



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI



Jobs Online: March Quarter 2025

Quarterly New Zealand Online Job Advertisements

April 2025





**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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Introduction

■ OVERVIEW OF KEY RESULTS

- The fall in advertised job vacancies is easing, with online job advertisements falling by 21.7 per cent over the year to the March 2025 quarter, following a fall of 27.2 per cent over the year to the December 2024 quarter. Job advertisements have now been declining since December 2022 (10 consecutive quarters).
- Over the last year, advertisements fell for all industries. Over the last 5 years, since the March 2020 quarter, the only industry to see overall growth in advertisements was Education.
- All occupation groups experienced falls in online job advertisements, with the Labourers occupation group seeing the largest annual and 5-year decline.
- Online job advertisements continued to decline across all 5 skill levels, with advertisements for unskilled jobs seeing the largest annual and 5-year decline.
- In the year to the March 2025 quarter all regions experienced declines, with the largest in Gisborne/Hawke's Bay. Over the last 5 years, Otago/Southland was the only region to grow overall.
- Please check out our new "Investigation" section on page 5 where we examine the relationship between the All Vacancies Index as a leading indicator for changes in Filled jobs and the relationship of the All Vacancies Index and SEEK's Applications Index.

Purpose of *Jobs Online*

Online job advertisements are a key indicator of labour demand. The relationship between online job advertisements and labour demand is complex. For example, an increase in job advertisements in an industry may indicate the industry is expanding, and looking for new workers, or the industry has a high rate of turnover or churn (workers are moving between businesses, but overall employment is not necessarily increasing). On the other hand, a decline in online job advertisements can signal reduced employment in an industry, or that industry is using alternative advertising methods in their hiring processes (such as word-of-mouth or social networks), or an industry has less turnover than before.

Jobs Online monitors changes in the seasonally unadjusted index of online job advertisements (previously a trend index was used, see the [methodology document](#) for further information). It uses information of online job advertisements from 4 employment websites: SEEK, Trade Me Jobs, the Education Gazette and Kiwi Health Jobs. *Jobs Online* measures changes of the raw unweighted data, and is disaggregated by industries, occupations, skill levels, and regions. Duplicate advertisements within each employment website and across the websites have been removed.

This quarterly report displays the latest *Jobs Online* data up to the March 2025 quarter and the same quarter in the previous year (March 2024 quarter) as well as the same quarter 5 years earlier (March 2020 quarter).

The monthly unadjusted advertisements from May 2007 to March 2025 are also available in the [Jobs Online monthly unadjusted data](#). This data shows the monthly patterns of online job advertisements.

Overall Online Job Advertisements

Online job advertisements fell by 21.7 per cent over the year to the March 2025 quarter, this follows a fall of 27.2 per cent in the year to the December 2024 quarter. There have now been annual falls for the last 10 quarters in the advertised vacancies.

Figure 1: *All Vacancies Index (job vacancies advertised online)*



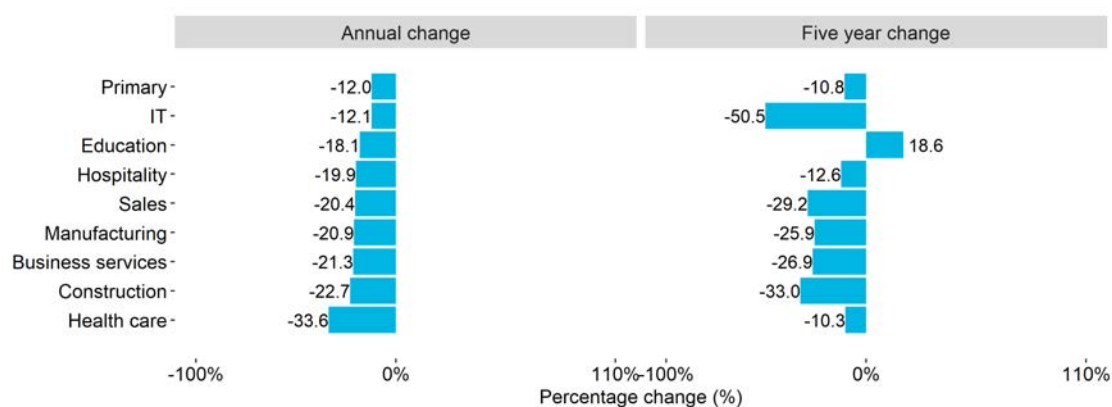
Job vacancies decreasing at a slower rate

The rate of decrease for total job vacancies is slowing. After a period of strong annual growth between the March 2021 quarter and the September 2022 quarter advertised vacancies have been falling since. The annual decreases in total job vacancies were fastest in the June 2024 quarter at 33.4 per cent, and have now slowed to an annual decrease of 21.7 per cent in the March 2025 quarter.

Online Job Advertisements by Industry

Online job advertisements fell across all industries over the year to the March 2025 quarter, with the smallest fall for the Primary industry. Education was the only industry to grow between the March 2020 and 2025 quarters.

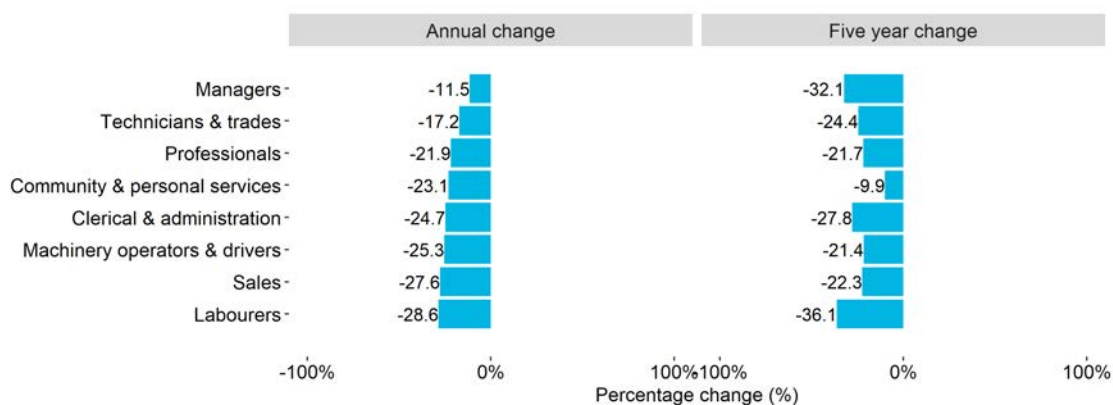
Figure 2: *Annual and 5-year changes in All Vacancies Index by industry*



Online Job Advertisements by Occupation and Skills

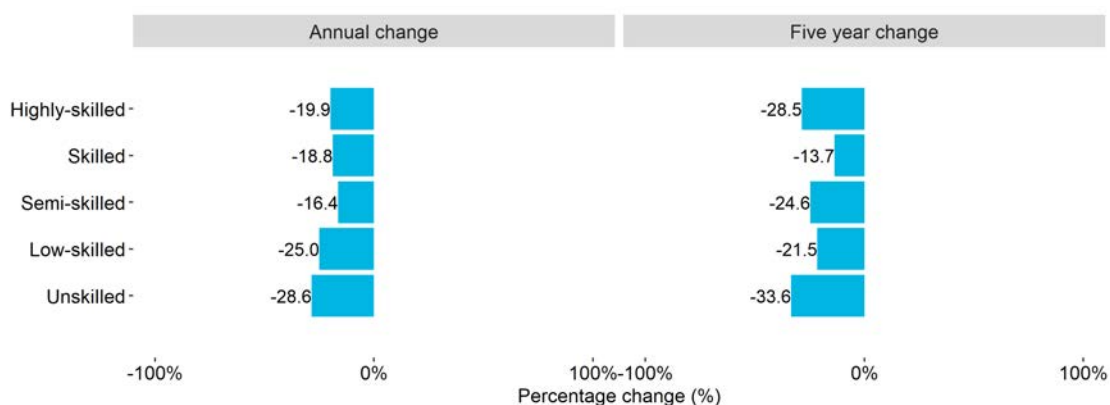
Online job advertisements continued to decrease for all occupation groups both annually and over the last 5 years. The biggest fall was for the Labourers occupation.

