



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



Jobs Online: September Quarter

Quarterly New Zealand Online Job Advertisements

October 2025





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

Ministry of Business, Innovation and Employment (MBIE)

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Introduction

□ OVERVIEW OF KEY RESULTS – YEAR ENDED SEPTEMBER 2025 QUARTER

- Online job advertisements grew by 3.5 percent in the year to the September 2025 quarter. This was the first quarter of annual growth since the September 2022 quarter.
- Online job advertisements grew across 6 out of 9 industries over the year. Growth was led by the IT and Construction industries, while Education saw a fall.
- Online job advertisements grew for 3 out of 8 occupation groups over the year. Growth was led by Managers and Technicians & trades workers, while Sales workers still saw a fall.
- Online job advertisements grew in the Highly-skilled and Semi-skilled skill levels over the year.
- Online job advertisements grew in 6 out of 10 regions over the year. Advertising continues to decline in Auckland, the largest region in New Zealand representing a third of all employment.

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 September 2025 quarter and the same quarter in the previous year (September 2024 quarter) as well as the same quarter 3 years earlier (September 2022 quarter) and 10 years ago (September 2015 quarter).

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

Overall Online Job Advertisements

There was an increase of 3.5 per cent for total online job advertisements over the year to the September 2025 quarter, the first period of annual growth since September 2022.

In the medium term (three years) there was a 48.9 per cent fall in online job advertisements, while over the past 10 years there was a 6.9 per cent fall, both reflecting some level of market contraction.

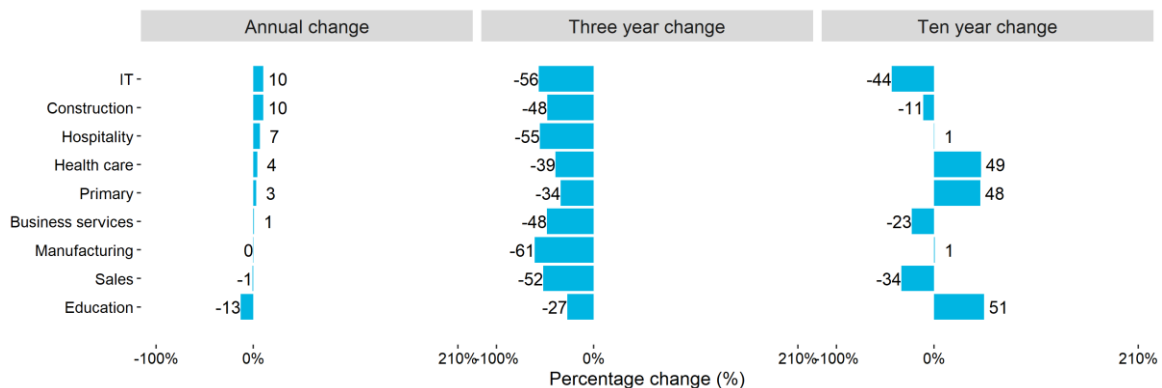
Figure 1: All Vacancies Index (job vacancies advertised online)



Online Job Advertisements by Industry

Online job advertisements grew across 6 out of 9 industries over the year to the September 2025 quarter and across 5 out of 9 industries over the ten years since September 2015. All industries saw a decrease in job advertisements over the 3 years between September 2022 and September 2025.

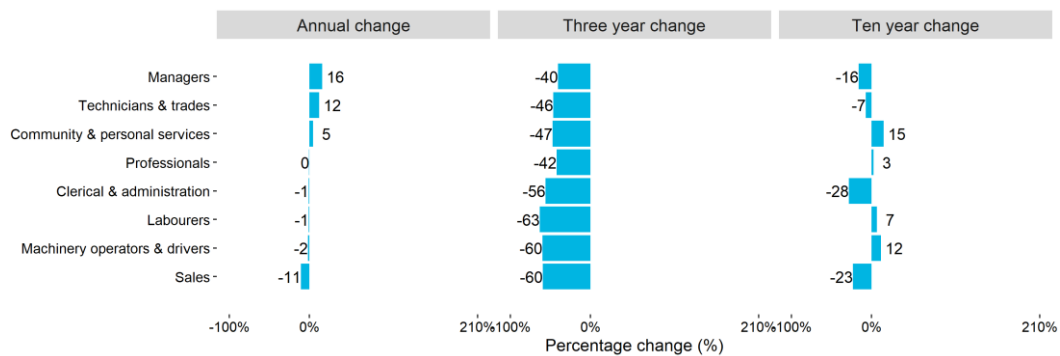
Figure 2: Annual, 3-year and 10-year changes in All Vacancies Index by industries



Online Job Advertisements by Occupation and Skills

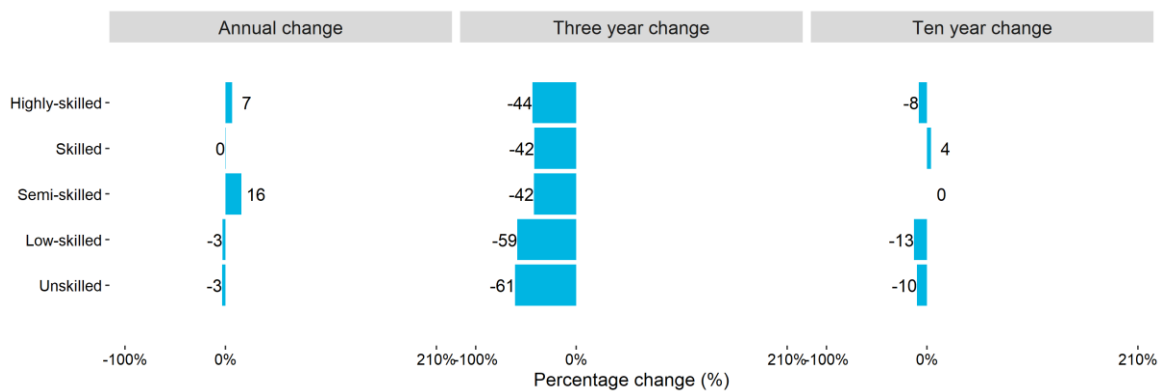
Online job advertisements grew for 3 out of 8 occupation groups annually and in 4 out of 8 occupation groups over the last 10 years to the September 2025 quarter. Over the last 3 years to the September 2025 quarter, online job advertisements fell in all occupation groups.

