.0%
QLD	-5.8%	7.9%
TAS	-4.2%	-14.0%
ACT	-9.5%	10.1%

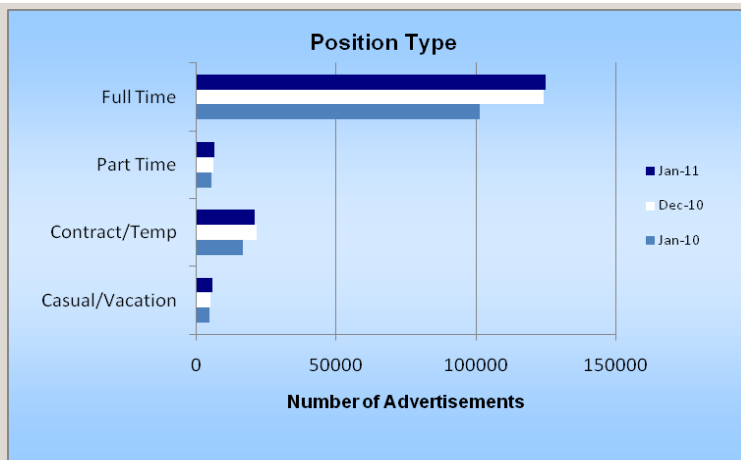
This table shows the monthly and annual seasonally adjusted change in the number of internet advertisements by state.

### STATE ANALYSIS PERCENTAGE CHANGE

## Analysis of Position Type

The fall in job advertisements in January have been primarily in contract and temp positions. You cannot directly correlate this to state and occupational trends for the month.

The annualized growth shows a fairly even picture with only part time jobs, the flavour of 2009, slipping behind in 2010. It is worth noting here that the Prime Minister is advocating a stimulus package to encourage the conversion of part time to full time work so that an improvement in underemployment can add capacity as we approach full employment.



This table shows the monthly and annual seasonally adjusted change in the number of internet advertisements by position type.

### POSITION TYPE BY NUMBER OF ADVERTISEMENTS

	%Change Monthly	%Change Annually
Full Time	0.5%	23.0%
Part Time	0.5%	13.8%
Contract/Temp	-2.3%	26.5%
Casual/Vacation	10.3%	21.3%

This table shows the monthly and annual seasonally adjusted change in the number of internet advertisements by position type.

### POSITION TYPE BY PERCENTAGE CHANGE

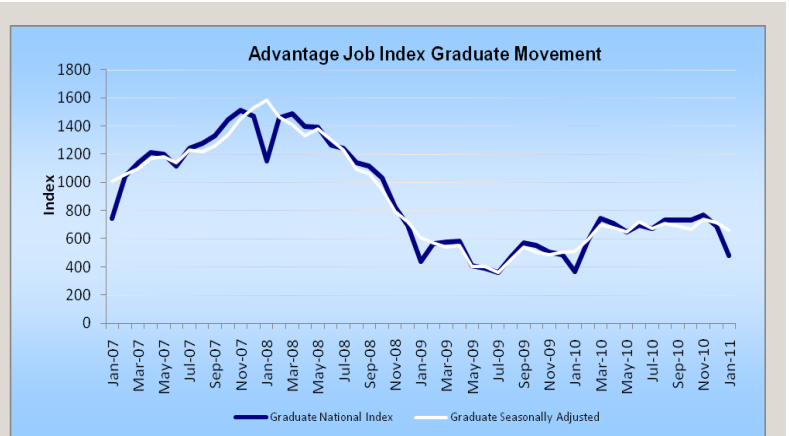
## Graduate Job Index

Graduate positions fell 7.4% after seasonal adjustment in January. As volumes are small and seasonal adjustment significant, this figure must be interpreted with caution.

Annualised growth is still 30%, well above the 17.9% growth in experienced hires suggesting employers are still building capability and capacity bottom up. However, as the graphs show, the graduate market is still a shadow of its competitiveness pre GFC.

Strangely, Human Resources which is performing strongly overall, took a big tumble in January whereas the decline in legal opportunities mirrors the recent fall in on line job advertisements for experienced lawyers.

The fall in Government jobs mirrors a weak ACT market but could also reflect a change in the recruitment strategies of major federal government departments.



ADVANTAGE GRADUATE INDEX  
TIME SERIES ANALYSIS

Sector/Occupation	%Change Monthly	%Change Yearly
Accounting	0.2%	223%
Advertising, Media, Arts and Entertainment	9.5%	19%
Banking and Financial Services	-7.5%	29%
Property, Building & Construction	-19.1%	42%
Education	1.7%	24%
Engineering & Mining	-5.6%	52%
Government, Defence and Community	-22.3%	-21%
Healthcare, Medical & Pharmaceutical	-4.3%	10%
Hospitality, Tourism & Travel	1.1%	26%
Human Resources & Recruitment	-40.0%	-7%
IT and Telecommunications	0.4%	29%
Legal	-15.3%	-3%
Sales, Marketing, Retail, CPG	-5.1%	38%
Science	-2.1%	52%
Management & Consulting	-53.9%	-40%
Manufacturing Trades & Services	-14.0%	7%
Transport	5.1%	2%
<b>Total</b>	<b>-7.4%</b>	<b>30%</b>

This table shows the monthly and annual seasonally adjusted change in the number of internet advertisements by position type.

ADVANTAGE GRADUATE INDEX  
PERCENTAGE GROWTH BY SECTOR



## HOT CANDIDATES

### Accounts Payable Officer

\$45-50k + super

Currently contracting at a global FMCG organisation, this professional candidate is seeking a new long term role in Accounts Payable and is available at short notice. Ideally looking for work in Macquarie Park, the western suburbs, or close to the city, this individual is intelligent, well-presented, an advanced user of Excel, and a strong communicator.

For more information, contact Aaron Caton, (02) 8244 8429, or [aaron.caton@advantageresourcing.com](mailto:aaron.caton@advantageresourcing.com)



## HOT JOBS

### Customer Service Representative

\$40,000 + Superannuation

One of Australia's leading business suppliers based in Mascot is looking for a Customer Service Representative. You will be responsible for answering incoming calls and providing customers with relevant information. The suitable candidate will have 1-2 years customer service experience ideally in a call centre environment and have excellent verbal communication skills. You will have the ability to understand customer needs – listen and empathise with customers.

Don't miss out on this opportunity!  
Contact Erin-Kate Psaltis on 8244 8436

### Senior Auditor

Experienced auditor recently relocated to Sydney from Adelaide.

He is CA Australia qualified, and has over 5 years external audit experience working in a mid-tier CA firm.

A personable and professional candidate with excellent communication skills.

For further information please contact Debbie Philippou on 02 8244 8422 or email

[debbie.philippou@advantageresourcing.com](mailto:debbie.philippou@advantageresourcing.com)

### Systems Analyst

\$120 000 package (negotiable), 9 month contract role

Our client is transitioning from their current system to Finance One. The objective of this technical role is the migration of the accounts receivable function and learning management system from the legacy system to the Finance One application. This is a technical focused role and it is essential that you have Administrated/Configured Finance One. Knowledge of GL subsidiary ledgers and the ability to develop reports using Crystal Report Writer is also a requirement for the role. Contact Deanna Saffioti on 02 8244 8427



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