Figure 3: Annual and 5-year changes in All Vacancies Index by occupation groups



Online job advertisements continued to decrease for all skill levels over the year to the March 2025 quarter. The smallest fall annually was for the Semi-skilled skill level and over the last 5 years was for the Skilled skill level.

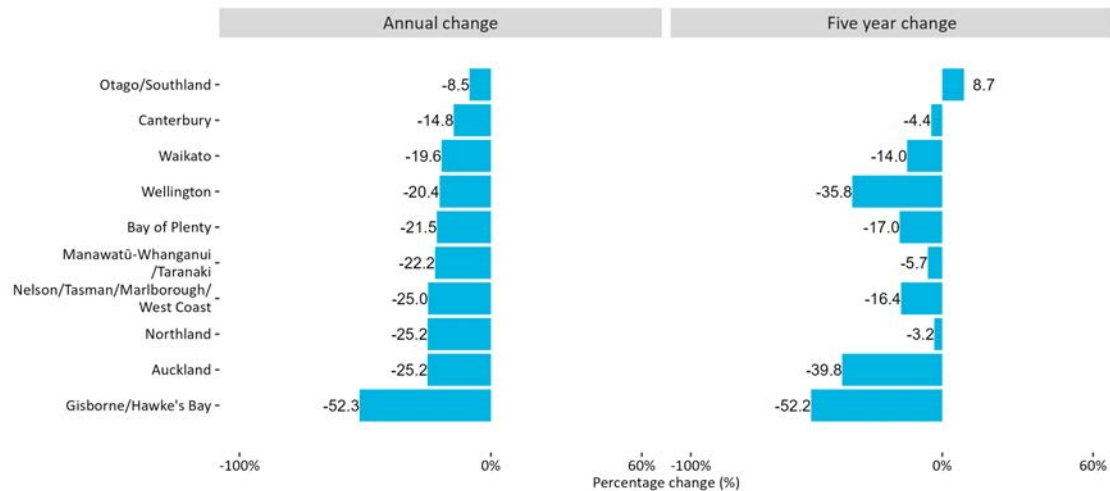
Figure 4: Annual and 5-year changes in All Vacancies Index by skill levels



Online Job Advertisements by Region

Online job advertising fell in all regions over the year to the March 2025 quarter, with the biggest fall in the Gisborne/Hawke's Bay region. Otago/Southland was the only region to grow over the past 5 years, between the March 2020 and March 2025 quarters. Annual and 5-year changes for each region by industry, occupation and skill level can be found later in this report.

Figure 5: Annual and 5-year changes in All Vacancies Index by region



Investigating relationships between vacancies, applications, and filled job growth

Exploring the relationship between the number of job ads, *the number of applications per job ad (SEEK)*, and *the number of filled jobs (Stats NZ)* can provide insights into the state of the labour market.

Figure 6: Annual changes in the All Vacancies Index and Filled jobs (Stats NZ)



Changes in online job vacancies tend to be a leading indicator of changes in the number of filled jobs. Any change in the level of job advertisements tends to start around 2 months before that same change is observed in the number of filled jobs.

Figure 7: Annual changes in the All Vacancies Index and the number of applications per job ad (SEEK)



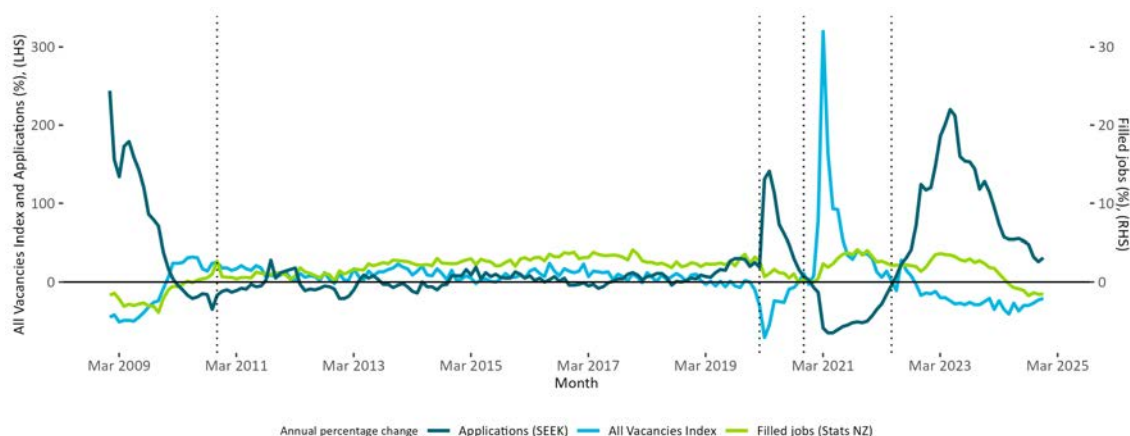
Changes in the number of job advertisements also tend to be the inverse of changes in the number of applicants per job ad. In a tight labour market, with low unemployment, there will likely be a high level of job advertising but few applicants for each job. While in a looser labour market where jobs are easier for businesses to fill, there will likely be a much higher number of applications for each job ad.

Changes in the level of job advertising can be due to different reasons. An increase in the number of job ads could be because jobs are hard to fill due to a labour shortage, or it could indicate greater

churn in the labour market with lots of people changing jobs. Conversely, a decrease in job advertising could be due to a loose labour market with high unemployment or low business confidence due to a recession.

These relationships can be quite complex. By exploring a range of indicators, we can better understand the shifts in the labour market.

Figure 8: *Annual changes in the All Vacancies Index, applications per job ad (SEEK) and Filled jobs (Stats NZ)*



This graph can be split into 5 distinct periods:

1. **Global Financial Crisis (GFC) (2008 to 2010):** During this period the shrinking number of jobs and wide availability of workers led to a falling number of job ads, strong increases in the number of applications per job ad and the unemployment rate rising to over 6 per cent.
2. **Recovery to a strong labour market (2011 to 2020):** Over this period, annual filled job growth increased slowly from around 1 per cent in 2011 to around 4 per cent in 2017 before decreasing slightly. Job ads increased strongly through to a peak in 2018, the number of applications per job ad remained steady and the unemployment rate declined from just over 6 per cent to just over 4 per cent.
3. **Initial COVID-19 Response (March to December 2020):** The initial period of lockdowns, border closure and labour market uncertainty led to a sharp drop in the number of job ads and a corresponding spike in the number of applications per job ad. The unemployment rate peaked at 5.2 per cent in September 2020.
4. **Ongoing border closure (January 2021 to June 2022):** This period saw fewer lockdowns, but the ongoing border closure led to a labour shortage. Difficulty filling roles was seen through very high growth in job advertising and a corresponding fall in the number of applications per job ad as the unemployment rate fell to just over 3 per cent. During this period, filled job growth came mainly from an increase in the number of younger workers.
5. **Open border and recessions (July 2022 to present):** The full opening of the border in July 2022 led to *an influx of migrants*. With labour demand being met, the unemployment rate began to rise as the labour market started to loosen. The number of job ads began to fall, and there was a corresponding sharp rise in the number of applicants per job ad. A *series of small recessions* and *ongoing labour market uncertainty* led to filled jobs peaking in late 2023 before beginning to fall. According to the latest data, the fall in job ads is beginning to slow down, indicating that the current fall in filled jobs is possibly approaching a turning point.

This investigation is part 1 of an ongoing series. The next Jobs Online Quarterly Report for June 2025 will continue to explore this topic. We invite feedback, please contact LabourMarketInsights@mbie.govt.nz.

Data Downloads

The data used in the *Jobs Online* quarterly report can be accessed at *Jobs Online* by following the links on this page: [Jobs Online quarterly data](#).

Note: The results for the changes are based on seasonally unadjusted data.

Northland

Northland saw annual falls in all industries, occupations, and skill levels. There was growth over the 5 years to the March 2025 quarter in two industries and occupations, and three skill levels.