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



Online job advertisements grew in 2 out of 5 skill levels over the year to the September 2025 quarter, and in 1 out of 5 skill levels over the 10 years to the September 2025 quarter. Over three years between the September 2022 and September 2025 quarters, online job advertisements fell for all skill levels.

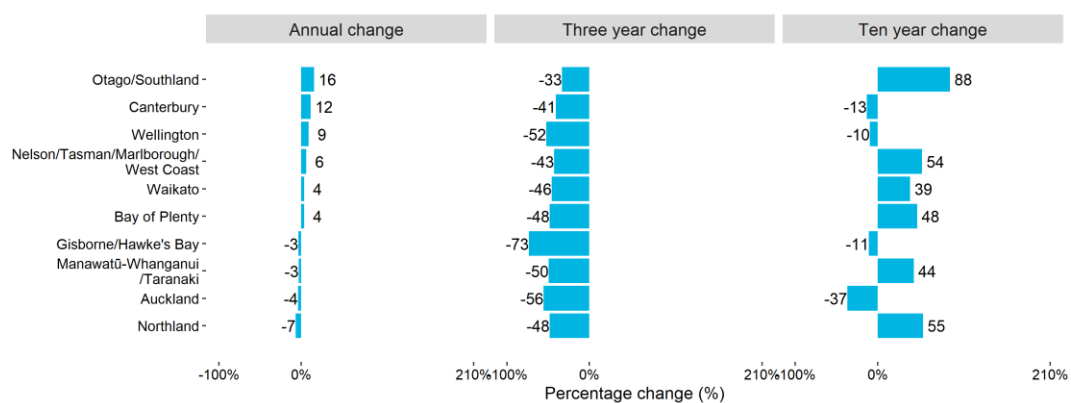
Figure 4: Annual, 3-year and 10-year changes in All Vacancies Index by skill levels



Online Job Advertisements by Region

Online job advertisements grew in 6 out of 10 regions over the year to the September 2025 quarter. Online job advertisements also grew in 6 out of 10 regions over the 10 years to the September 2025 quarter. Online job advertisements fell in all regions in the 3 years between the September 2022 and September 2025 quarters. Online job advertisements continue to decline in Auckland, the largest region in New Zealand representing a third of all employment.

Figure 5: Annual, 3-year and 10-year changes in All Vacancies Index by region



Data Downloads

The data reported in the *Jobs Online* quarterly report can be accessed by following the link: [Jobs Online quarterly data](#).

Northland

Figure 6: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Northland

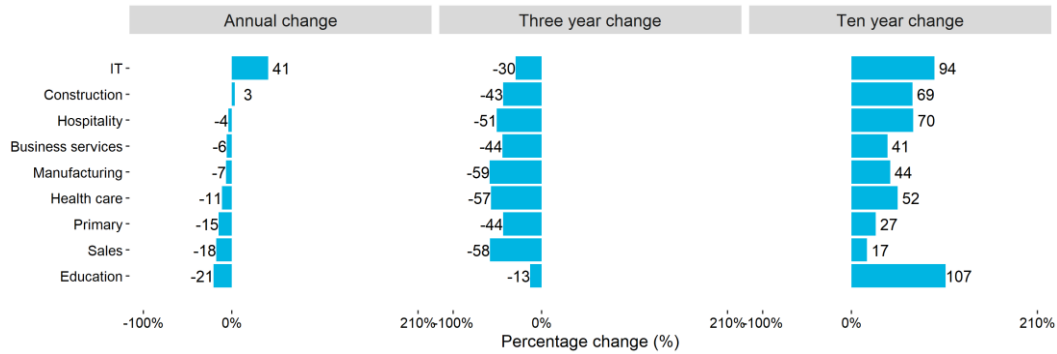


Figure 7: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Northland

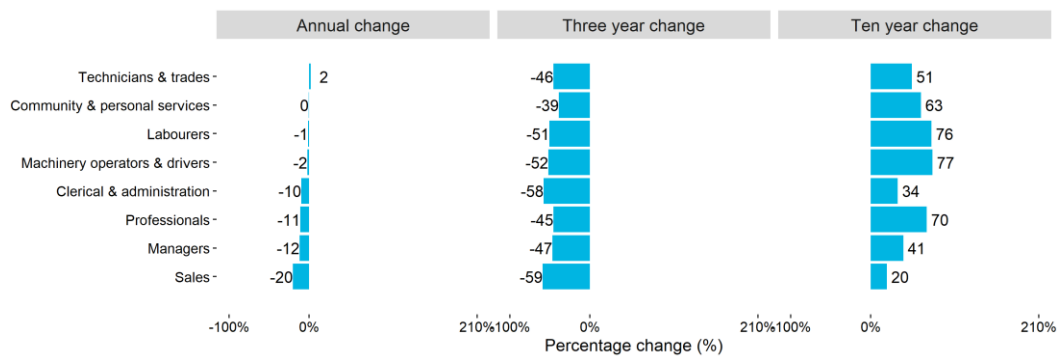
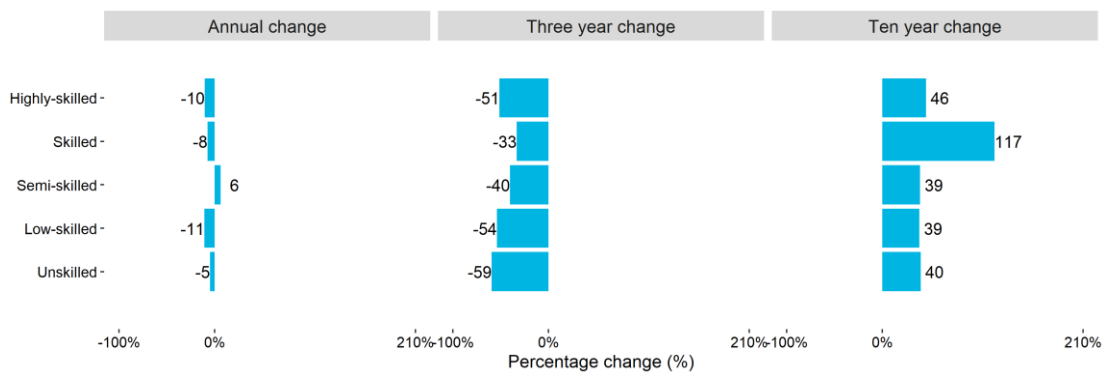


