



Vacancy Report

June 2024

Released 17 July 2024

Internet Vacancy Index Key Points

This month's report shows the period of record growth in advertisements following the COVID-19 pandemic is ending, with June recording the strongest monthly decline since September 2022. Despite this, vacancy numbers remain at elevated levels, with around 30% more advertisements in the labour market presently than compared with the monthly average for 2019.

- Online job advertisements at the national level decreased in June 2024 (down by 4.2% or 10,100 job advertisements) to stand at 227,500.
 - Over the year to June 2024, online job advertisements decreased by 18.1% (or 50,200 job advertisements). Vacancy numbers, though, are at high levels historically.
 - This downward trend is present in other demand indicators, with the Australian Bureau of Statistics' [Job Vacancies, Australia](#) series showing a 17.7% decrease in advertisements over the year to May 2024.¹
- Recruitment activity decreased across all states and territories over the month. The strongest decrease was recorded in Tasmania (down by 13.7% or 590 job advertisements) followed by the Northern Territory (down by 6.3% or 200) and Western Australia (down by 6.0% or 1,800).
- Over the month, advertisements decreased across all Skill Level groups. The strongest decrease was recorded for Skill Level 2 (commensurate with Advanced Diploma or Diploma) occupations (down by 5.6% or 1,500 job advertisements) followed by Skill Level 4 (commensurate with Certificate II or III) occupations (down by 4.5% or 2,700).
- Advertisements decreased across all Major Occupation groups over the month. The strongest decrease was for Community and Personal Service Workers (down by 6.4% or 1,700 job advertisements). Machinery Operators and Drivers recorded the only decline below 1% (down by 0.8% or 100).
- Recruitment activity was concentrated in metropolitan Australia, with 72.1% of job advertisements in June 2024 found in Australia's capital cities. Over the last 12 months, job advertisements have decreased in regional areas (down by 14.6%); with a similar decline recorded for capital cities (down by 14.8%).
- Each month the Vacancy Report provides a more detailed analysis of a particular labour market segment. This month's report spotlights labour demand in three growing regional labour markets.

227,500

Seasonally adjusted



4.2%

Monthly change



18.1%

Annual change

Online job advertisements decreased by 4.2% (or 10,100 job advertisements) in June 2024 to stand at 227,500.

Over the year to June 2024, online job advertisements decreased by 18.1% (or 50,200 job advertisements).

¹ Australian Bureau of Statistics (ABS), [Job Vacancies, Australia](#), May 2024.

Boomtown Buzz: Unpacking changing demand patterns in thriving regional labour markets

The new dimension of Internet Vacancy Index results using the Australian Bureau of Statistics' Statistical Area level 4 (SA4) regions represents a meaningful enhancement of these data.² Not only does the new dimension offer greater geographical detail over the existing 'IVI regions' classification, but it is also now easier to align Internet Vacancy Index results with other data products. This includes the myriad of SA4 level data produced by the Australian Bureau of Statistics, such as the recently released 'monthly modelled SA4 level estimates', and Jobs and Skills Australia's [Nowcast of Employment by Region and Occupation](#).³

This month's spotlight demonstrates some ways these newly configured data can be used. Drawing on insights from recent analysis of Jobs and Skills Australia's [Regional Labour Market Indicator](#), SA4 regions with current relative labour market conditions considerably improved over their long-term average were identified.⁴ SA4 regions with particularly strong current conditions across 3 states were reviewed, namely, Central West New South Wales, Geelong, and Sunshine Coast. Internet Vacancy Index results, in conjunction with other data for these regions, show different manifestations of dynamic conditions coinciding with improvement in labour market indicators. The combination of extant and emerging demand drivers is delivering growing vibrancy to these regional labour markets.

The rate of growth in online job advertisements in Central West, Geelong and Sunshine Coast has exceeded even the rapid increase in recruitment activity evident across Australia since the COVID-19 pandemic.⁵ Over the five years to June 2024, online job advertisements more than doubled in Sunshine Coast, with strong growth also recorded in Central West (up by 81.2%) and Geelong (up by 64.4%), compared with the 40.6% average increase across Australia. Since the recent peak of recruitment activity in late 2022, online job advertisement numbers have eased in these regions, though at a rate mirroring this change at the national level. Taken together, these data points suggest that while online job advertisement numbers nationally continue to hold at historically elevated levels, they continue to be somewhat more elevated in these regions.

Considering the occupation groups driving the elevated recruitment activity in these regions, commonalities, on one hand, point to changes in the demand for services driven by prevalent social trends. On the other hand, differences signal the resilient contribution of each region's extant drivers and emerging economic contributors.