Figure 9: Annual and 5-year changes in All Vacancies Index by industry - Northland

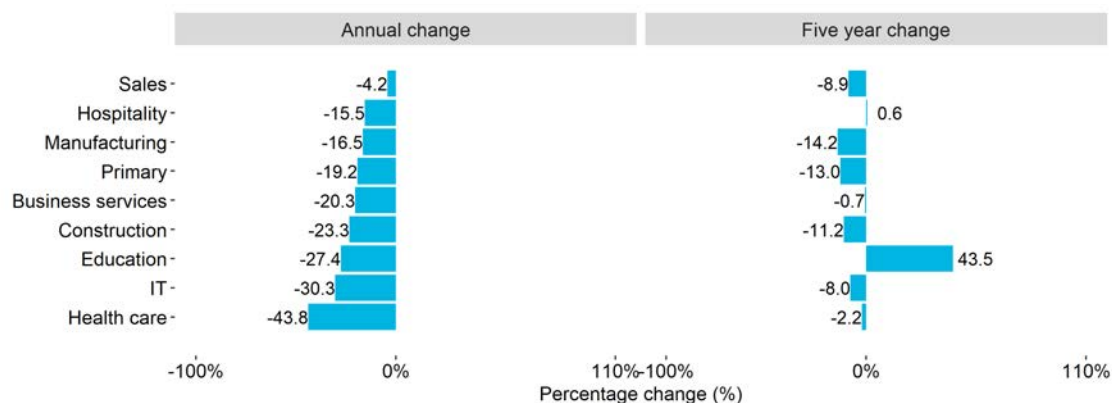


Figure 10: Annual and 5-year changes in All Vacancies Index by occupation - Northland

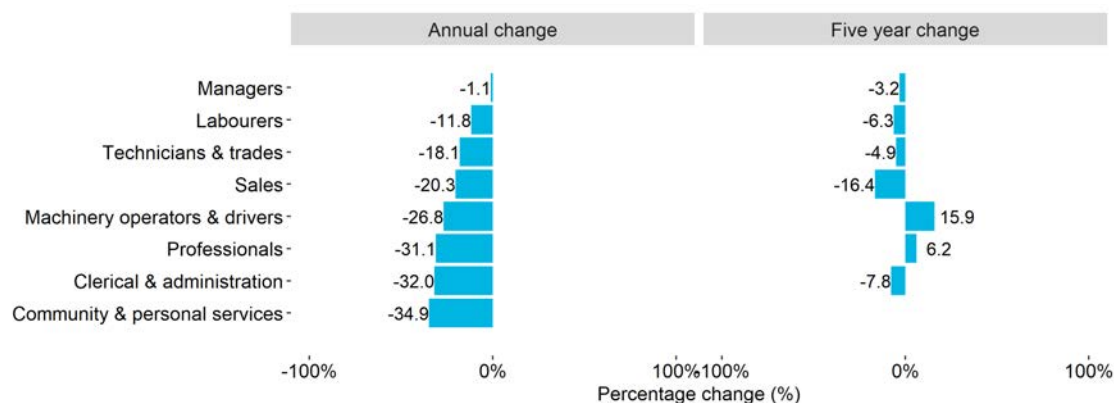
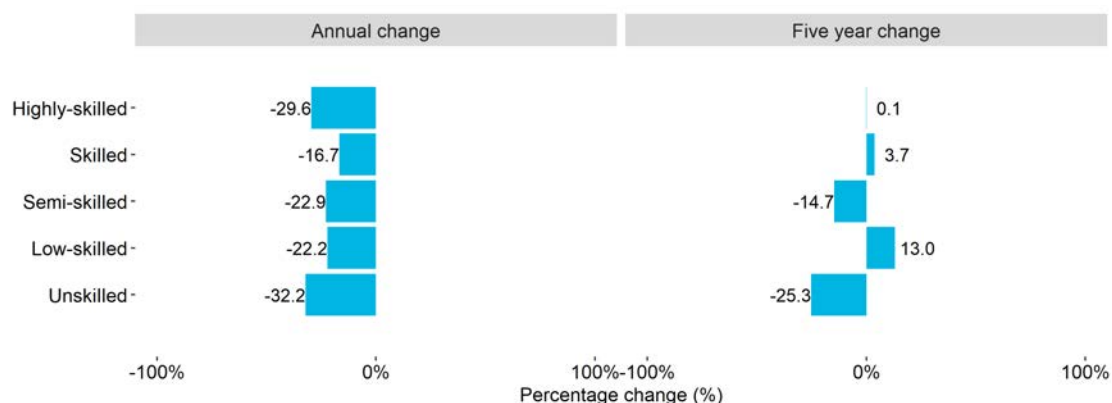


Figure 11: Annual and 5-year changes in All Vacancies Index by skill levels - Northland



Auckland

Auckland experienced falls in all industries, occupations, and skill levels over the year to the March 2025 quarter, and over the past 5 years since the March 2020 quarter.

Figure 12: Annual and 5-year changes in All Vacancies Index by industry - Auckland

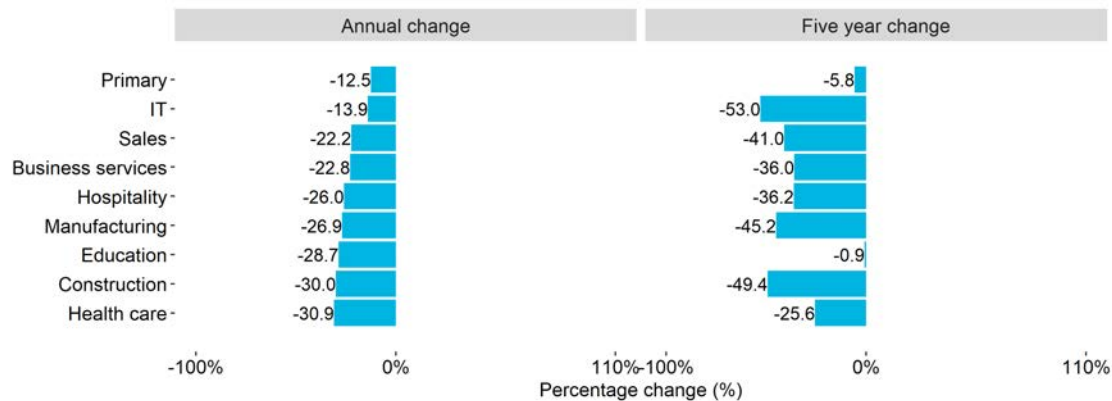


Figure 13: Annual and 5-year changes in All Vacancies Index by occupation - Auckland