Figure 8: Annual, 3-year and 10-year changes in All Vacancies Index by skill levels – Northland



Auckland

Figure 9: Annual, 3-year and 10-year changes in All Vacancies Index by industry – Auckland

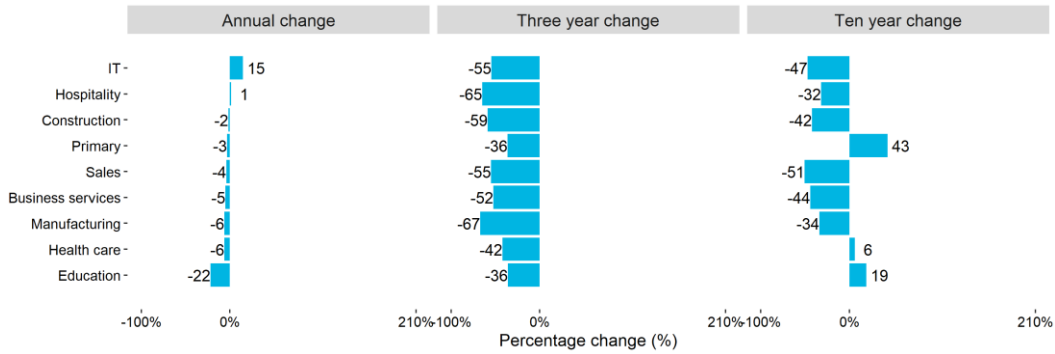


Figure 10: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Auckland

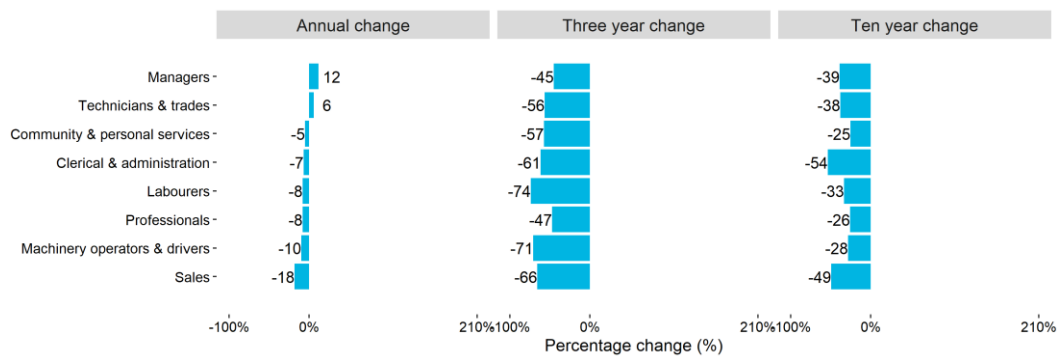
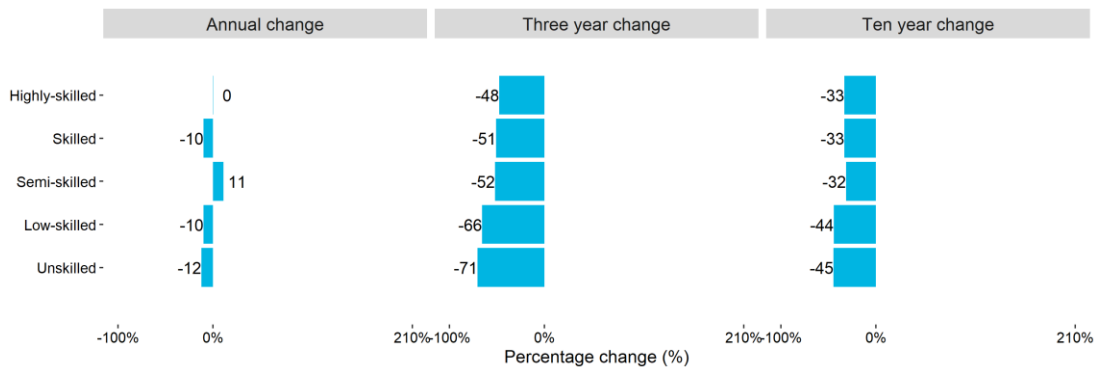


Figure 11: Annual, 3-year and 10-year changes in All Vacancies Index by skill level – Auckland



