



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



Jobs Online: June Quarter

Quarterly New Zealand Online Job Advertisements

August 2025





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

New Zealand Government

Ministry of Business, Innovation and Employment (MBIE)

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Introduction

□ OVERVIEW OF KEY RESULTS

- The fall in advertised job vacancies is easing, with online job advertisements falling by 7.6 per cent over the year to the June 2025 quarter. This is down from an annual fall of 21.7 per cent in the March 2025 quarter.
- There was annual growth in online job advertisements in the Health Care and Primary industries. This follows large falls in advertisements across all industries over the last 3 years.
- Online job advertisements continued to fall across all occupation groups over the year. However, these annual falls were smaller for all occupations than their 3-year falls. Online job advertisements continued to decrease for all skill levels over the last year except for slight annual growth in the Semi-skilled occupations.
- Online job advertising fell in all regions except for Northland and Otago/Southland over the year to the June 2025 quarter. Vacancies fell in all regions over the past 3 years.
- Over the 10-years to the June 2025 quarter advertised vacancies in the Health Care, Primary and Education industries have grown. Also, there was strong growth of advertised vacancies in most regions outside of Auckland, Canterbury and Wellington. The declining vacancies in Auckland have had a strong impact on the overall vacancies, due to about a third of all employment being in Auckland¹.
- Please check out our "Investigation" section on page 5 where we examine the relationship between the All Vacancies Index and changes in migration.

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, that the industry is using alternative advertising methods in their hiring processes (such as word-of-mouth or social networks), or the 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, occupation groups, skill levels, and regions. Duplicate advertisements within each employment website and across the websites have been removed.

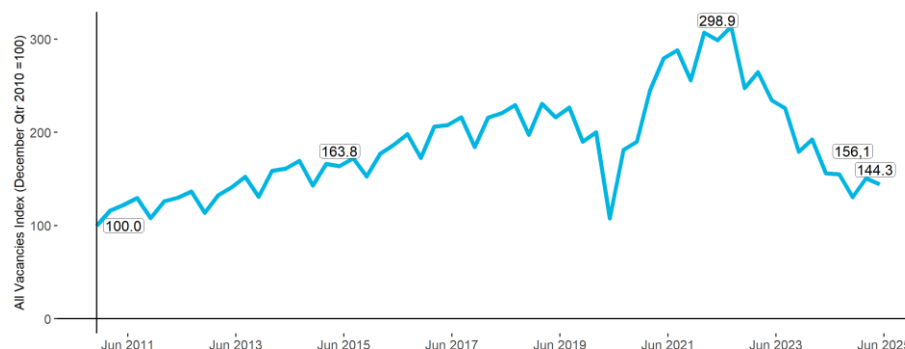
This quarterly report displays the latest *Jobs Online* data up to the June 2025 quarter and the same quarter in the previous year (June 2024 quarter) as well as the same quarter 3 and 10 years earlier (June 2022 and June 2015 quarters).

The monthly unadjusted advertisements from May 2007 to June 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 7.6 per cent over the year to the June 2025 quarter, this follows a fall of 21.7 per cent in the year to the March 2025 quarter. Over the 3 years to the June 2025 quarter, there was a 51.7 per cent fall in vacancies advertised, whilst over the past 10 years to the June 2025 quarter there was a slight fall (down by 11.9 per cent).

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



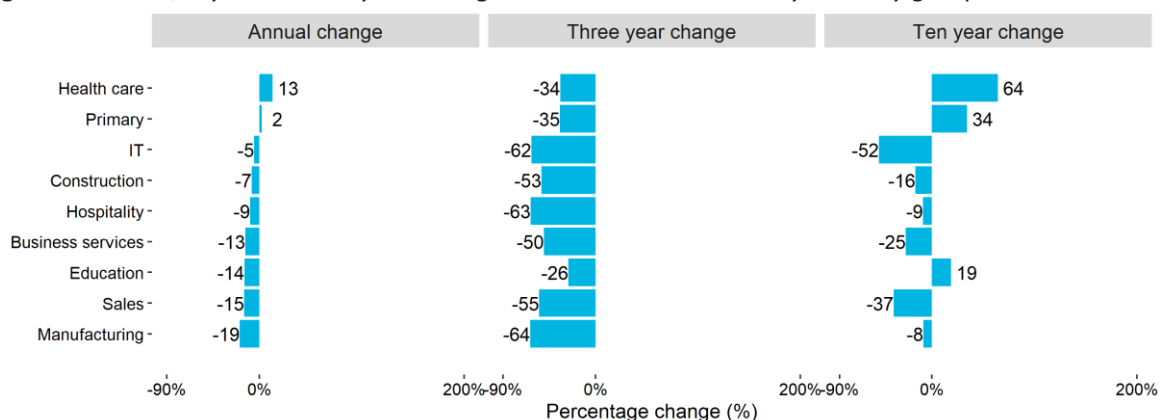
Job vacancies decreasing at a slower rate

The rate of decrease for total job vacancies continues to slow. 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 decrease in total job vacancies was fastest in the June 2024 quarter at 33.4 per cent and have now slowed to an annual decrease of 7.6 per cent in the June 2025 quarter.

Online Job Advertisements by Industry

Online job advertisements grew across the Health Care and Primary industries over the year to the June 2025 quarter. All industries¹ fell over the 3 years to the June 2025 quarter, whereas over the 10 years to the June 2025 quarter vacancies grew in the Health Care, Primary and Education industries.

Figure 2: Annual, 3-year and 10-year changes in All Vacancies Index by industry groups

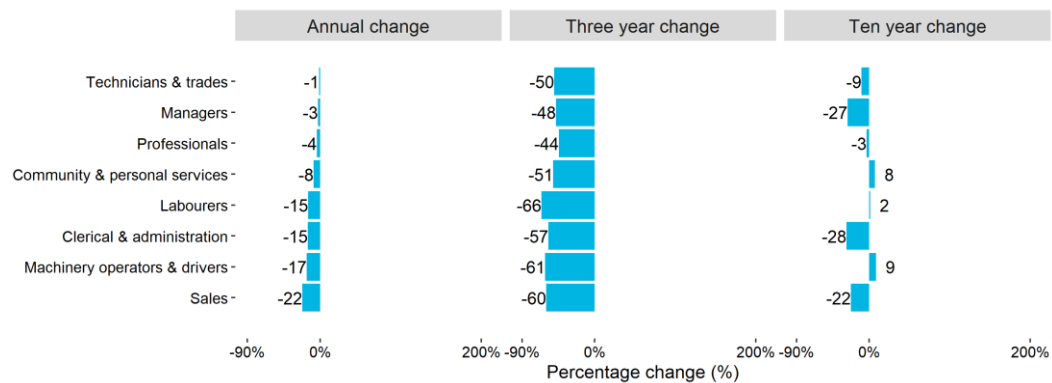


¹ The IT industry is unlikely to include all IT related jobs, as Information technology is now used in most industries.