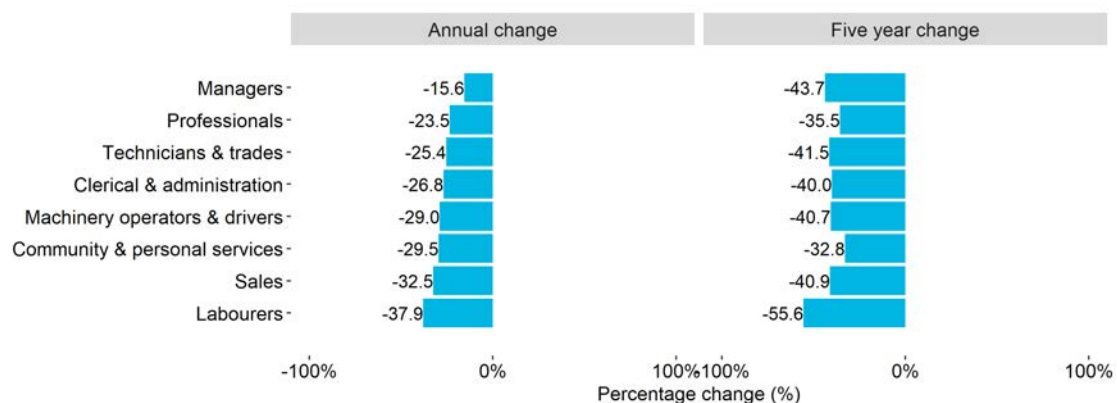
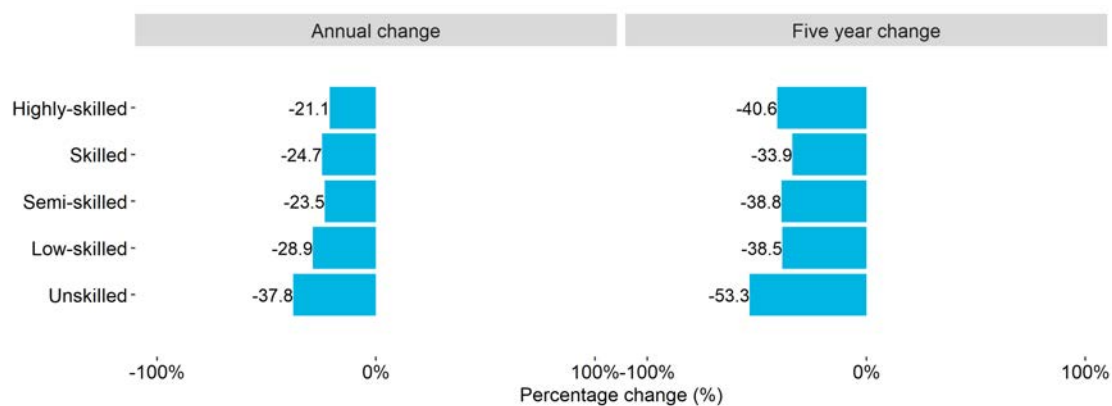


Figure 14: Annual and 5-year changes in All Vacancies Index by skill level - Auckland



Waikato

Waikato saw falls over the year to the March 2025 quarter in all industries, occupations, and skill levels. There was growth over the past 5 years in the Education, and Primary industries, the Community & personal services occupation, and Skilled skill level.

Figure 15: Annual and 5-year changes in All Vacancies Index by industry - Waikato

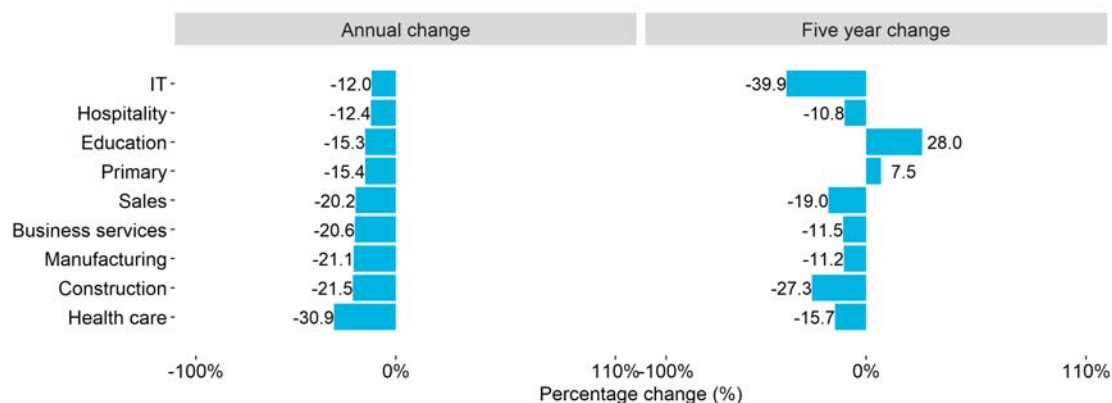


Figure 16: Annual and 5-year changes in All Vacancies Index by occupation - Waikato

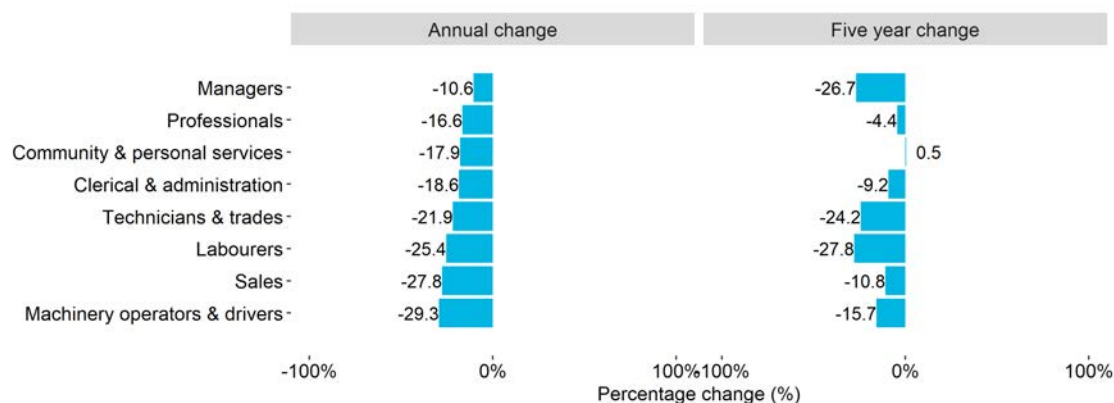
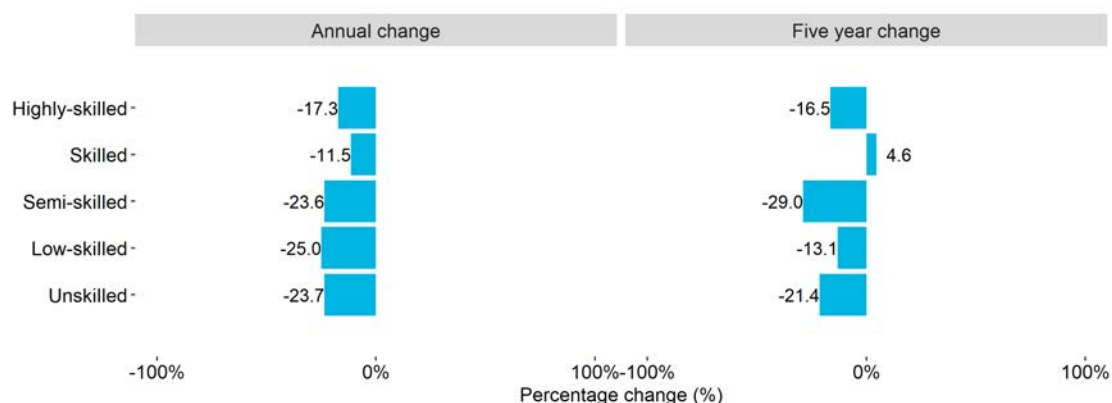


Figure 17: Annual and 5-year changes in All Vacancies Index by skill level - Waikato



Bay of Plenty

Bay of Plenty had falls in online job advertisements in all industries, occupations, and skill levels in the year to the March 2025 quarter. Between the March 2020 and March 2025 quarters, there was growth in the Hospitality and Education industries, and Sales occupation.