Waikato

Figure 12: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Waikato

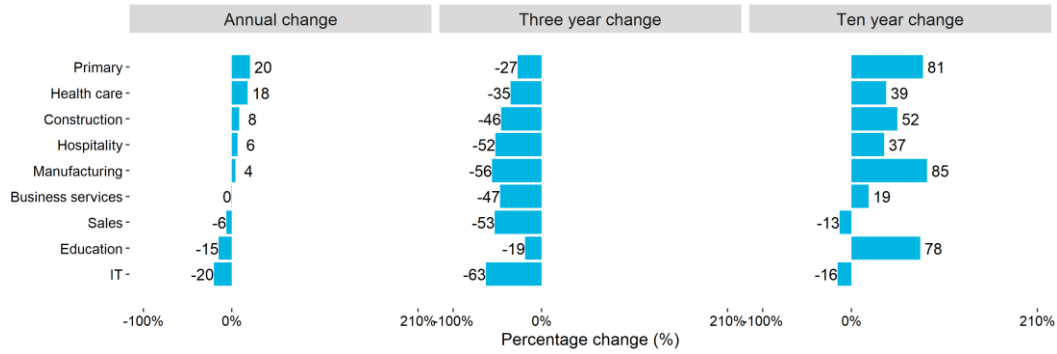


Figure 13: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Waikato

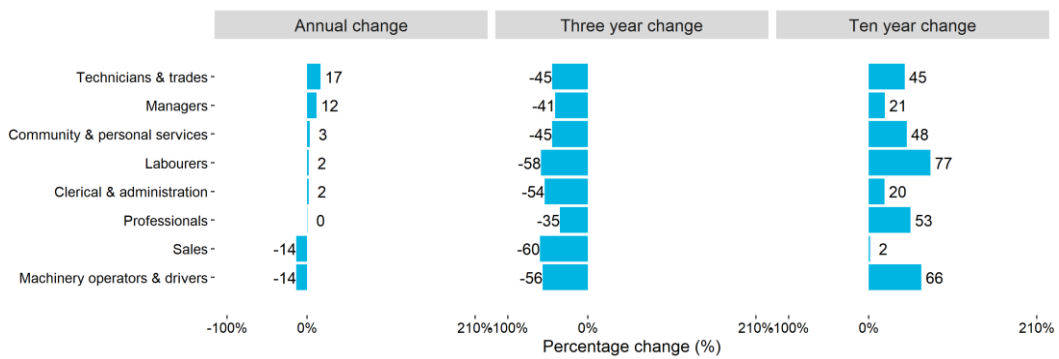
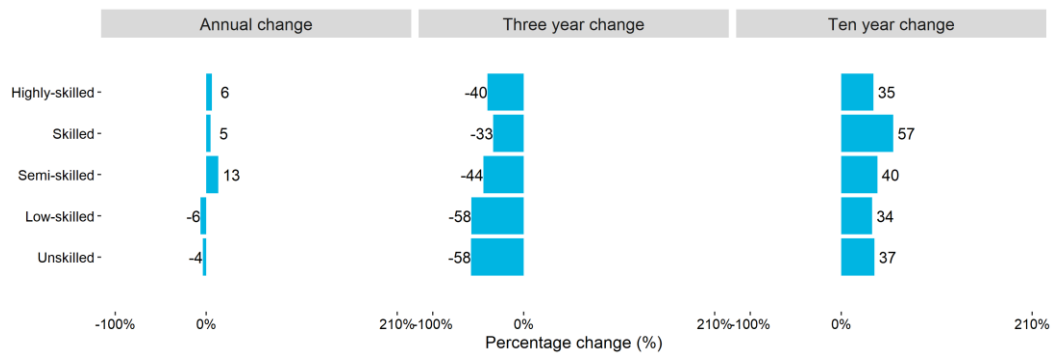