The clearest commonality across these regions is the strong growth in demand for Community and Personal Service Workers.⁶ Over the five years to June 2024, online job advertisements for Community and Personal Service Workers recorded the strongest increase among Major Occupation groups in Central West (up by 144.3%) and Geelong (up by 112.0%). While not topping the list in Sunshine Coast, online job advertisement growth for this group has been strong (up by 112.5%). At a more detailed occupation grouping level, online job advertisements for Carers and Aides account for the majority within the Community and Personal Service Workers group in these regions and have recorded some of the strongest growth among the relevant sub-groups over the last five years. Data from Jobs and Skills Australia's [Nowcast of Employment by Region and Occupation](#) shows Aged and Disabled Carers, and Child Carers employ the largest number of workers in the Carers and Aides group across the three regions.⁷ The increasingly important role of these workers marks the progression of demographic change and diversification of labour force participation.

Distinct drivers of online job advertisement growth in each of these regions signal the contribution of keystone sectors and emerging economic contributors. For example, rapid population growth along with an industrial and manufacturing pedigree, evolving into modern high-tech manufacturing and research in Geelong, has fostered strong demand for Professionals, Managers and Sales Workers.⁸ Over the five years to June 2024, online job advertisements for Professionals increased by 81.5% in Geelong. While Central West and Sunshine Coast have also recorded growing demand for Professionals over this period (up by 43.9% and 87.7% respectively), only in Geelong has this translated to growth in the share of total vacancies that are seeking Professionals. In June 2024, almost one-third of all online job advertisements in Geelong sought Professionals, representing a 10% increase in this share over the last five years (the second largest increase of any Major Occupation group in the region behind Community and Personal Service Workers). Employment numbers for Professionals in Geelong feature healthcare and education professionals, as may be expected for one of the fastest growing regional cities in Australia. However, the current employment numbers and recent growth for occupations such as Software and Applications Programmers; Other Information and Organisation Professionals; and Industrial, Mechanical and Production Engineers point to the evolving economic contributors in the region.⁹ In this

² ABS, 'Australian Statistical Geography Standard (ASGS)', Edition 3', 2021.

³ ABS, 'Labour Force, Australia, Detailed', May 2024; Jobs and Skills Australia (JSA), 'Nowcast of Employment by Region and Occupation', June 2024.

⁴ JSA, 'Labour Market Update – March 2024', May 2024.

⁵ JSA, 'Internet Vacancy Index', three-month average data, June 2024.

⁶ JSA, 'Internet Vacancy Index'.

⁷ JSA, 'Nowcast of Employment by Region and Occupation'.

⁸ ABS, 'Regional Population', 2022-23; Victorian Department of Jobs, Skills, Industry and Regions, 'Innovation hub expands Geelong's manufacturing credentials', 31 July 2023.

⁹ JSA, 'Nowcast of Employment by Region and Occupation'.

regard, major projects such as the 'Geelong Future Economy Precinct' appear to exemplify the capacity of collaborative endeavours to accelerate innovation.¹⁰

By contrast, drivers of growing demand in Central West operate in context of a comparatively stable population level and a notably high employment to population ratio.¹¹ Primary industry continues to drive recruitment activity growth in this region rich in natural resources. However, increasing economic diversity appears evident in labour market indicators. The increasing recruitment activity for Machinery Operators and Drivers (up by 94.3%) and Technicians and Trades Workers (up by 103.4%), over the five years to June 2024, signal the resilient contribution of primary industry to the region's economy.¹² While the Mining industry has recorded the largest increase in the share of the region's employment over this period (up by 4.6 percentage points to 8.3%), other industries have also shown strong employment growth translating to increased share of regional employment.¹³ Healthcare and Social Assistance increased its share as the largest employing industry in the region (up by 1.7 percentage points to 16.7%). The strongest employment growth over the five years to May 2024 however was recorded in Arts and Recreation Services (up by 189.1%) increasing this industry's share of regional employment by 0.9 percentage points to 1.5%.