Figure 18: Annual and 5-year changes in All Vacancies Index by industry - Bay of Plenty

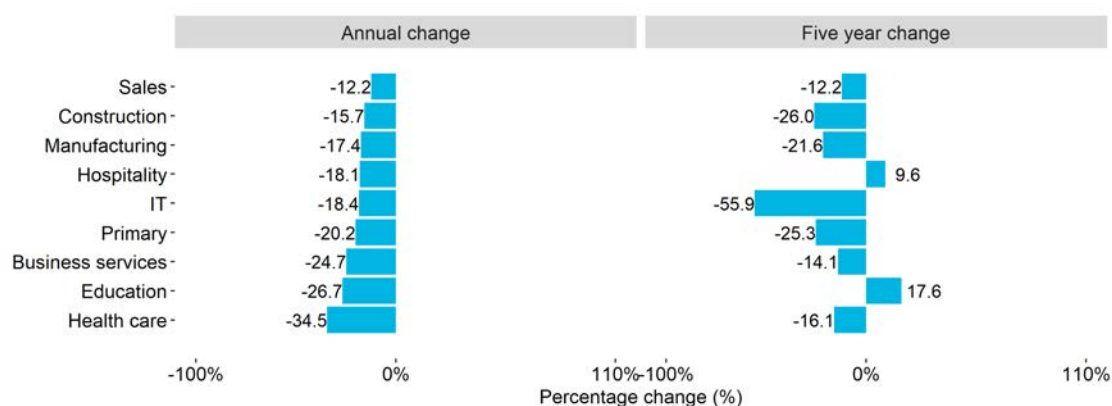


Figure 19: Annual and 5-year changes in All Vacancies Index by occupation - Bay of Plenty

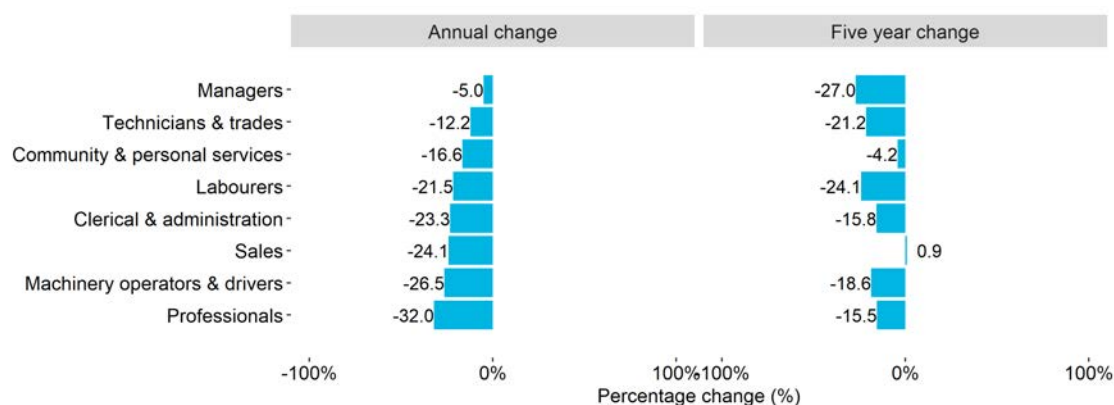
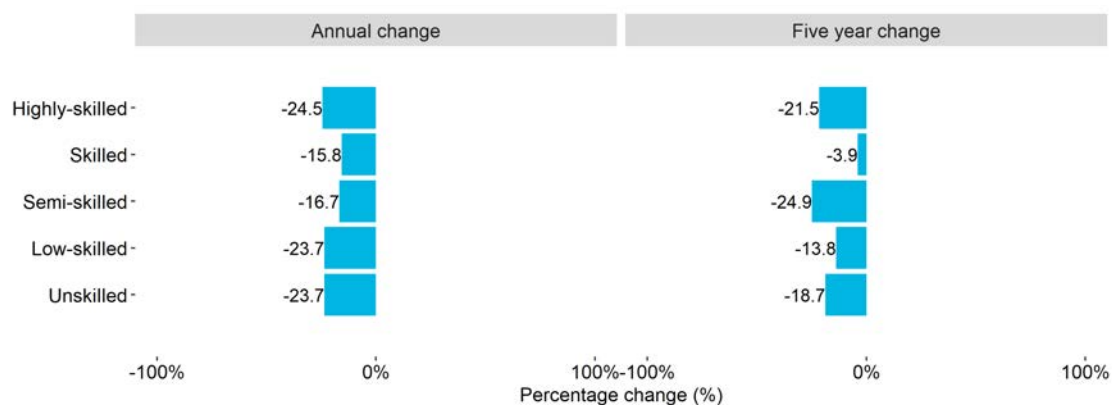


Figure 20: Annual and 5-year changes All Vacancies Index by skill level - Bay of Plenty



Gisborne/Hawke's Bay

Gisborne/Hawke's Bay had large falls in online advertisements for industries, occupations, and skill levels over the year to the March 2025 quarter and over the 5 years since the March 2025 quarter.

Figure 21: Annual and 5-year changes in All Vacancies Index by industry - Gisborne/Hawke's Bay

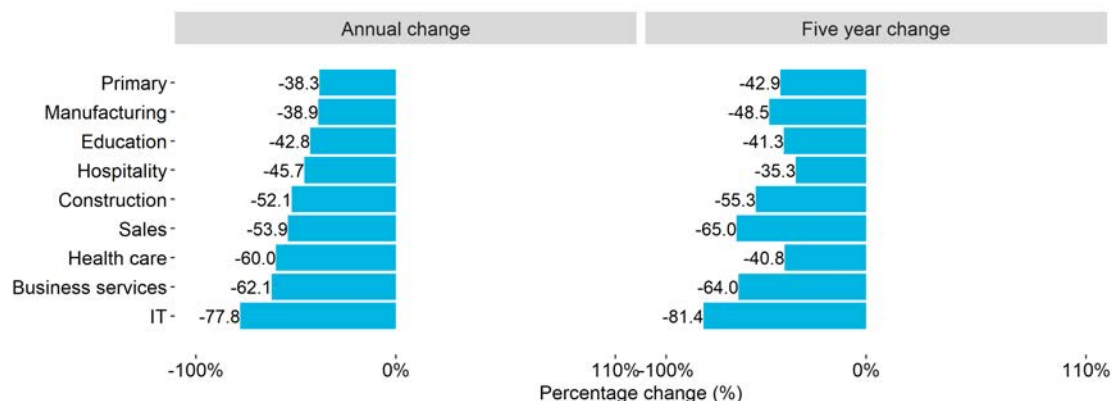


Figure 22: Annual and 5-year changes in All Vacancies Index by occupation - Gisborne/Hawke's Bay

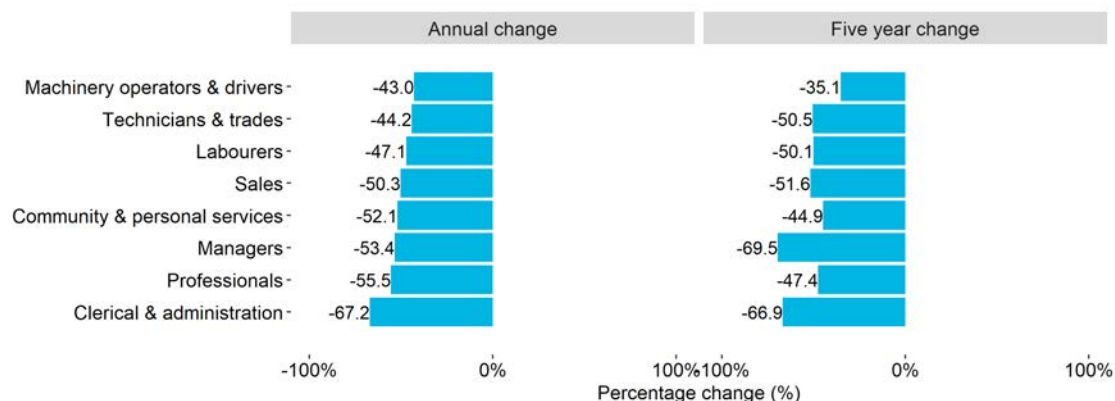
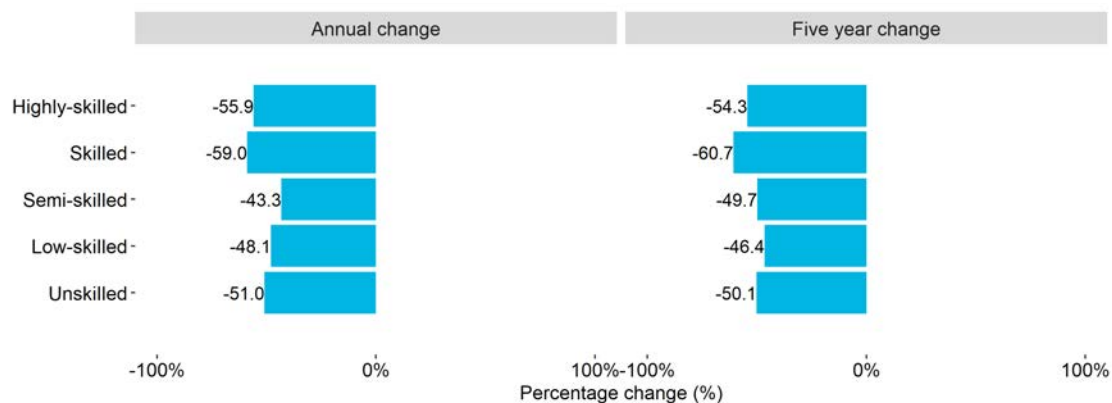


Figure 23: Annual and 5-year changes in All Vacancies Index by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

Annually, Manawatū-Whanganui/Taranaki had falls in all industries, occupations, and skill levels. There was growth over 5 years in three industries, two occupations and the Skilled skill level.