Online Job Advertisements by Occupation group and Skills

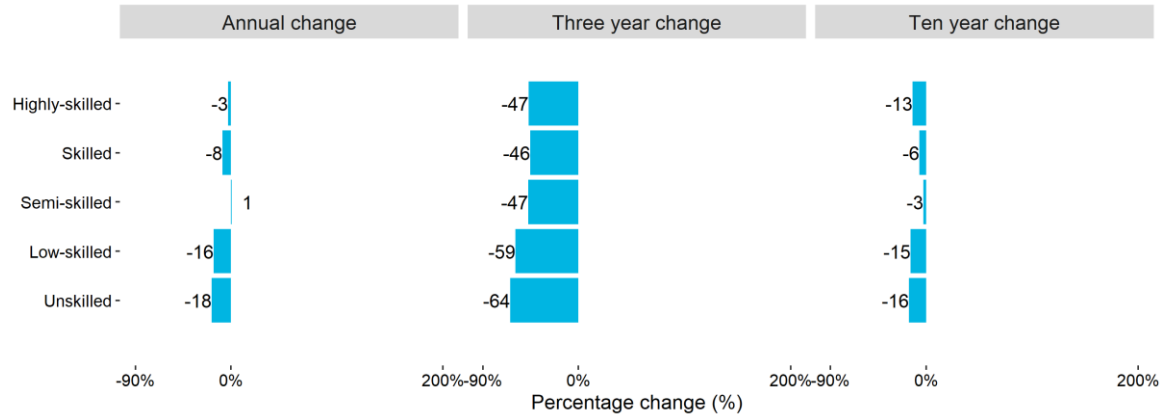
Online job advertisements continued to decrease for all occupation groups both annually and over the last 3 years. Over the last 10 years there was growth in the Community and personal services, Labourers and Machinery operators and drivers' occupation groups.

Figure 3: Annual, 3-year and 10-year changes in All Vacancies Index by occupation groups



Online job advertisements continued to decrease for almost all skill levels over the 1-year, 3-years and 10-years to the June 2025 quarter. The only exception was slight annual growth in Semi-skilled occupations.

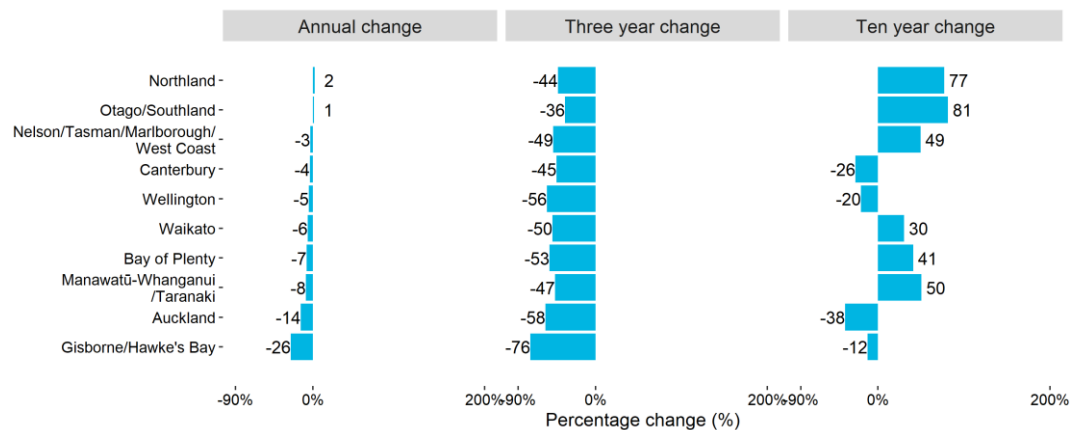
Figure 4: Annual, 3-year and 10-year changes in All Vacancies Index by skill levels



Online Job Advertisements by Region

Online job advertising fell in all regions except for the Northland and Otago/Southland regions over the year to the June 2025 quarter. Vacancies fell in all regions over the 3 years to the June 2025 quarter. Over the 10 years to the June 2025 quarter, there was strong growth of online job advertising in most regions outside of Auckland, Canterbury and Wellington. The declining vacancies in Auckland have had a strong impact on the overall vacancies, due to about a third of all employment being in Auckland².

Figure 5: *changes in All Vacancies Index by region*



² Household Labour Force Survey, Stats NZ March 2025

Investigating the relationship between vacancies and migration

In this section we explore the relationship between vacancies and migration to investigate shifts in the labour market. We explored the initial relationships between the All Vacancies Index, net migration and arrivals of migrants³ with work visas using cointegration⁴ tests. These have shown that the All Vacancies Index co-moves with net migration and work visa arrivals over time, suggesting a long-term relationship. The result however does not imply any causation.

Splitting net migration into arrivals and departures by citizenship either doesn't pass cointegration tests with the All Vacancies Index or is an inappropriate test to use. However, these splits are still useful in linking changes in migration to global events and shifts in the relative strength of the New Zealand economy. This analysis is exploratory and is not intended to investigate the issue of displacement of New Zealand citizens by migrant workers. We intend to follow up with further analysis in the September issue of the Jobs Online Quarterly report.

Net migration changes are driven by arrivals of non-New Zealanders and departures of New Zealanders

Net migration can be broken down by arrivals and departures of both New Zealand and non-New Zealand citizens. The arrivals of New Zealanders and departures of non-New Zealanders both tend to remain steady over time, so the changes in net migration are usually driven by changes in arrivals of non-New Zealanders and departures of New Zealanders.

While migration decisions are driven by a range of factors, high levels of vacancies help attract new migrants while a lack of labour market opportunities can cause citizens to leave the country.

Changes in job vacancies are usually followed by changes in net migration 1 to 2 years later

The dip in the All Vacancies Index series due to the Global Financial Crisis (GFC) was followed 2 years later by a low in net inward migration. These changes were gradual as markets took time to adjust naturally.

After the COVID-19 response, the trough then peak in net inward migration were sharper and occurred 1 year after the corresponding changes in online job advertisements. In this case, the shape of both series was affected by the sudden closure and gradual reopening of the borders to non-New Zealand citizens.

³ Migrants refers to all Visa holders (both temporary and resident) arriving in and departing New Zealand. A migrant arrival is an overseas resident who arrives in New Zealand and cumulatively spends 12 out of the next 16 months in New Zealand. A migrant departure is a New Zealand resident who departs New Zealand and cumulatively spends 12 out of the next 16 months out of New Zealand.

⁴ Cointegration tests correlation between two indicators, such as the All Vacancies Index and net migration where these indicators have underlying trends with a stable mean and variance. When indicators have a cointegrating relationship this means there is a long-term stable relationship between two or more indicators where they have underlying trends. Indicators are not cointegrated when the test shows there is no stationary form of the data that is correlated.