Figure 14: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Waikato



Bay of Plenty

Figure 15: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Bay of Plenty

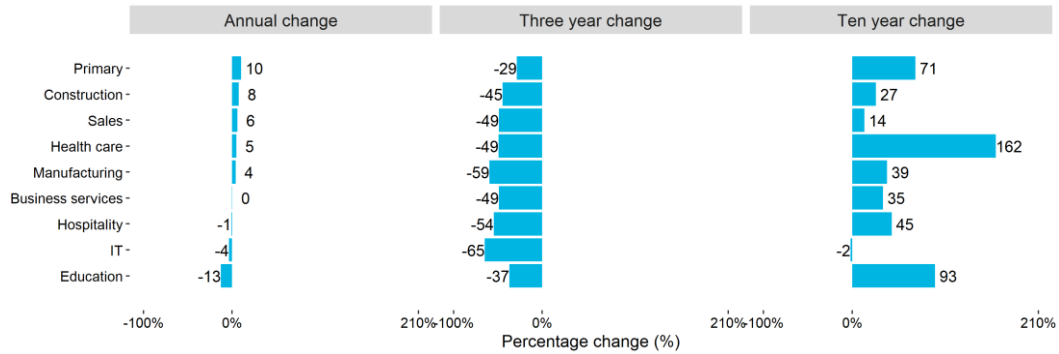


Figure 16: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Bay of Plenty

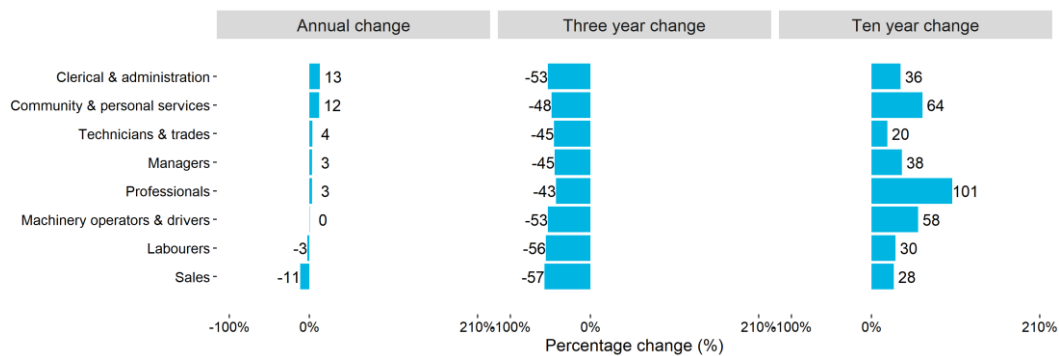
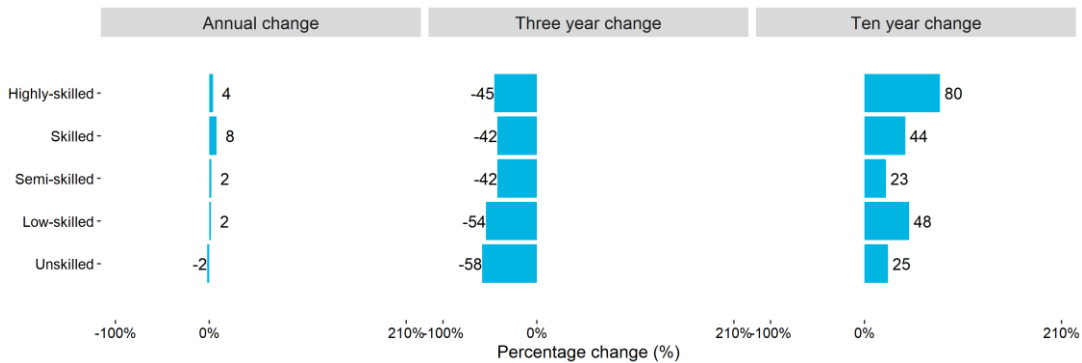


Figure 17: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Bay of Plenty



Gisborne/Hawke's Bay

Figure 18: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Gisborne/Hawke's Bay

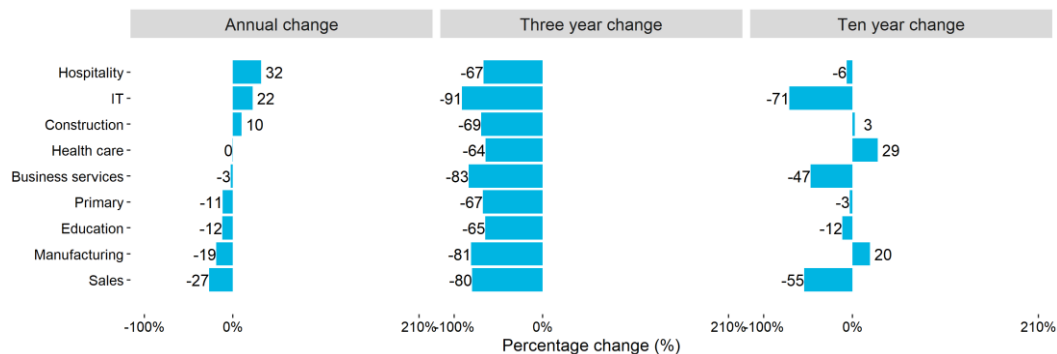


Figure 19: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Gisborne/Hawke's Bay

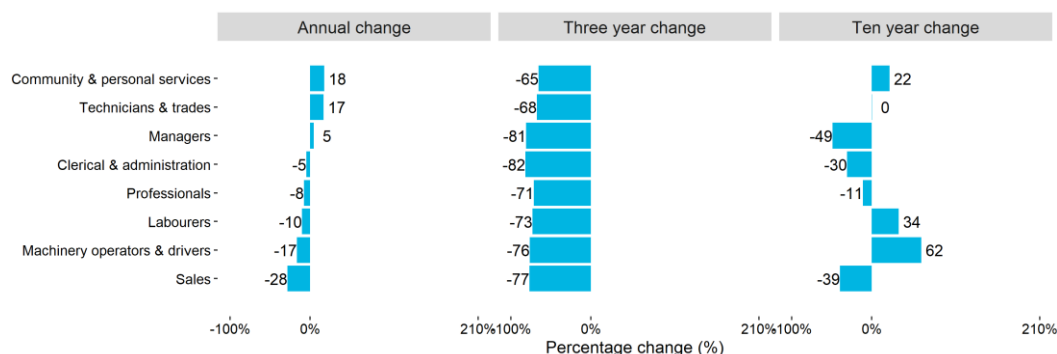
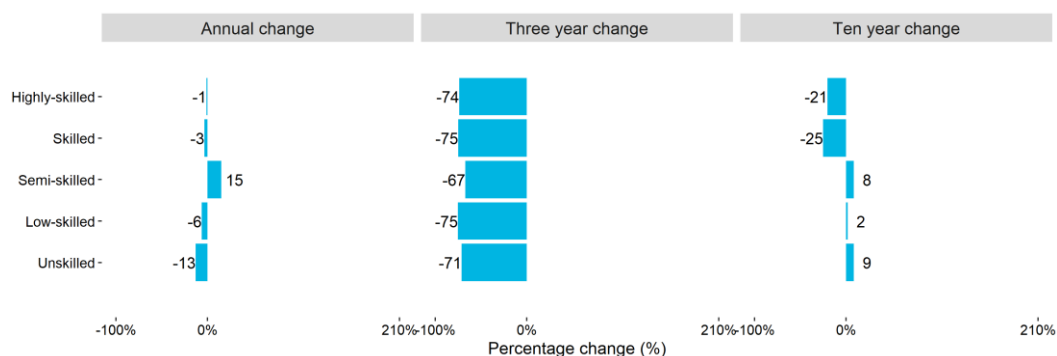


Figure 20: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

Figure 21: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Manawatū-Whanganui/Taranaki

