



Vacancy Report December 2024

Released 15 January 2025

Internet Vacancy Index Key Points

This month's report shows vacancy numbers continuing to trend downwards at the national level, having decreased in 10 of the past 12 months. Despite this, vacancy numbers remain at elevated levels, with around 25% more advertisements in the labour market presently than compared with the monthly average for 2019.

- Online job advertisements at the national level decreased in December 2024 (down by 2.5% or 5,400 job advertisements) to stand at 214,600.
 - Over the year to December 2024, online job advertisements decreased by 17.4% (or 45,200). 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 10.3% decrease in vacancies over the year to November 2024.¹
- Recruitment activity decreased across all states and territories over the month. The strongest decreases were recorded in Tasmania (down by 6.0% or 240 job advertisements) followed by Australian Capital Territory (down by 5.2% or 310) and South Australia (down by 3.3% or 460).
- Over the month, advertisements decreased across all Skill Level groups. The strongest decreases were recorded for Skill Level 1 (commensurate with Bachelor degree or higher) occupations (down by 3.6% or 3,000 job advertisements) followed by Skill Level 4 (commensurate with Certificate II or III) occupations (down by 2.8% or 1,600).
- Advertisements decreased across six Major Occupation groups over the month. The strongest decreases were recorded for Community and Personal Service Workers (down by 6.4% or 1,500 job advertisements) followed by Professionals (down by 4.6% or 3,000). Small increases were recorded for Managers and Clerical and Administrative Workers.
- Recruitment activity was concentrated in metropolitan Australia, with 70.4% of job advertisements in December 2024 found in Australia's capital cities. Over the last 12 months, job advertisements have decreased in regional areas (down by 12.1%); however, a larger decrease was recorded for capital cities (down by 14.1%).
- Each month the Vacancy Report provides a more detailed analysis of a particular labour market segment. In this month's report, Jobs and Skills Australia is reviewing some of the most popular topics covered in the Vacancy Report over 2024 to provide updated and revised analysis.

214,600

Seasonally adjusted



2.5%

Monthly change



17.4%

Annual change

Online job advertisements decreased by 2.5% (or 5,400 job advertisements) in December 2024 to stand at 214,600.

Over the year to December 2024, online job advertisements decreased by 17.4% (or 45,200 job advertisements).

¹ Australian Bureau of Statistics (ABS), '[Job Vacancies, Australia](#)', seasonally adjusted data, November 2024.

Year in review 2024

Internet Vacancy Index results during 2024 typified the gradual easing of labour market tightness over the year. This follows the unexpected resilience of the strong labour market conditions coming out of the COVID-19 downturn. The post-pandemic labour market saw the unemployment rate hit lows not recorded for decades and online job advertisements reached levels last recorded prior to the 2008 Global Financial Crisis. While online job advertisement numbers have been trending downwards from the mid-2022 peaks, current levels continue to hold above historically typical levels. Results from recent months have followed the trend of gradual easing in online job advertisement numbers. That said, it remains unclear to what extent aggregate labour demand will continue at elevated levels through 2025 or whether the slowing economy will return these to the norms observed prior to the pandemic.

In this month's spotlight, Jobs and Skills Australia is reviewing some of the most popular topics covered in the Vacancy Report over 2024 to provide updated and revised analysis.

The Hard Sell: Why demand for Motor Vehicle and Vehicle Parts Salespersons isn't creating more jobs

The [January 2024 Vacancy Report](#) examined the robust growth in online job advertisements for Motor Vehicle and Vehicle Parts Salespersons that coincided with record breaking numbers of new car sales and a structural undersupply of vehicles. Despite the relatively high number of vacant positions, employment numbers continued at a stable level. A combination of employer enthusiasm to capitalise on booming conditions, alongside changing role requirements and structural changes to this labour market, were identified as driving the divergence between growing recruitment activity and static employment numbers. Over the course of 2024, cost-of-living and interest rate pressures dampened new car sales and saw easing in both recruitment activity and employment numbers for this occupation group.²

While online job advertisement numbers for Motor Vehicle and Vehicle Parts Salespersons continue well above their pre-COVID-19 level, sharper declines compared to the all-occupation average were observed over the latter portion of 2024.³ Relative to the monthly average for 2019, the 760 job advertisements recorded in December 2024 represents a 39.1% increase (compared with a 25% average increase for all occupations). However, current job advertisement levels are down 24.3% from their 2024 peak (compared with a 16.7% decrease on average across all occupations over the same period).