Figure 24: Annual and 5-year changes in All Vacancies Index by industry - Manawatū-Whanganui/Taranaki

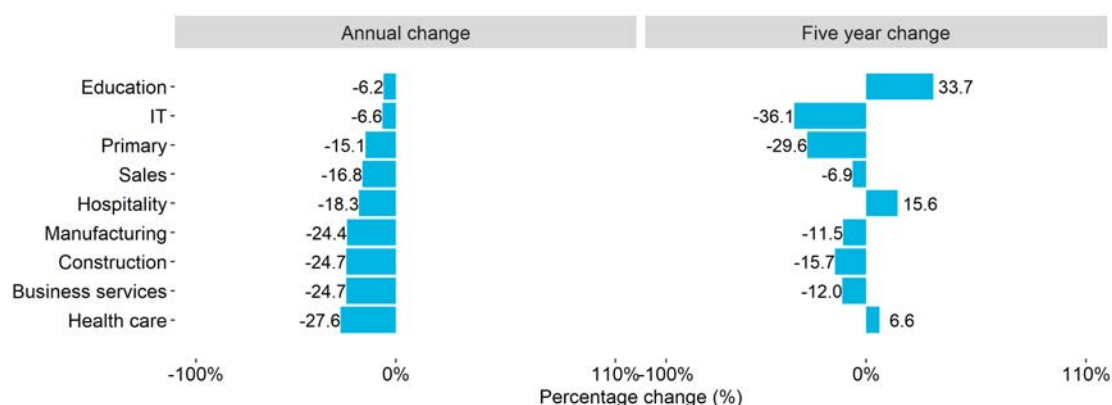


Figure 25: Annual and 5-year changes in All Vacancies Index by occupation - Manawatū-Whanganui/Taranaki

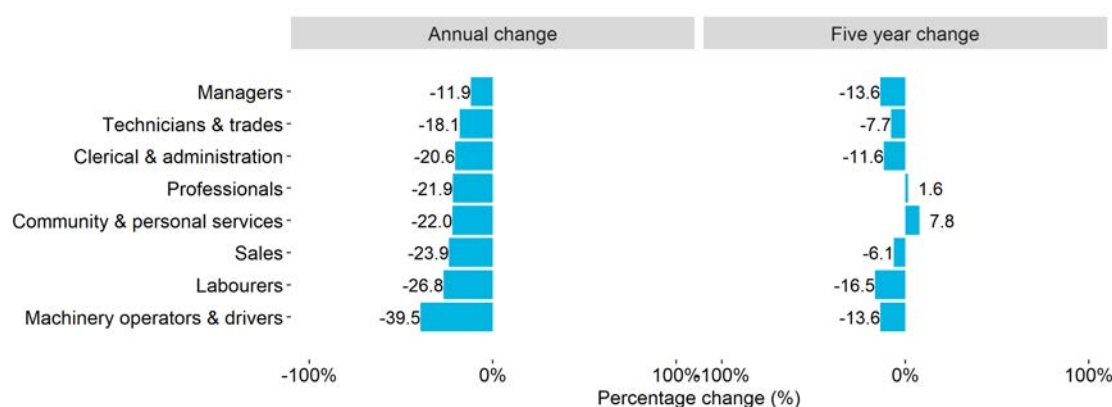
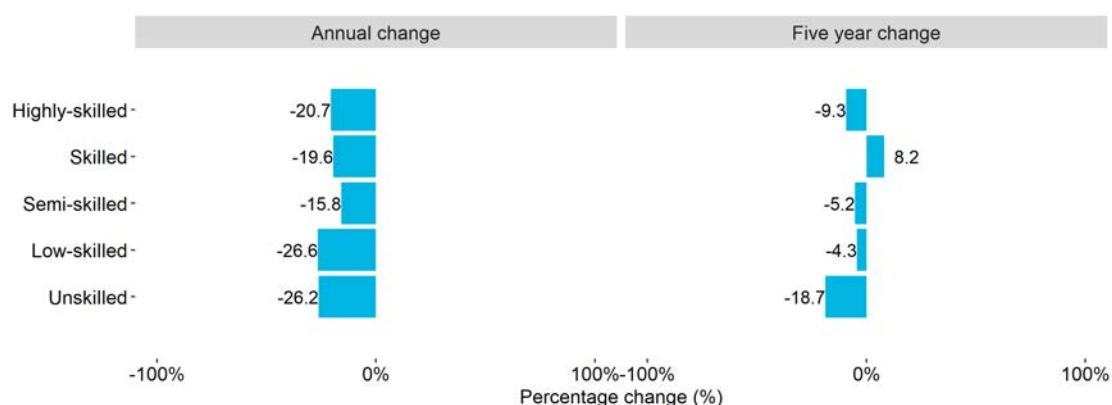


Figure 26: Annual and 5-year changes in All Vacancies Index by skill level - Manawatū-Whanganui/Taranaki



Wellington

Wellington had large falls in vacancies advertised online in most industries, occupations, and skill levels both annually and over the past 5 years to the March 2025 quarter.

Figure 27: Annual and 5-year changes in All Vacancies Index by industry - Wellington

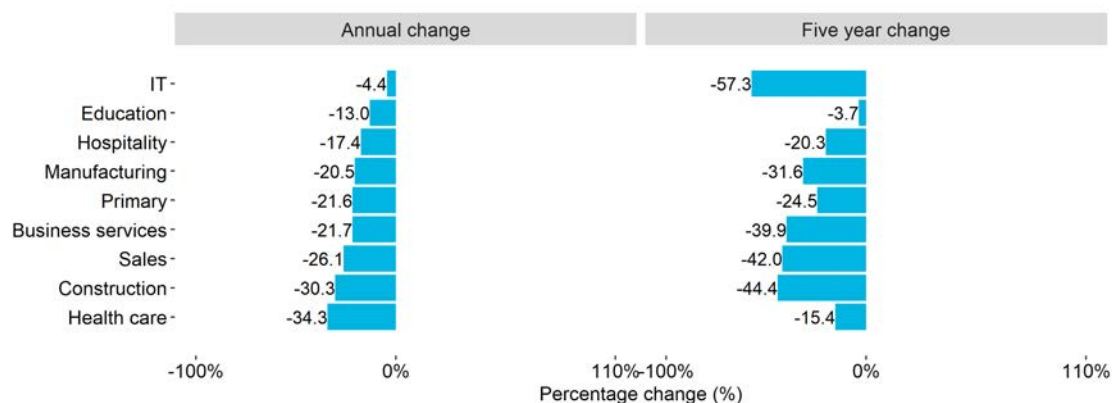


Figure 28: Annual and 5-year changes in All Vacancies Index by occupation - Wellington