Sunshine Coast has sustained among the strongest rates of population growth across Australian regional areas.¹⁴ The allure of this region has consistently made it the top destination for 'Regional Movers'.¹⁵ While the robust contribution of the tourism sector is evident, drivers of online job advertisements growth originate across a comparatively diverse range of industries. Of the three reviewed regions, Sunshine Coast has recorded the strongest growth in online job advertisements over the five years to June 2024 (up by 118.2%).¹⁶ Underlying this growth are particularly strong increases in recruitment activity for Machinery Operators and Drivers (up by 289.2%), Sales Workers (up by 143.2%) and Labourers (up by 117.9%). Among Machinery Operators and Drivers, occupations supporting logistics, mining and tourism operations feature prominently in employment and online job advertisements numbers, such as Truck Drivers; Storepersons; Drillers, Miners and Shot Firers; and Bus and Coach Drivers.¹⁷ Similarly, among Labourers; the prominent employment and vacancy numbers for occupations supporting the tourism sector (Housekeepers, Commercial and Domestic Cleaners, and Kitchenhands) alongside construction (Concreters and Building and Plumbing Labourers) and agribusiness (Packers and Crop Farm workers) occupations speak to the region's economic diversity. Also, among Sales Workers, different industry sectors contributions are evident with notable employment and vacancy numbers for Real Estate Sales Agents, Insurance Agents and Motor Vehicle and Vehicle Parts Salespersons together with more typical large-employing occupations such as Sales Assistants (General) and Checkout Operators and Office Cashiers.

Central West New South Wales, Geelong and Sunshine Coast show some of the most robust characteristics across Australia's regional labour markets. Pairing Internet Vacancy Index results and other labour market data shows how each region has developed this strength along differing paths but with some commonalities, particularly the proactive fostering of diversified economies. The undeniable role of population growth in advancing regions' economic prospects aligns with the ongoing growth in 'Regional Movers'.¹⁸ This combination may see the enrichment of regional economies rise as an unintended consequence of unrelated social changes, such as the new ways of working enabled by digital technologies. Jobs and Skills Australia looks forward to continuing to develop and refine products such as the Internet Vacancy Index, the Nowcast of Employment by Region and Occupation and the Regional Labour Market Indicator model to contribute to the understanding and public discussion of Australia's regional labour markets.

¹⁰ A Chisholm, 'Geelong's new green energy Hub to generate 1.4 billion and create thousands of jobs' [media release], Commonwealth Government, 11 December 2023.

¹¹ ABS, 'Regional Population'; ABS, 'Labour Force, Australia, Detailed'.

¹² JSA, 'Internet Vacancy Index'.

¹³ ABS, 'Labour Force, Australia, Detailed'.

¹⁴ ABS, 'Regional Population'.

¹⁵ Regional Australia Institute (RAI), 'Regional Movers Index – March 2024', 2024.

¹⁶ JSA, 'Internet Vacancy Index'.

¹⁷ JSA, 'Internet Vacancy Index', unpublished three-month moving average data, April 2024; JSA, 'Nowcast of Employment by Region and Occupation'.

¹⁸ RAI, 'Regional Movers Index – March 2024'.

Internet Vacancy Index Summary Sheet - June 2024

	Number of job ads (no.)	Monthly change (no.)	Monthly change (%)	Annual change (no.)	Annual change (%)
Australia	227,500	-10,100	▼ -4.2%	-50,200	▼ -18.1%
New South Wales	66,200	-2,400	▼ -3.4%	-18,000	▼ -21.4%
Victoria	53,100	-3,100	▼ -5.4%	-18,400	▼ -25.8%
Queensland	53,700	-1,200	▼ -2.2%	-5,500	▼ -9.2%
South Australia	13,600	-780	▼ -5.4%	-1,800	▼ -11.7%
Western Australia	27,900	-1,800	▼ -6.0%	-4,800	▼ -14.6%
Tasmania	3,700	-590	▼ -13.7%	-510	▼ -12.1%
Northern Territory	3,000	-200	▼ -6.3%	-330	▼ -10.1%
Australian Capital Territory	6,200	-260	▼ -4.1%	-1,600	▼ -20.6%