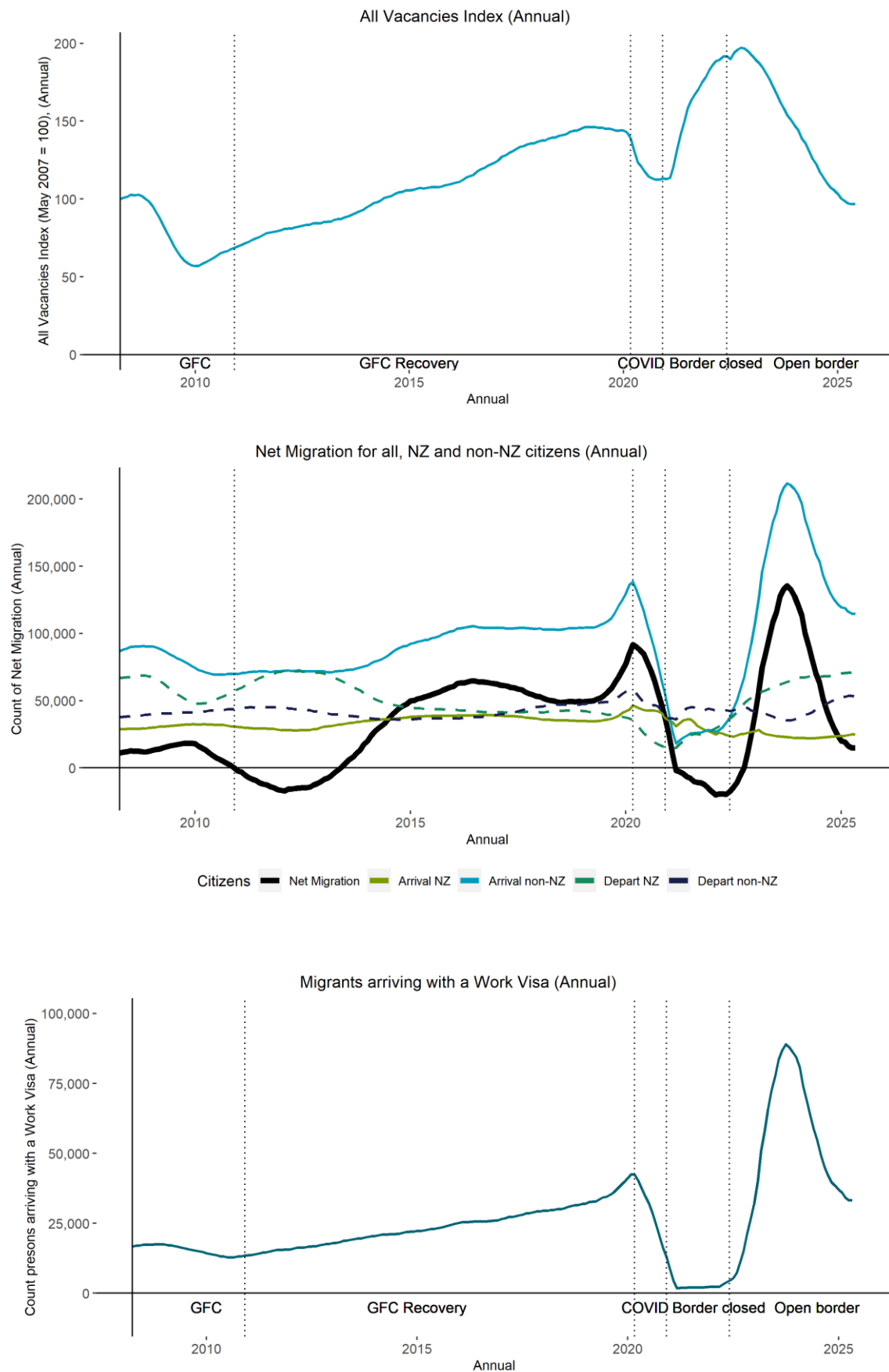
Increases in job vacancies tend to precede increases in migrant arrivals on a work visa

While most visas grant some form of work rights, a direct way of bringing workers into New Zealand to do specific jobs is the Accredited Employer Work Visa (AEWV). Unless a job is highly paid (at least \$59.32 an hour) or is on the Green List, the employer must advertise the role for at least 2 weeks in a genuine attempt to recruit a New Zealand worker before they can bring in a migrant on an AEWV⁵.

Peaks in advertising for job vacancies are followed by peaks in migrant arrivals on AEWVs one year later (see figure 6). This lag may be associated because of the requirement to advertise these roles.

⁵ [Advertising the job before your job check : Immigration New Zealand](#)

Figure 6: All Vacancies Index, net migration (NZ and non-NZ citizens) and migrants arriving with a Work Visa (Stats NZ)



These graphs 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 and the unemployment rate rising to over 6%. Both arrivals of non-New Zealanders and departures of New Zealanders fell, leading to almost no change in net migration as these changes cancelled each other out.
2. **Recovery to a strong labour market (2011 to 2020):** Over this period, job ads increased strongly through to a peak in 2019, and the unemployment rate declined from just over 6% to just below 4%. Net migration fell from 2011 to 2013, driven by an increase in departures of New Zealanders, then recovered to be strongly positive from 2014 to 2020, driven by strong arrivals of non-New Zealanders. Migrant arrivals with Work Visas reached a high of about 42,500 people and the net gain of migrants reached about 91,700 people annually in early 2020.
3. **Initial COVID-19 Response (March to December 2020):** The initial period of lock downs, border closure and labour market uncertainty led to a sharp drop in the number of job ads, reaching a low in the October 2020 year. Due to border closures, there was also a sharp drop in arrivals of non-New Zealanders and all departures. Arrivals of New Zealanders continued as people returned home.
4. **Ongoing border closure (January 2021 to June 2022):** This period saw fewer lock downs, but the ongoing border closure led to a labour shortage. Difficulty filling roles was seen through very high growth in job advertising. During this period of January 2021 to June 2022, the arrivals of migrants with Work Visas remained subdued with an average of just over 2,800 people annually. However, migrants already in New Zealand on work visas were able to have those visas extended. Over this period there was a net gain of New Zealand citizens which partially offset the loss of non-New Zealanders.
5. **Open border and recession (July 2022 to present):** The full opening of the border in July 2022 led to an immediate influx of non-New Zealander arrivals. The recession and ongoing labour market uncertainty led to vacancies peaking in September 2022 then arrivals of non-New Zealanders peaking in October 2023, approximately 1 year later. In the year to May 2025 about 33,000 migrants arrived with Work Visas. There was a net gain of about 15,000 migrants, comprised of a net loss of about 46,000 New Zealanders offset by a net gain of about 61,000 non-New Zealand migrants. In the year ended June 2025, the fall in job ads is slowing down.

This investigation is Part 2 of an ongoing series. The next Jobs Online Quarterly Report for September 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