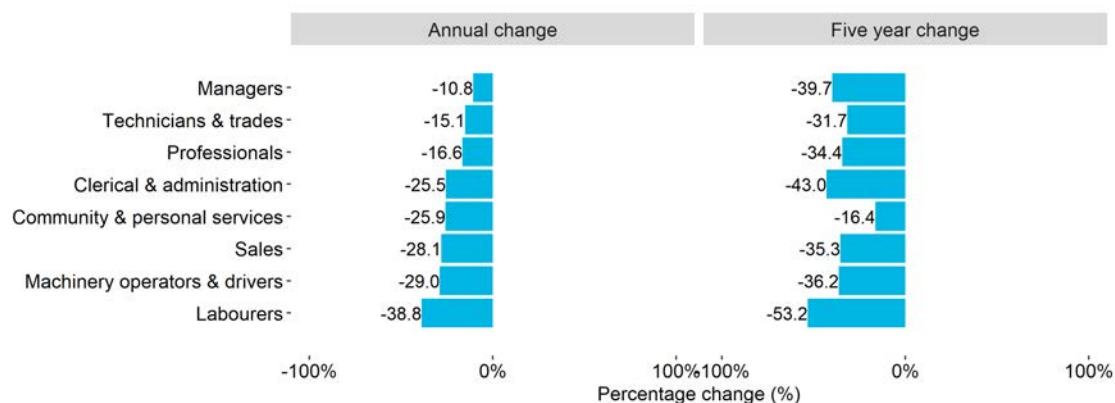
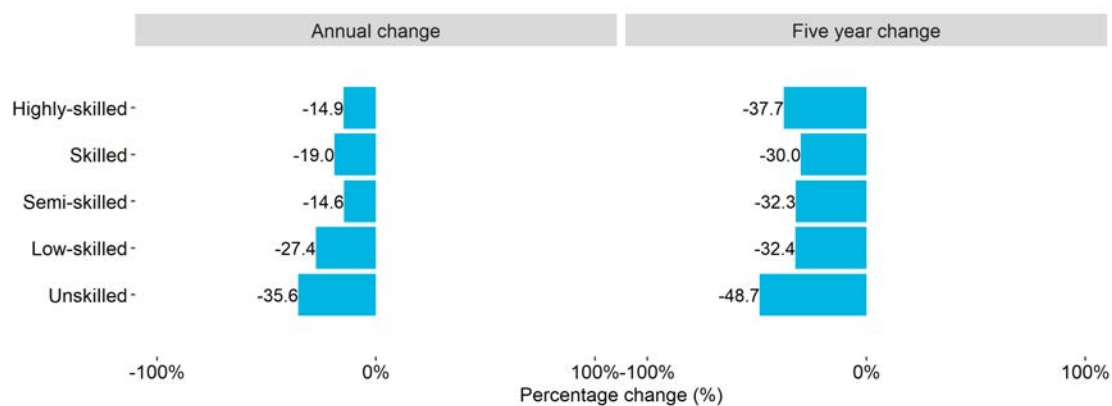


Figure 29: Annual and 5-year changes in All Vacancies Index by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

Annually, Nelson/Tasman/Marlborough/West Coast had falls in all industries, occupations, and skill levels.

Figure 30: Annual and 5-year changes in All Vacancies Index by industry - Nelson/Tasman/Marlborough/West Coast

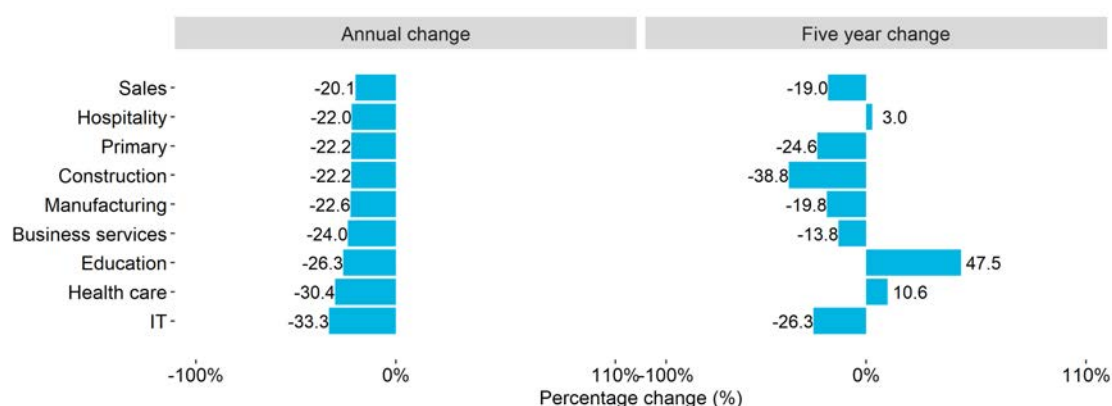


Figure 31: Annual and 5-year changes in All Vacancies Index by occupation - Nelson/Tasman/Marlborough/West Coast

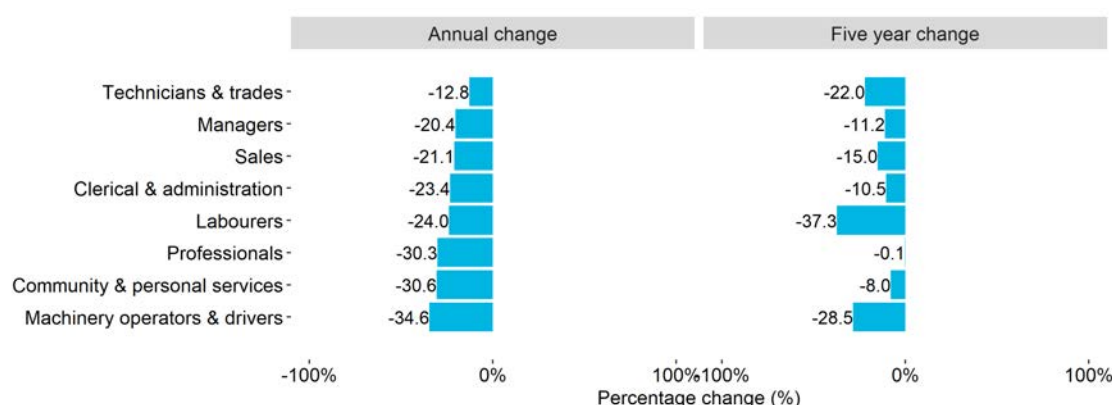
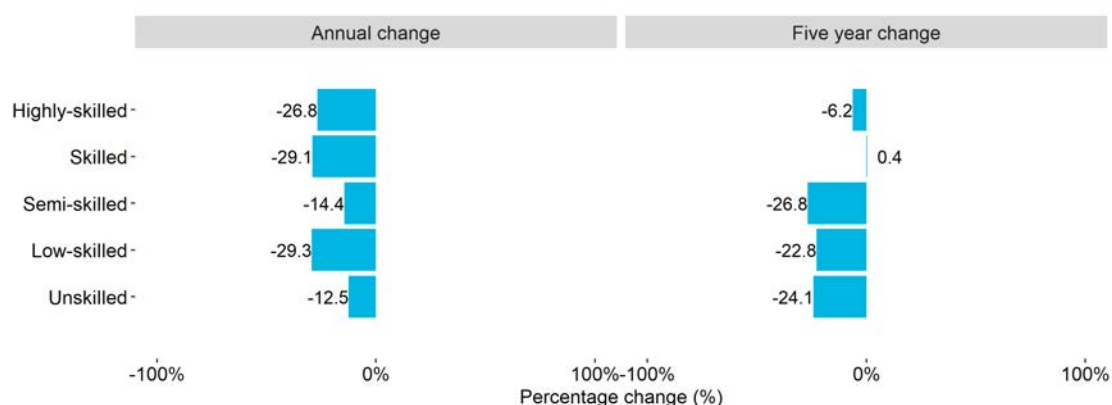


Figure 32: Annual and 5-year changes in All Vacancies Index by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

Canterbury had falls in all industries (except Primary), occupations, and skill levels over the year to the March 2025 quarter. Between the March 2020 and March 2025 quarters, there was growth in 3 industries and occupations and 2 skill levels.