Employment numbers for this occupation have also declined considerably during 2024. [Labour Force Trending](#) data show that, over the year to November 2024, the number of Motor Vehicle and Vehicle Parts Salespersons decreased by 4.3% to over 31,000.⁴ Similarly, recent [employment projections](#) predict weaker than average growth over the five years to May 2029 (up by 3.7%) and this occupation was found not to be in shortage nationally in the 2024 [Occupation Shortage List](#).⁵

The January Vacancy Report suggested the weakening of labour market conditions for this occupation, in response to changing economic conditions, was a likely prospect. While this appears to have been borne out in more recent data, it remains to be seen whether the current weakening will continue through 2025.

BLACK, WHITE and RED ALL OVER: The tipping point for Journalists and Other Writers?

The [February 2024 Vacancy Report](#) considered labour demand for Journalists and Other Writers. This workforce faces a maelstrom of disruption stemming from digital technology's upending of the advertising-driven business model and the uncertain role of artificial intelligence. The intersection of disruptive innovation and changing consumer habits, for a sector with a critical role for the wellbeing of Australian society and communities, suggests the possibility of consequences beyond workforce consolidations. The latter portions of 2024 saw further disruption with social media entities abandoning commercial agreements with news publishers that may have weakened labour market conditions and increase the deployment of AI tools as a cost saving measure.⁶

Online job advertisement numbers for Journalists and Other Writers decreased more strongly than average during the second half of 2024, having rebounded following the COVID-19 downturn.⁷ In December 2024, there were 570 online job advertisements for Journalists and Other Writers, up by 29.6% from the monthly average for 2019. However, current job advertisement levels are down 25.5% from their 2024 peak (compared with a 16.7% decrease on average across all occupations over the same period).

² Federal Chamber of Automotive Industries, 'New Vehicle Sales Reach One Million in 2024', Federal Chamber of Automotive Industries, 6 November 2024.

³ Jobs and Skills Australia (JSA), 'Internet Vacancy Index', 3-month average data, December 2024.

⁴ JSA, 'Labour Force Trending', November 2024.

⁵ JSA, 'Employment Projections (May 2024 – May 2034)', 2024; JSA, 'Occupation Shortage List', 2024.

⁶ J Evans, 'Social media tax follows hundreds of news jobs cut since Meta's refusal to pay', ABC News, 13 December 2024.

⁷ JSA, 'Internet Vacancy Index'.

Despite the widely publicised redundancies in the sector during 2023 and reports suggesting job cuts were evident soon after agreements with social media entities were snubbed, aggregate employment numbers for Journalists and Other Writers have been stable.⁸ Over the year to November 2024, the number of Journalists and Other Writers increased by 1.0% to around 25,000.⁹ While it may be too soon to see aggregate effects of changing dynamics in the sector, reports of job cuts to regional news services warrant attention given these may have disproportionate impact on these already underserved communities.¹⁰

The precarity of funding sources remains a question as large social media entities retreat from agreements around the use of news content on their platforms. While government is considering levies on these entities to recoup funding for local news services, or to encourage them back to the bargaining table, other disruptive influences continue. Analysis of recent job postings indicate the proportion of job advertisements for Journalists and Other Writers including references to using AI tools has doubled during 2024 to around 10%.¹¹ This proportion is high compared to other related occupations, such as Public Relations Professionals, where only 2% of advertisements during 2024 included references to AI tools.

Please keep your seatbelts fastened, demand for Air Transport Professionals has taken off.

The [May 2024 Vacancy Report](#) highlighted the remarkable recent increase in online job advertisements for Air Transport Professionals. This increase was linked to the emergence of an occupational shortage, local and international sectoral growth, increasing global competition for experienced talent and workforce demographic change. Significant structural shifts occurred in the sector during the second half of 2024, with the collapse of a new market entrant, another entering administration and facing allegations of serious governance failures by the Australian Securities & Investments Commission.¹² While these shifts have coincided with easing of online job advertisement numbers for Air Transport Professionals, employment continues to grow and, as identified in the recent [Aviation White Paper](#), workforce challenges are holding back growth, straining existing workers and impacting service levels.¹³

Online job advertisements for Air Transport Professional decreased at a rate faster than the average in recent months.¹⁴ However, this decrease is small compared with the remarkable growth recorded during the post-pandemic period. In December 2024, there were 140 online job advertisements for Air Transport Professional, up by 200.3% from the monthly average for 2019. However, current job advertisement levels are down 28.7% from their 2024 peak (compared with a 16.7% decrease on average across all occupations over the same period).