Figure 7: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Northland

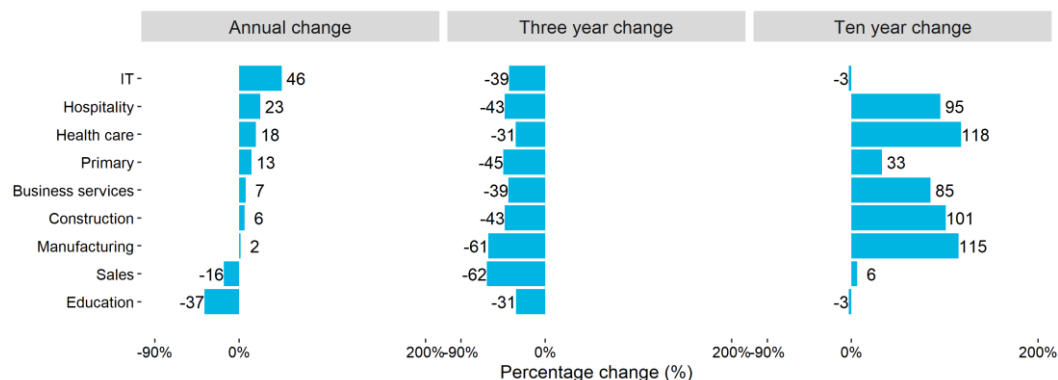


Figure 8: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Northland

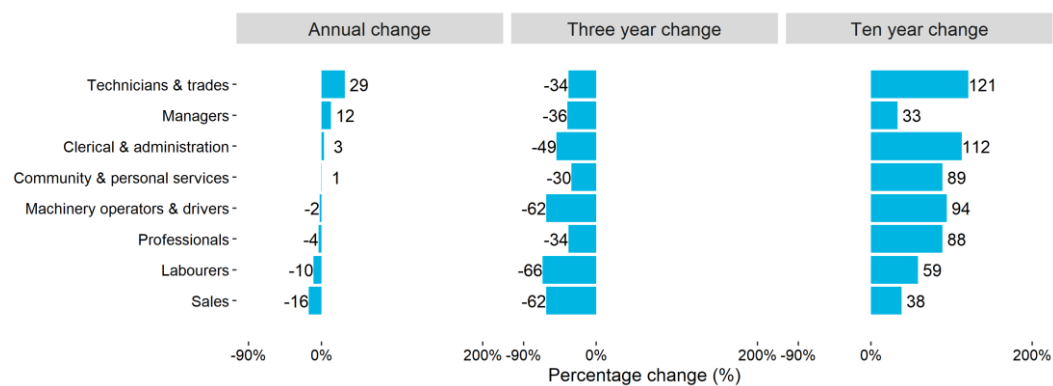
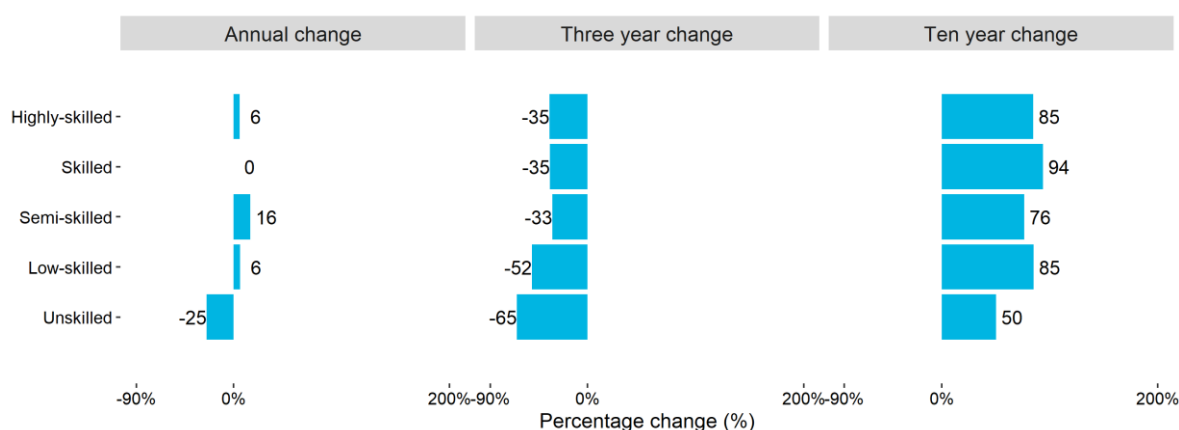


Figure 9: Annual, 3-year and 10-year changes in All Vacancies Index by skill levels – Northland



Auckland

Figure 10: Annual, 3-year and 10-year changes in All Vacancies Index by industry – Auckland

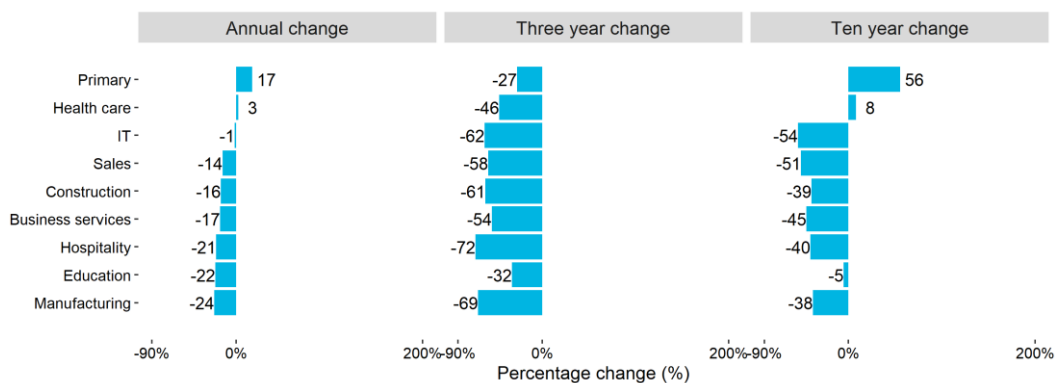


Figure 11: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Auckland

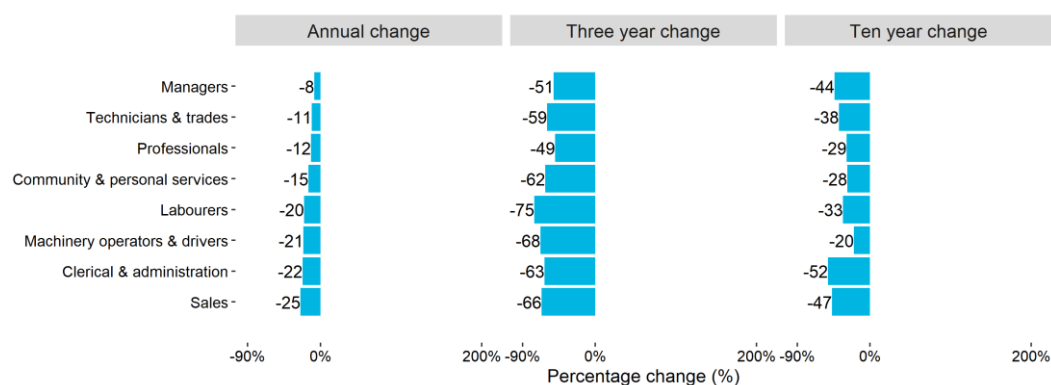
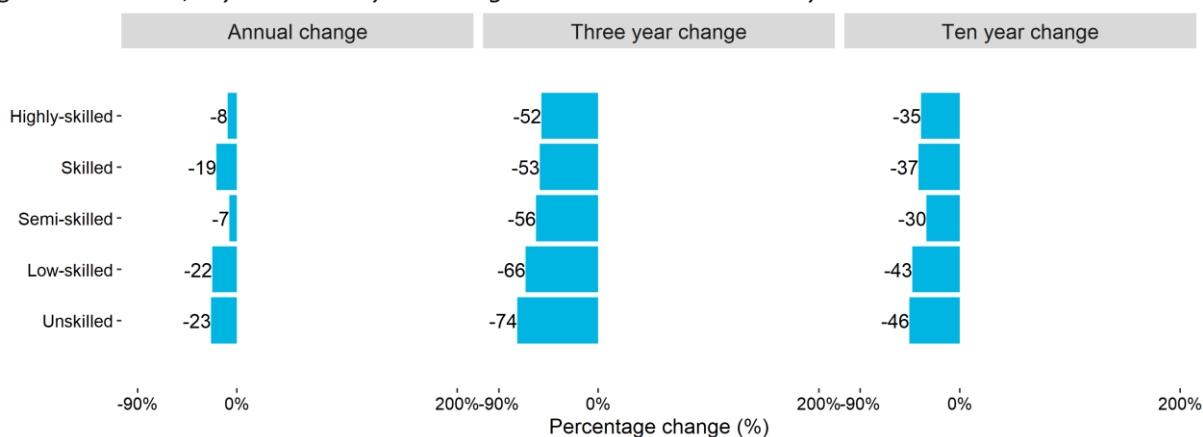


Figure 12: Annual, 3-year and 10-year changes in All Vacancies Index by skill level – Auckland