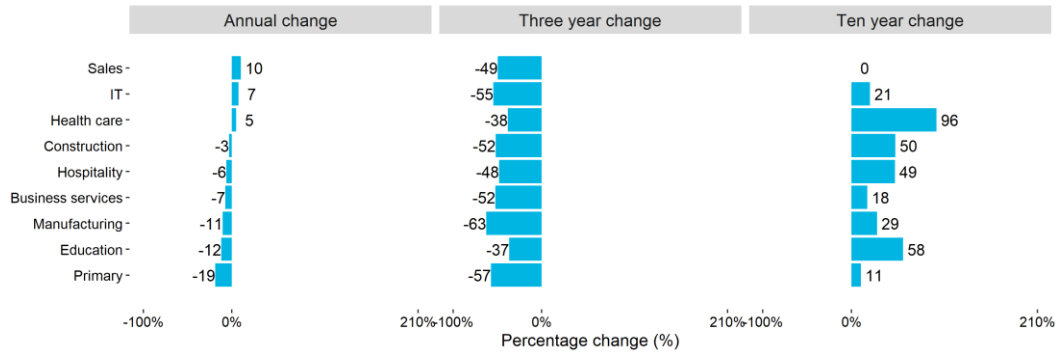


Figure 22: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Manawatū-Whanganui/Taranaki

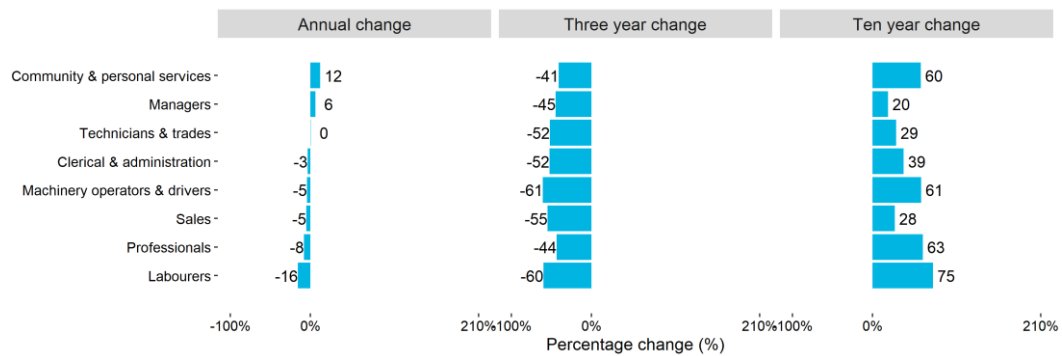
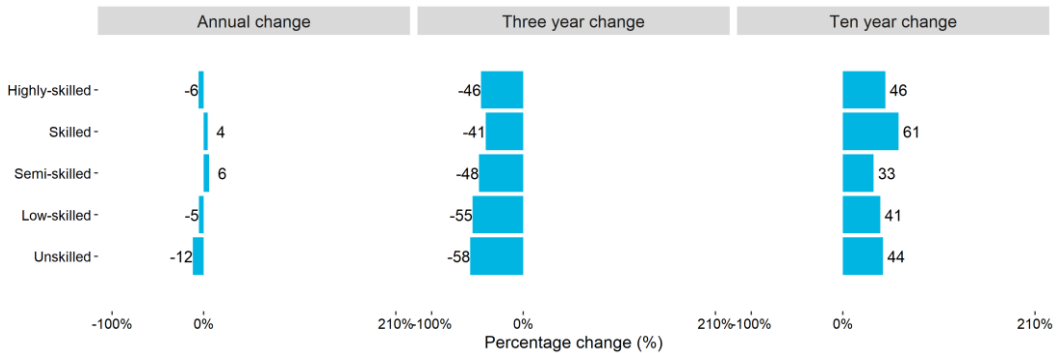


Figure 23: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Manawatū-Whanganui/Taranaki