Employment numbers for Air Transport Professional have increased at almost the average rate and projections suggest the likelihood of above average employment growth over the coming decade.¹⁵ Over the year to November 2024, the number of Air Transport Professionals increased by 2.1%, to around 16,000, compared with a 2.5% increase in national employment numbers. Jobs and Skills Australia's employment projections forecast a 15.6% increase in working Air Transport Professionals (compared with an average of 13.7%) over the decade to May 2034. This appears in line with strong sectoral growth forecasts for the Asia-Pacific region made by private sector multinationals.¹⁶

Major structural shifts in the sector during 2024 appear to have had only marginal effects on wider labour market conditions, despite noted consequences on airfare increases and extent of service provision.¹⁷ The Department of Infrastructure, Transport, Regional Development, Communications and the Arts' Aviation White Paper sets out the challenges and opportunities for the wider aviation workforce in coming decades, particularly noting the role large firms will need to play to maintain and grow a sector uniquely vital to the Australian economy.¹⁸

⁸ S Buckingham-Jones, 'Up to 200 jobs likely to go at News Corp amid strategy shift', *The Australian Financial Review*, 13 March 2023; Australian Broadcasting Corporation, 'ABC to cut 120 jobs as major changes are announced', *ABC News*, 16 June 2023; J Evans, 'Social media tax follows hundreds of news jobs cut since Meta's refusal to pay'.

⁹ JSA, 'Labour Force Trending'.

¹⁰ ; N Dawson, S Molitorisz, M A Rizoiu and P Fray, 'Layoffs, inequity and COVID-19: A longitudinal study of the journalism jobs crisis in Australia from 2012 to 2020', *Journalism*, 2023, 24(3), 531-559, doi: 10.1177/1464884921996286.

¹¹ Lightcast, 'Australian Online Job Advertisements Data', 2024.

¹² A de Kretser, 'Labor's \$80m Rex handout angers regional rivals and potential buyers', *Australian Financial Review*, 12 November 2024; I Verrinder, 'ASIC returns to law enforcement by wading into Rex's corporate and political skirmish', *ABC News*, 12 December 2024; J Dye and J Ross, 'Bonza staff officially sacked at online meeting months after airline's collapse', *ABC News*, 11 June 2024.

¹³ Department of Infrastructure, Transport, Regional Development, Communications and the Arts, 'Aviation White Paper', Australian Government, 26 August 2024.

¹⁴ JSA, 'Internet Vacancy Index'.

¹⁵ ABS, 'Labour Force Australia', seasonally adjusted data, November 2024; JSA, 'Labour Force Trending'; JSA, 'Employment Projections (May 2024 – May 2034)'.

¹⁶ Boeing, 'Pilot and technician outlook 2022-2041', Boeing, 2023; CAE, 'Aviation talent forecast 2023', CAE, 2023.

¹⁷ Australian Competition & Consumer Commission, 'Domestic Airline Competition in Australia', November 2024.

¹⁸ Department of Infrastructure, Transport, Regional Development, Communications and the Arts, 'Aviation White Paper'.

Internet Vacancy Index Summary Sheet - December 2024

	Number of job ads (no.)	Monthly change (no.)	Monthly change (%)	Annual change (no.)	Annual change (%)
Australia	214,600	-5,400	▼ -2.5%	-45,200	▼ -17.4%
New South Wales	63,900	-1,100	▼ -1.7%	-13,900	▼ -17.8%
Victoria	47,300	-1,300	▼ -2.6%	-14,600	▼ -23.5%
Queensland	51,900	-1,400	▼ -2.6%	-5,800	▼ -10.1%
South Australia	13,400	-460	▼ -3.3%	-1,700	▼ -11.5%
Western Australia	25,900	-470	▼ -1.8%	-6,600	▼ -20.2%
Tasmania	3,700	-240	▼ -6.0%	-630	▼ -14.4%
Northern Territory	3,100	-80	▼ -2.6%	-190	▼ -5.8%
Australian Capital Territory	5,600	-310	▼ -5.2%	-1,300	▼ -19.4%