Waikato

Figure 13: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Waikato

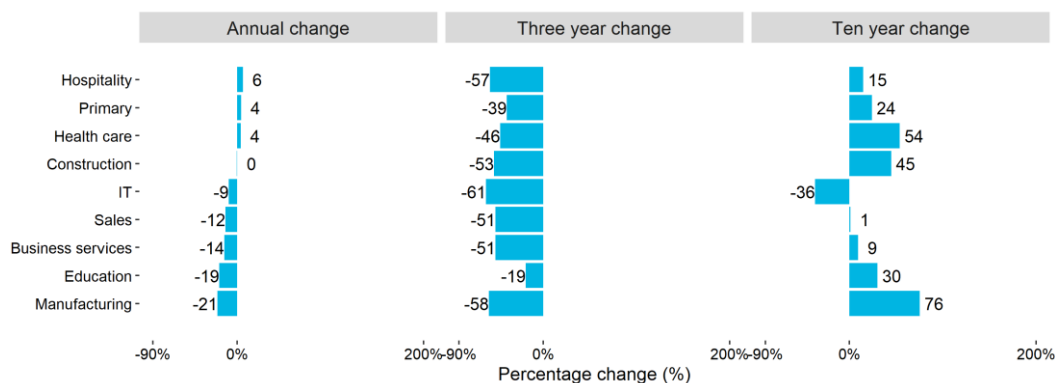


Figure 14: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Waikato

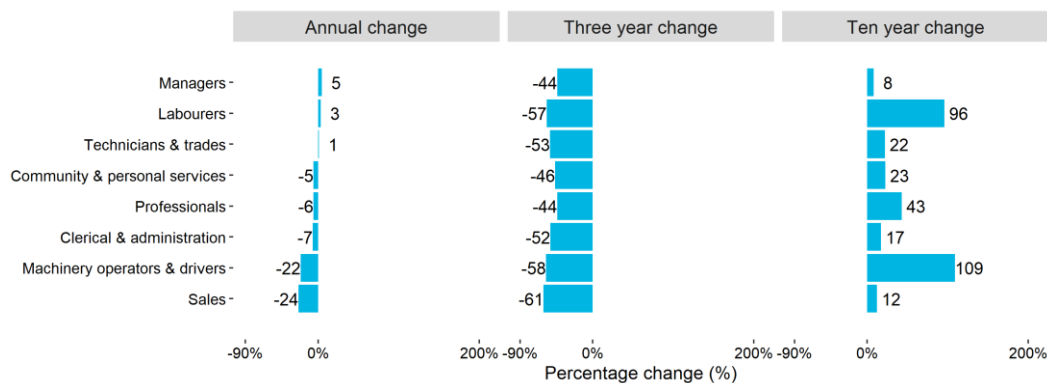
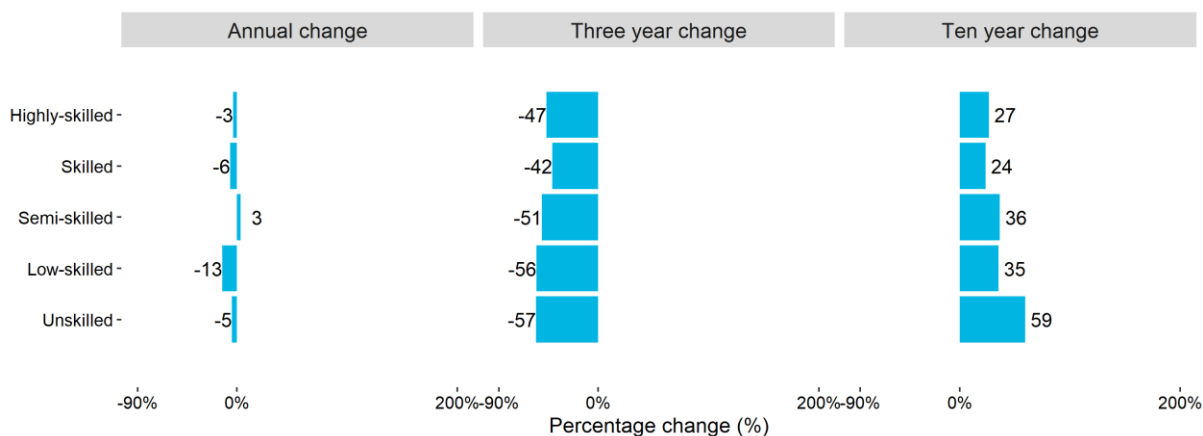


Figure 15: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Waikato



Bay of Plenty

Figure 16: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Bay of Plenty

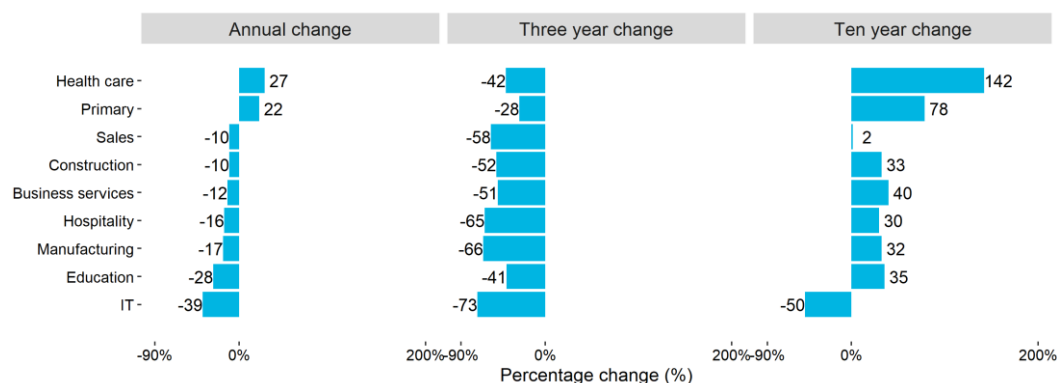


Figure 17: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Bay of Plenty

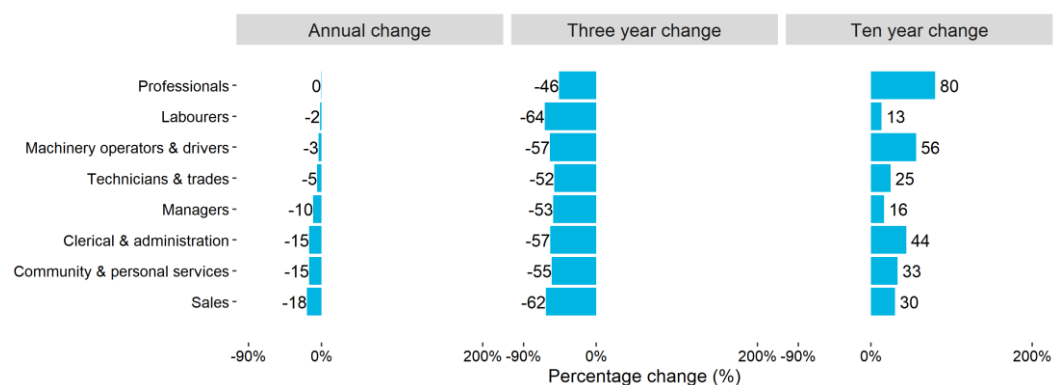
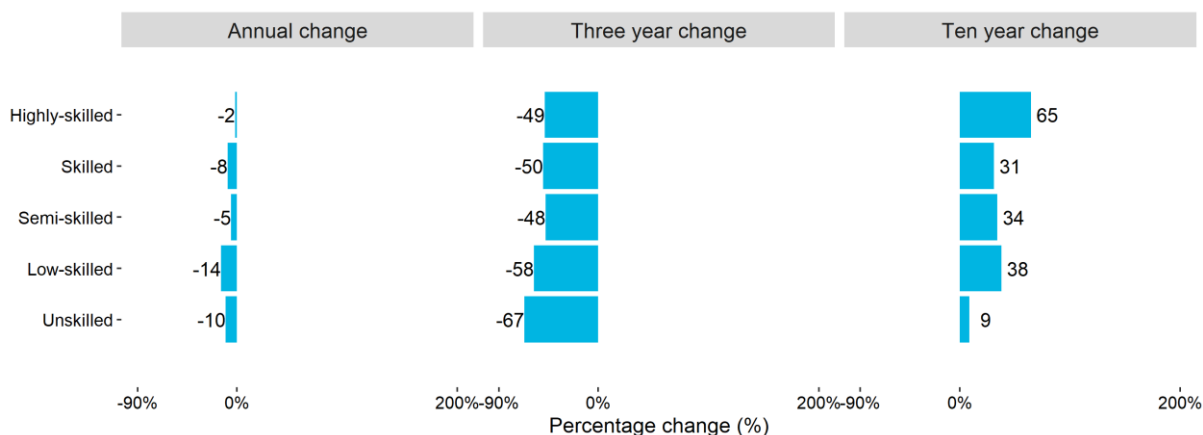


Figure 18: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Bay of Plenty



Gisborne/Hawke's Bay

Figure 19: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Gisborne/Hawke's Bay