Wellington

Figure 24: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Wellington

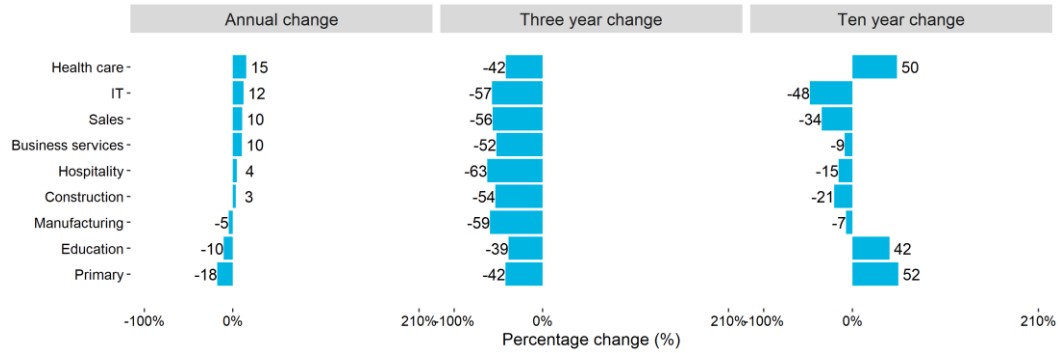


Figure 25: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Wellington

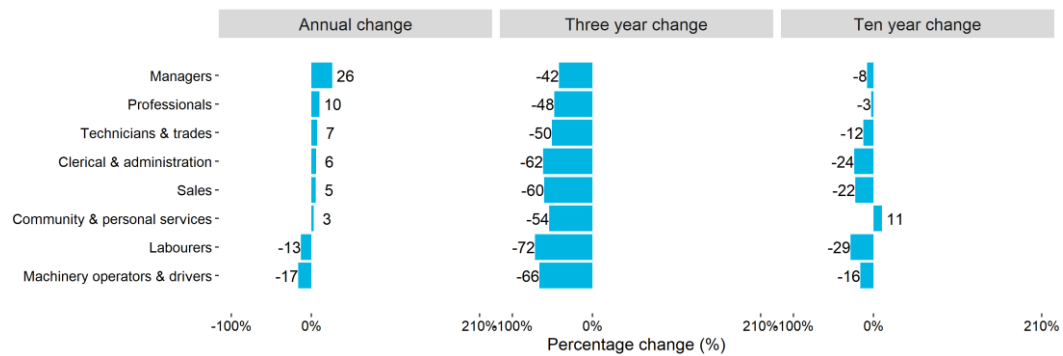
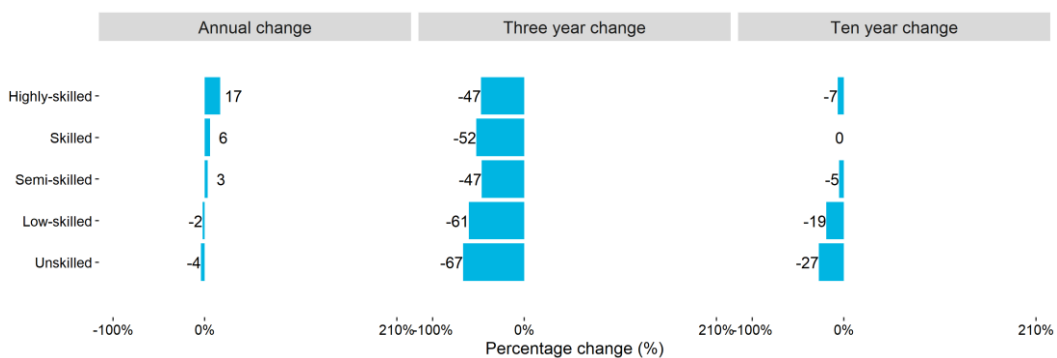


Figure 26: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

Figure 27: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Nelson/Tasman/Marlborough/West Coast

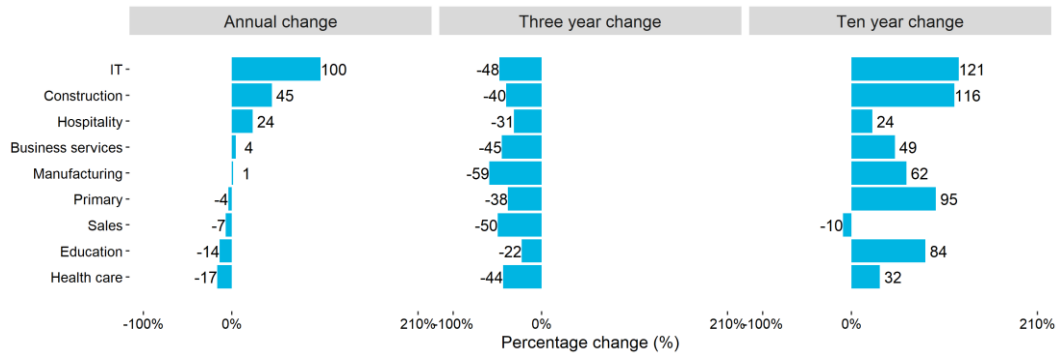


Figure 28: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Nelson/Tasman/Marlborough/West Coast

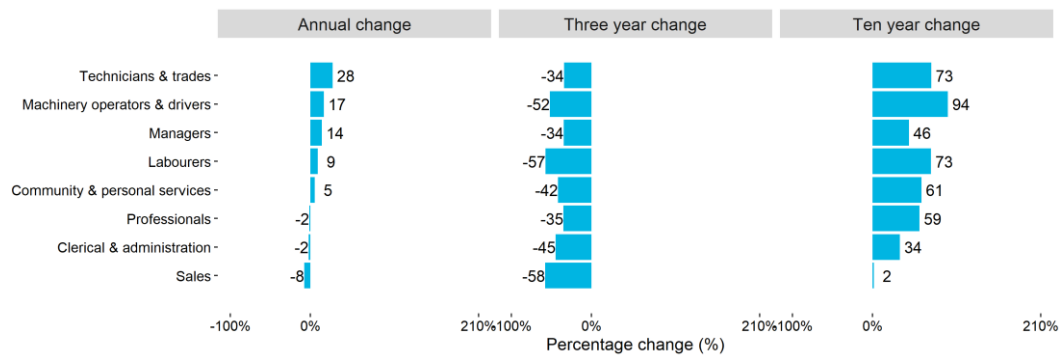
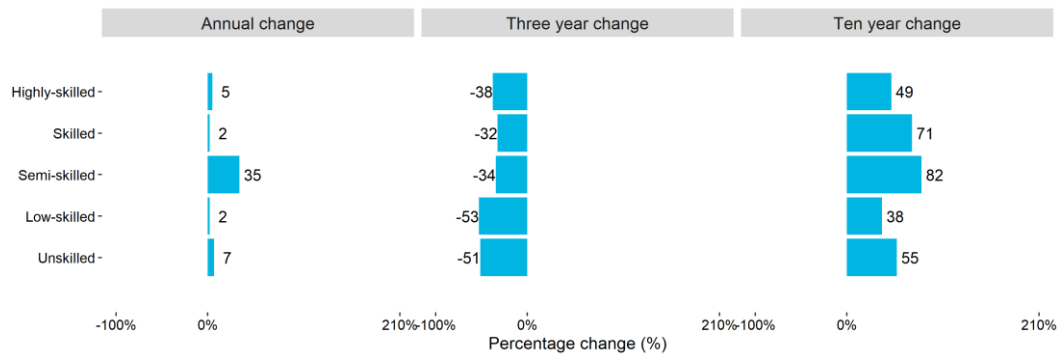