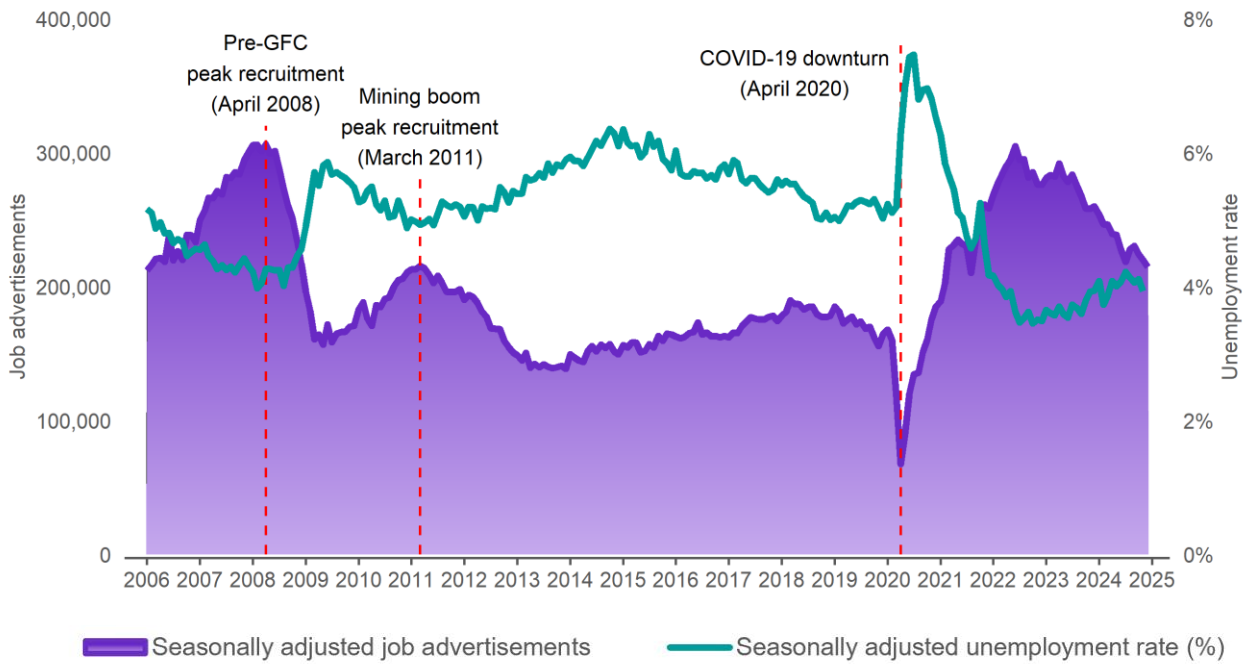
Managers	25,600	60	▲ 0.2%	-3,800	▼ -12.9%
Professionals	62,100	-3,000	▼ -4.6%	-15,400	▼ -19.8%
Technicians and Trades Workers	30,700	-40	▼ -0.1%	-5,600	▼ -15.3%
Community and Personal Service Workers	22,400	-1,500	▼ -6.4%	-7,100	▼ -24.2%
Clerical and Administrative Workers	32,300	90	▲ 0.3%	-6,400	▼ -16.6%
Sales Workers	16,400	-190	▼ -1.1%	-2,800	▼ -14.8%
Machinery Operators and Drivers	11,900	-140	▼ -1.2%	-1,800	▼ -13.3%
Labourers	13,600	-280	▼ -2.0%	-1,700	▼ -10.9%

Skill Level 1 - Bachelor degree or higher	79,600	-3,000	▼ -3.6%	-17,800	▼ -18.3%
Skill Level 2 - Advanced Diploma or Diploma	23,900	-360	▼ -1.5%	-4,700	▼ -16.5%
Skill Level 3 - Certificate IV or III* (Skilled VET)	33,700	-310	▼ -0.9%	-6,200	▼ -15.5%
Skill Level 4 - Certificate II or III	53,700	-1,600	▼ -2.8%	-13,300	▼ -19.9%
Skill Level 5 - Certificate I or secondary education	23,700	-100	▼ -0.4%	-2,800	▼ -10.7%

*Includes at least two years of on-the-job training.

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

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



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



The next IVI release is scheduled for 19 February 2025. 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.



Australian Government



Jobs and Skills Australia