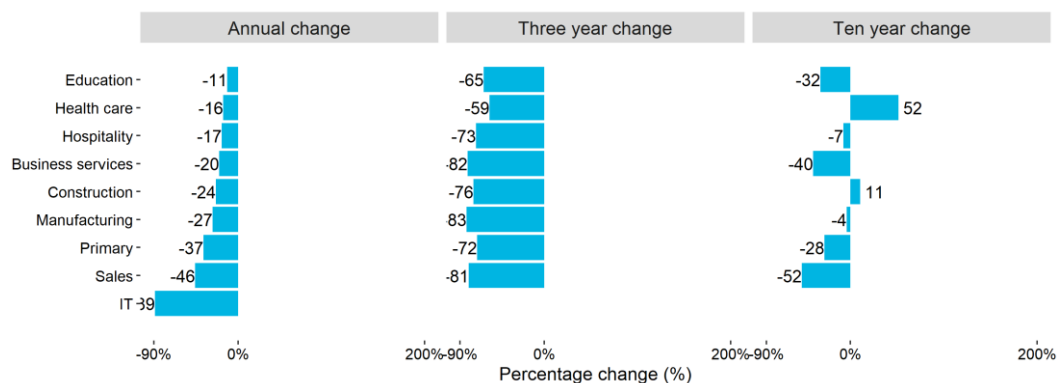


Figure 20: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Gisborne/Hawke's Bay

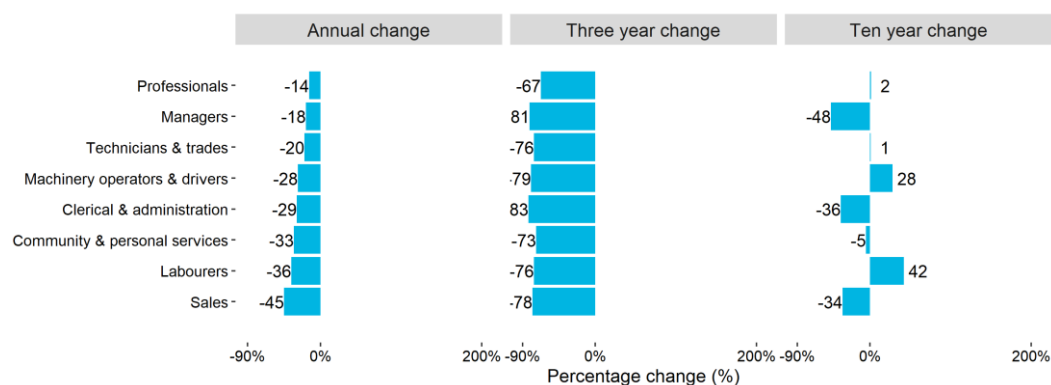
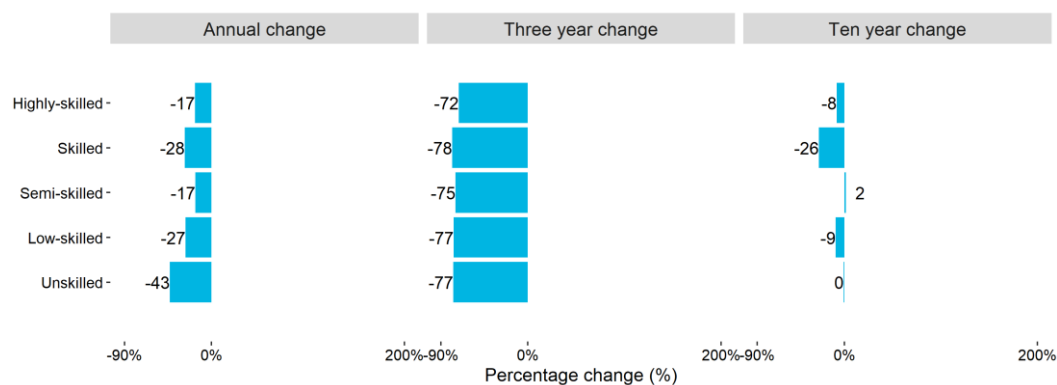


Figure 21: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

Figure 22: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Manawatū-Whanganui/Taranaki

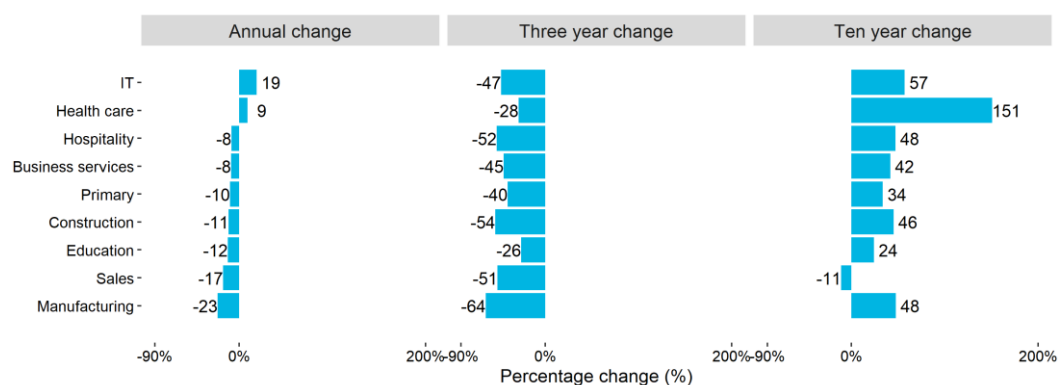


Figure 23: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Manawatū-Whanganui/Taranaki

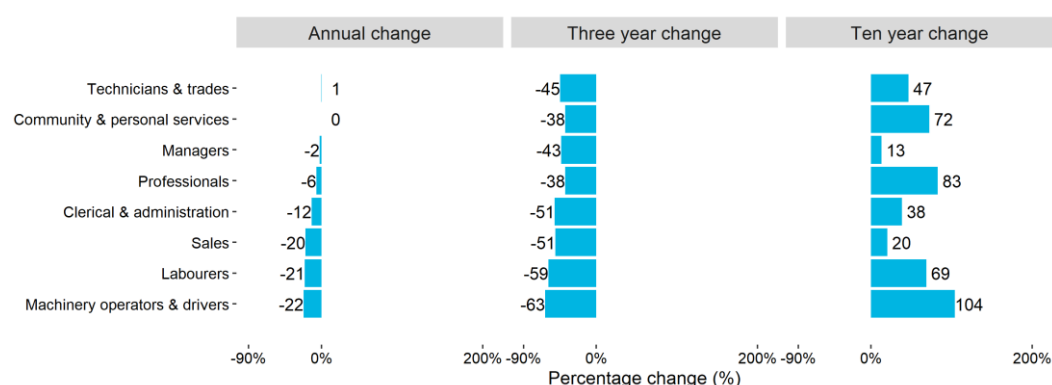
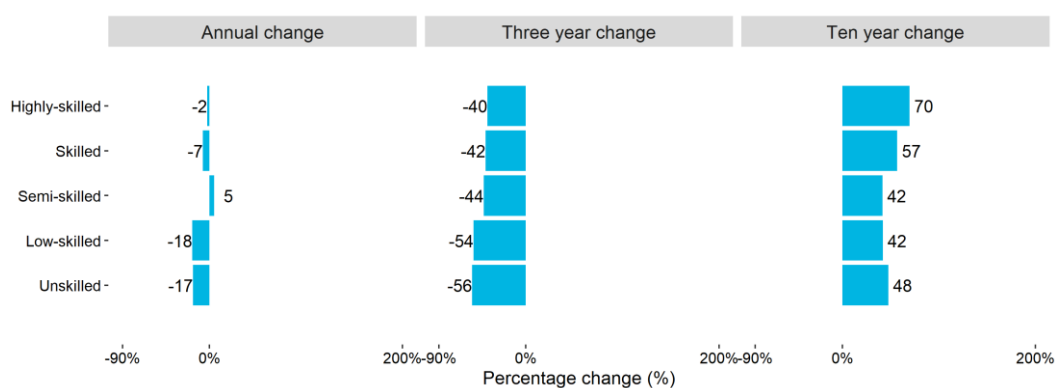


