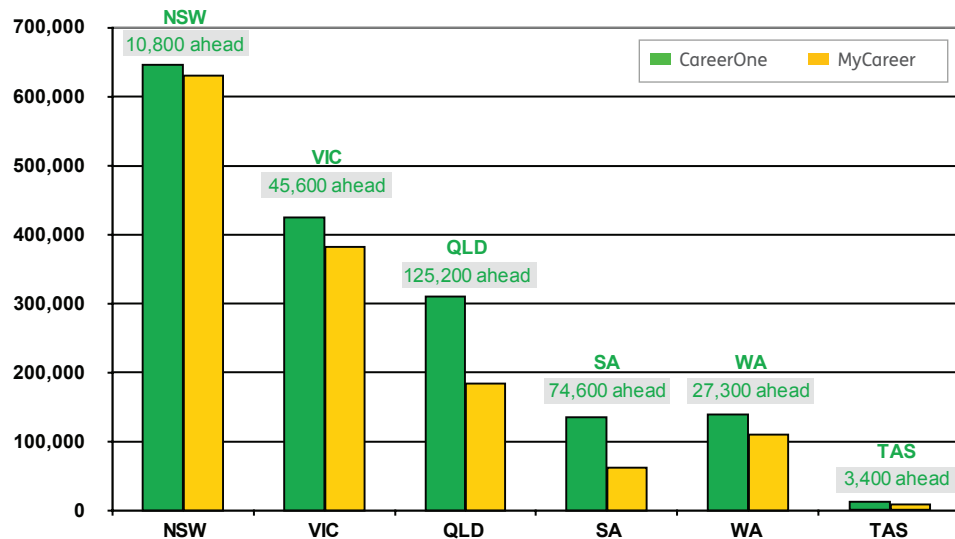


# CareerOne.com.au #2 In All States

## In August:

- ➔ CareerOne firmly positioned itself as national #2 online job board attracting over 1.65 million unique browsers<sup>1</sup>
- ➔ CareerOne delivered over 280,900 more browsers than MyCareer<sup>2</sup>
- ➔ CareerOne attracted an average of 82,800 daily unique browsers, 12,000 ahead of MyCareer's 70,800<sup>1</sup>
- ➔ CareerOne had 641,700 unique browsers in NSW, 10,800 more than MyCareer. In VIC we reached 422,000 unique browsers, 45,600 more than MyCareer<sup>2</sup>
- ➔ CareerOne has been number two in NSW for 15 of the last 18 months<sup>3</sup>
- ➔ With over 44,300 jobs on site, CareerOne continues to attract quality candidates

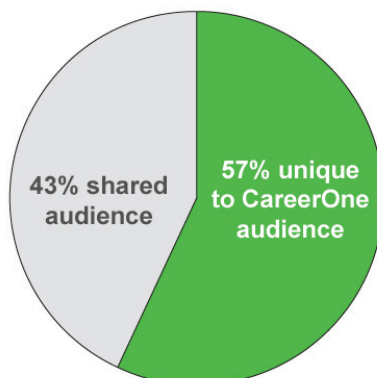
## CareerOne & MyCareer State UBs<sup>2</sup>



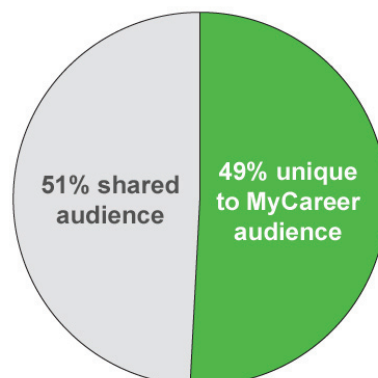
## Access Our Exclusive Audience

- ➔ In August, 941,751 CareerOne browsers did not visit Seek.<sup>1</sup>
- ➔ In August, 1,127,046 CareerOne browsers did not visit MyCareer.<sup>1</sup>
- ➔ CareerOne has a larger exclusive audience to Seek than MyCareer.<sup>1</sup>

### CareerOne & Seek



### MyCareer & Seek



Fast Facts

## Our Top Ten

### Top Ten Category Searches

1. Retail
2. Mining, Oil & Gas
3. Education, Childcare & Training
4. Health, Medical & Pharmaceutical
5. Accounting
6. IT
7. Government, Defence & Emergency
8. Banking & Finance
9. Construction, Architecture, Interior Design
10. Manufacturing & Industrial

### Top Ten Resumes Uploaded

1. Administration & Secretarial
2. Hospitality, Travel & Tourism
3. Retail
4. IT
5. Trades & Services
6. Customer Service & Call Centre
7. Accounting
8. Logistics, Supply & Transport
9. Engineering
10. Sales

## Continued Investment In New Marketing Campaign

The wide-reaching **Success As You See It** marketing campaign has extended into transit media. The extensive transit campaign will reach job hunters via buses across Australia, cross tracks in Sydney and Melbourne, at bus stops in Canberra and the Y&J site in Melbourne.



Fast Facts