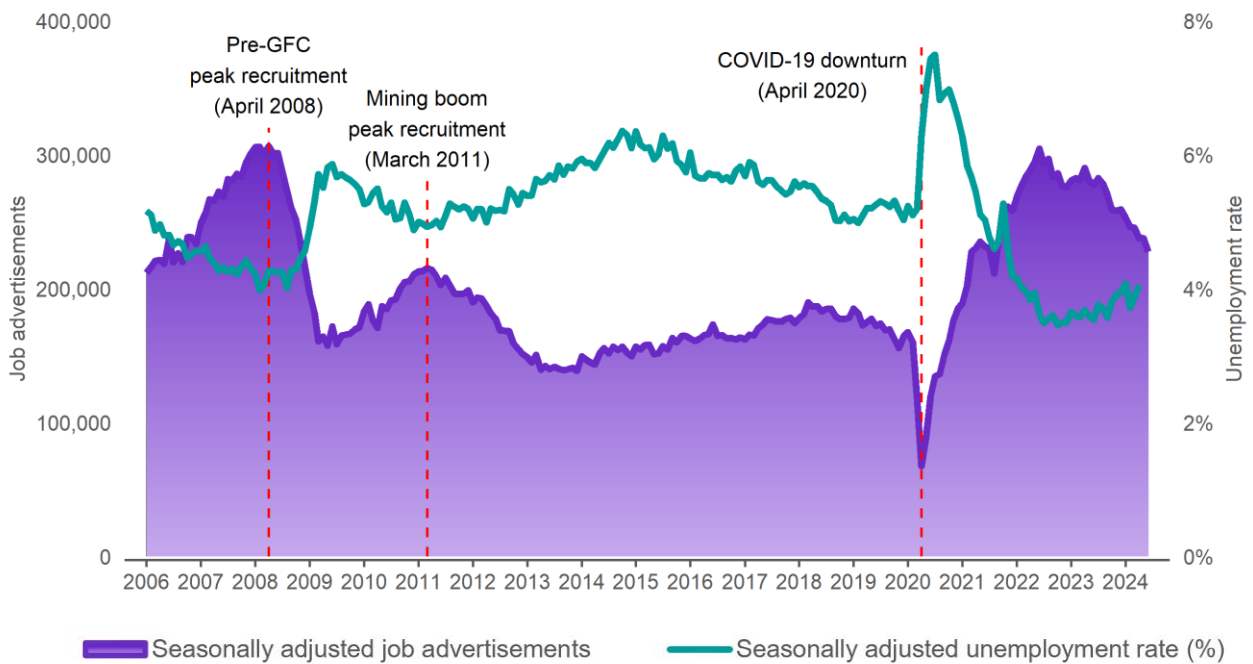
Managers	27,000	-1,200	▼ -4.3%	-4,500	▼ -14.2%
Professionals	65,800	-3,000	▼ -4.4%	-17,900	▼ -21.4%
Technicians and Trades Workers	31,400	-1,200	▼ -3.8%	-6,000	▼ -16.0%
Community and Personal Service Workers	24,300	-1,700	▼ -6.4%	-6,100	▼ -20.1%
Clerical and Administrative Workers	34,600	-1,800	▼ -5.0%	-7,300	▼ -17.3%
Sales Workers	18,100	-810	▼ -4.3%	-2,200	▼ -10.9%
Machinery Operators and Drivers	12,400	-100	▼ -0.8%	-2,500	▼ -16.5%
Labourers	13,800	-400	▼ -2.8%	-3,900	▼ -22.2%

Skill Level 1 - Bachelor degree or higher	84,100	-3,800	▼ -4.3%	-21,400	▼ -20.3%
Skill Level 2 - Advanced Diploma or Diploma	25,300	-1,500	▼ -5.6%	-4,400	▼ -14.7%
Skill Level 3 - Certificate IV or III* (Skilled VET)	35,800	-1,300	▼ -3.6%	-5,000	▼ -12.3%
Skill Level 4 - Certificate II or III	57,900	-2,700	▼ -4.5%	-13,900	▼ -19.4%
Skill Level 5 - Certificate I or secondary education	24,300	-850	▼ -3.4%	-5,700	▼ -19.0%

*Includes at least two year of on the job training.

Source: Jobs and Skills Australia, Internet Vacancy Index, June 2024, seasonally adjusted data.

Figure 1: Job advertisements and unemployment rate, January 2006 to June 2024



Source: Australian Bureau of Statistics, Labour Force, Australia, May 2024, seasonally adjusted data; Jobs and Skills Australia, Internet Vacancy Index, June 2024, seasonally adjusted data.



The next IVI release is scheduled for 14 August 2024. The IVI is published on the JSA website at jobsandskills.gov.au/data/internet-vacancy-index.

The Internet Vacancy Index (IVI) is a monthly data series measuring online job advertisements, compiled by Jobs and Skills Australia (JSA). The IVI counts job advertisements newly lodged on the SEEK, CareerOne and Workforce Australia online job boards. Commencing in 2006, the IVI is the longest continuous time series for vacancy data in Australia. JSA research indicates the proportion of all vacancies covered by IVI has increased from 38% in 2016 to 60% in 2023. More detail on the IVI is available at jobsandskills.gov.au/data/internet-vacancy-index.



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