Figure 33: Annual and 5-year changes in All Vacancies Index by industry - Canterbury

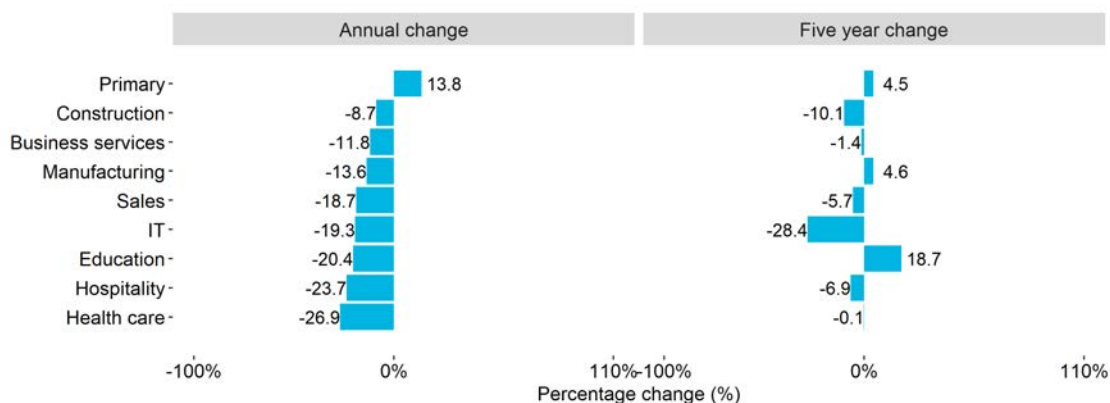


Figure 34: Annual and 5-year changes in All Vacancies Index by occupation - Canterbury

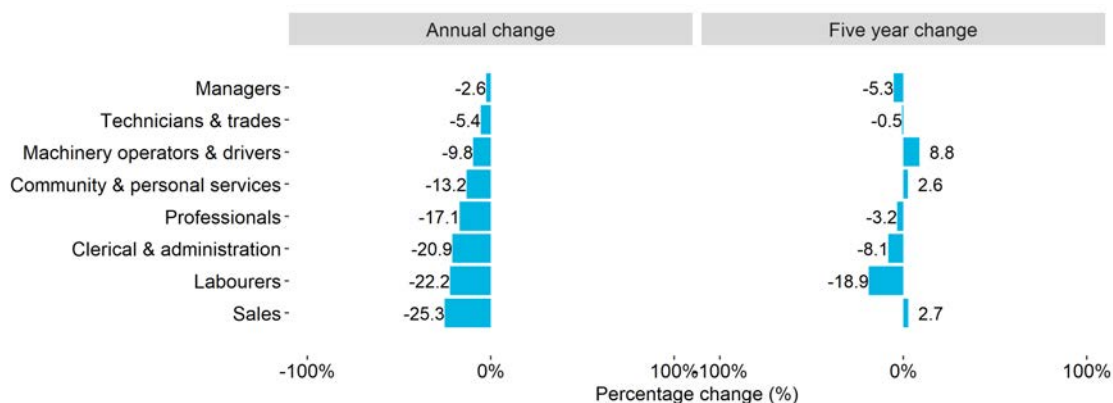
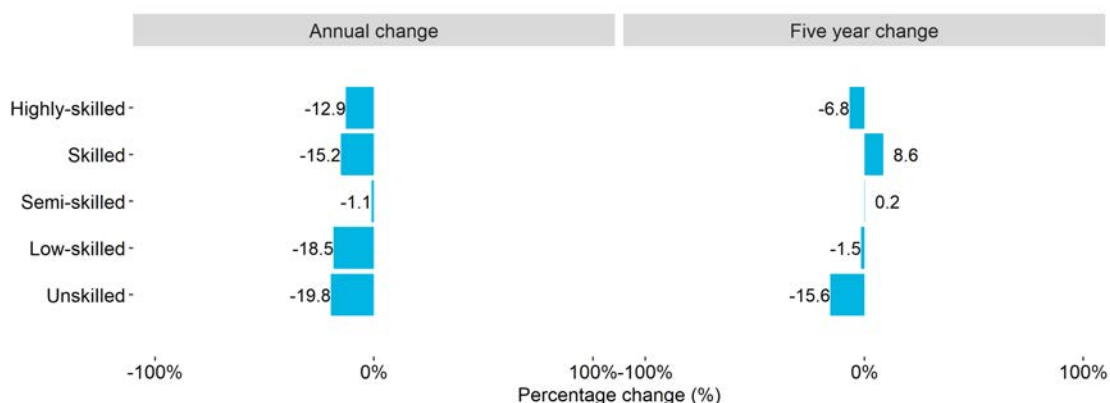


Figure 35: Annual and 5-year changes in All Vacancies Index by skill level - Canterbury



Otago/Southland

In Otago/Southland all advertised vacancies in industries (except IT, Primary), occupations (except Managers, Machinery operators & drivers), and skill levels fell in the year to the March 2025 quarter. Between March 2020 and March 2025 quarters, there was growth in 5 industries, 7 occupations and 4 skill levels.

Figure 36: Annual and 5-year changes in All Vacancies Index by industry - Otago/Southland

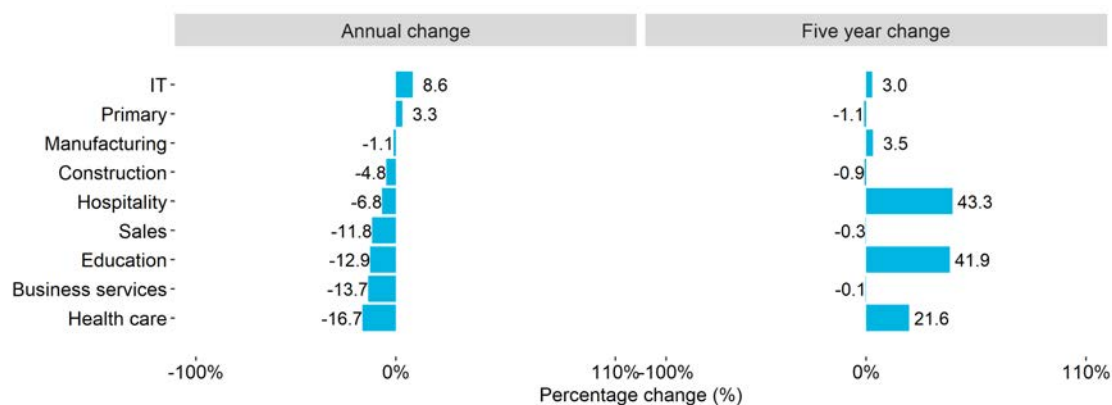


Figure 37: Annual and 5-year changes in All Vacancies Index by occupation - Otago/Southland

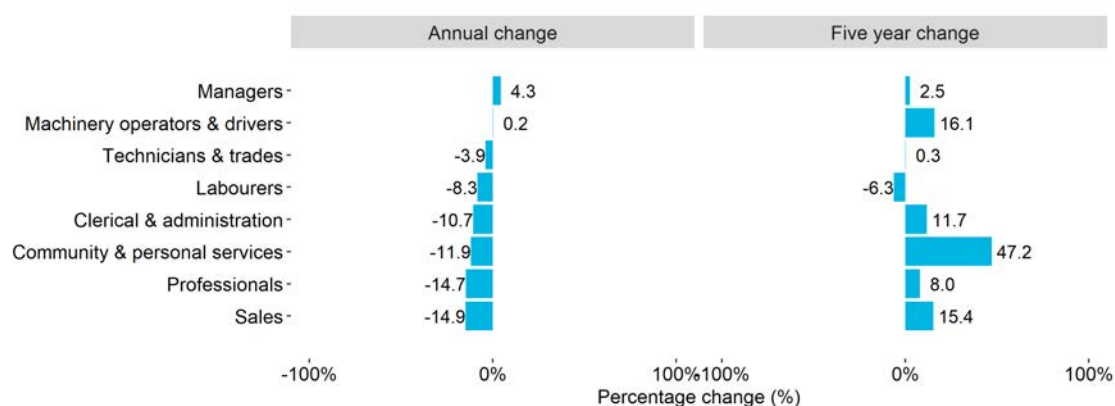


Figure 38: Annual and 5-year changes in All Vacancies Index by skill level - Otago/Southland