Figure 24: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Manawatū-Whanganui/Taranaki



Wellington

Figure 25: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Wellington

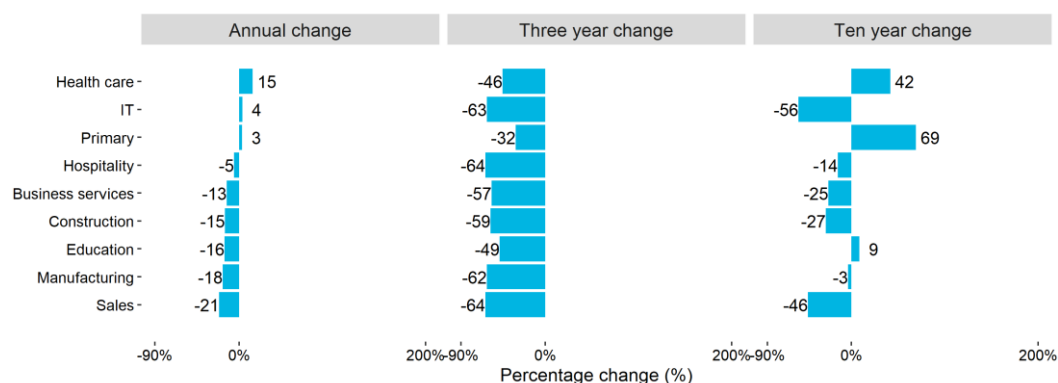


Figure 26: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Wellington

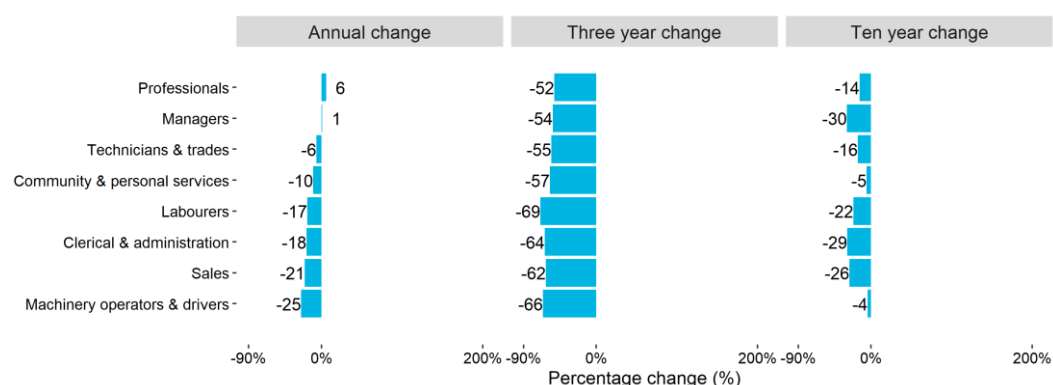
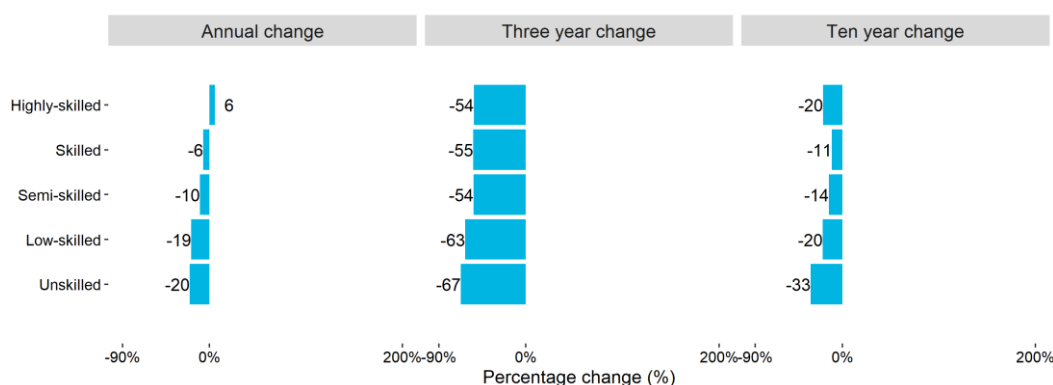


Figure 27: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

Figure 28: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Nelson/Tasman/Marlborough/West Coast

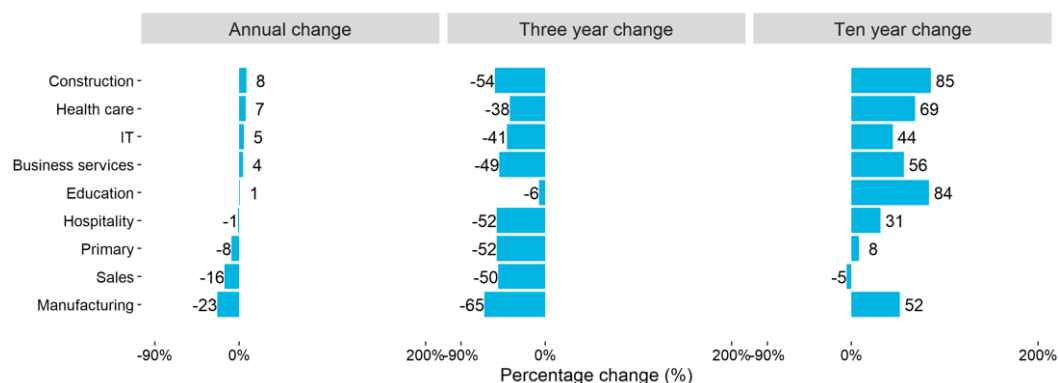


Figure 29: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Nelson/Tasman/Marlborough/West Coast

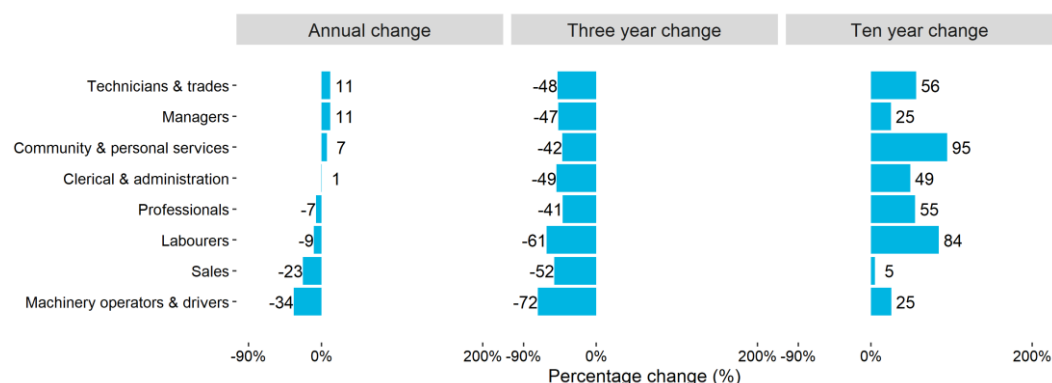
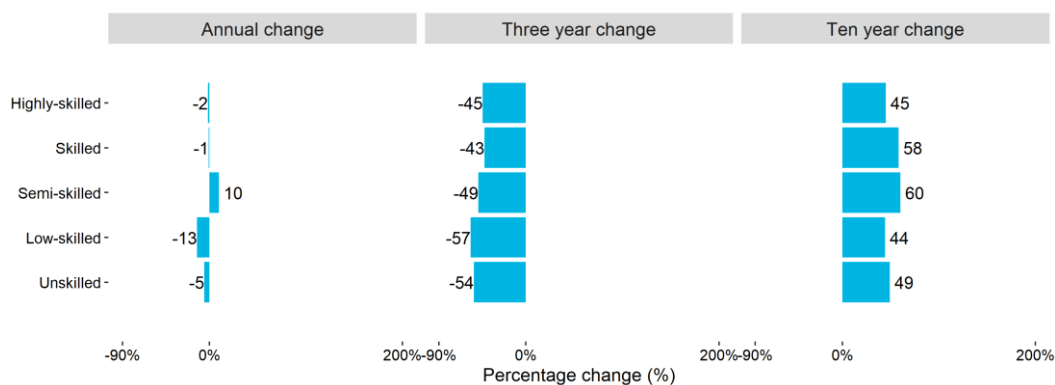