Figure 29: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

Figure 30: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Canterbury

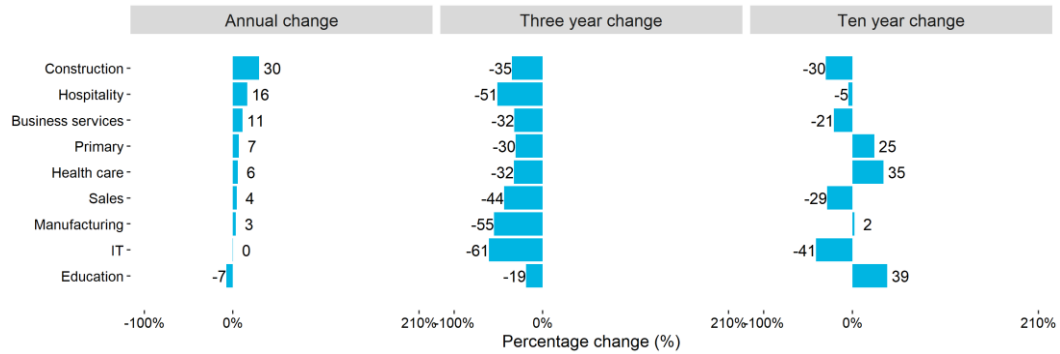


Figure 31: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Canterbury

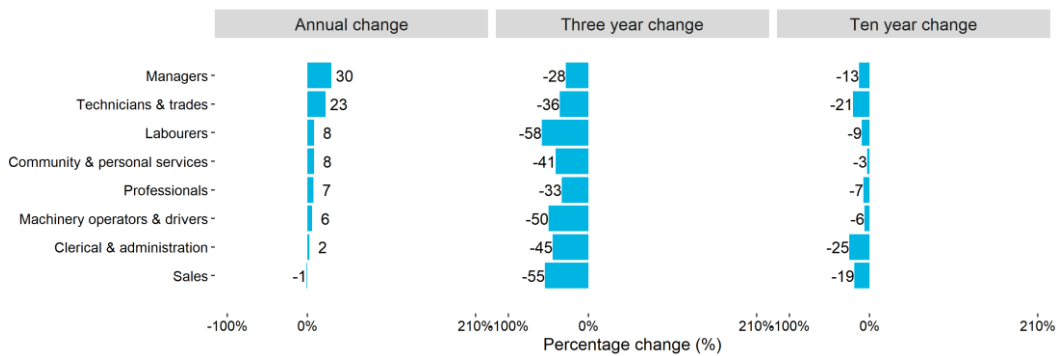
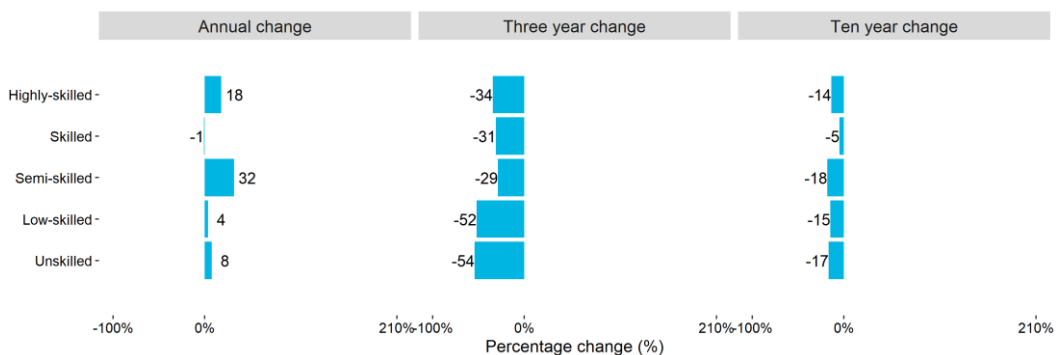


Figure 32: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Canterbury



Otago/Southland

Figure 33: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Otago/Southland

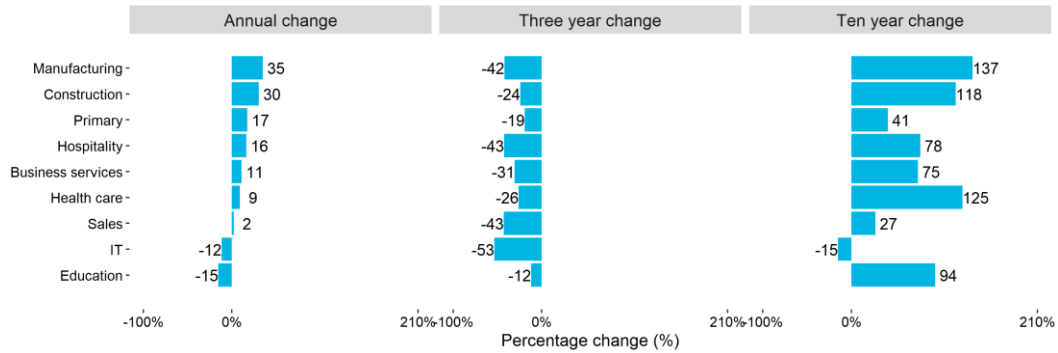


Figure 34: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Otago/Southland

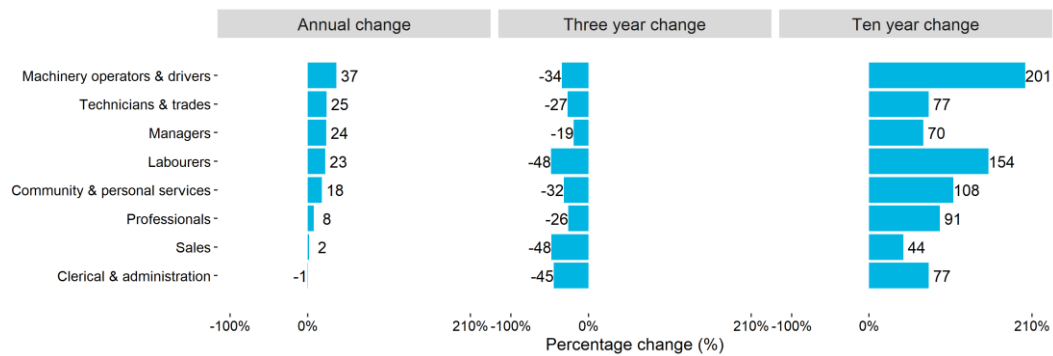


Figure 35: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Otago/Southland