Figure 30: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

Figure 31: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Canterbury

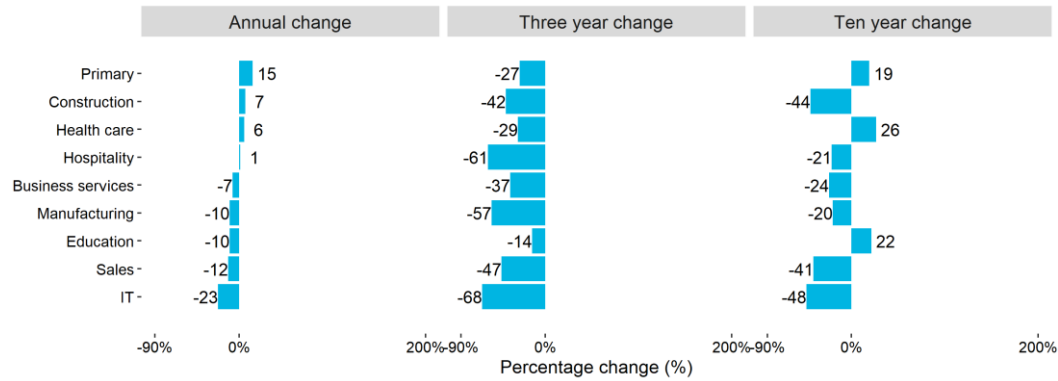


Figure 32: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Canterbury

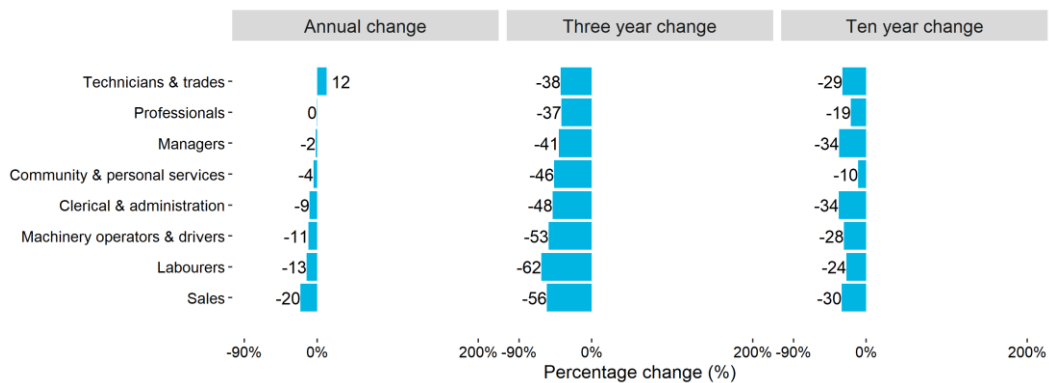
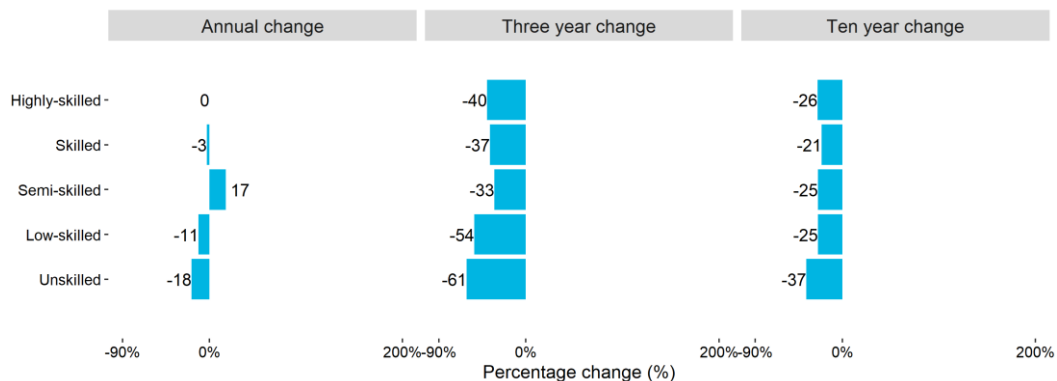


Figure 33: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Canterbury



Otago/Southland

Figure 34: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Otago/Southland

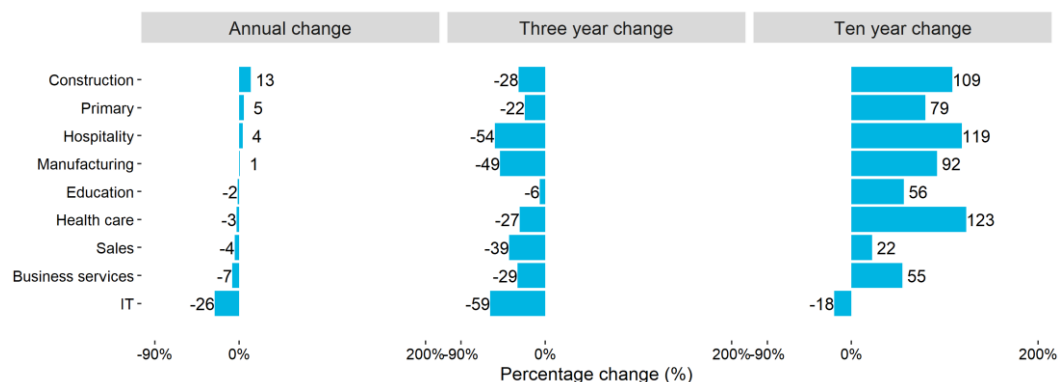


Figure 35: Annual, 3-year and 10-year changes in All Vacancies Index by occupation group - Otago/Southland

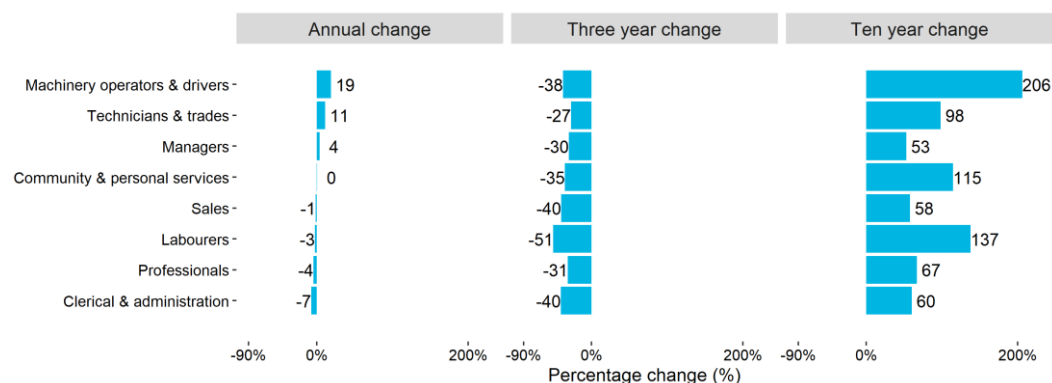


Figure 36: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Otago/Southland

