



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



Jobs Online: December Quarter 2024

Quarterly New Zealand Online Job Advertisements

January 2025





**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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Ministry of Business, Innovation and Employment (MBIE)

Hīkina Whakatutuki – Lifting to make successful

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Introduction

■ OVERVIEW OF KEY RESULTS

- Demand continued to weaken with online job advertisements falling by 27.2 per cent over the year to the December 2024 quarter. This is the ninth consecutive quarter of decline since December 2022, consistent with a falling employment rate that peaked in 2022, see the [Household Labour Force Survey](#).
- Advertisements fell for all industries. The biggest annual fall was for the Health care industry and the smallest annual fall was for the Primary industry.
- All occupation groups experienced a drop in online job advertisements, with the Labourers occupation group seeing the largest annual decline, and Technicians & trades the smallest decline.
- Online job advertisements continued to decline across all 5 skill levels over the year to the December 2024 quarter. The biggest drop was in unskilled job ads, while skilled roles saw the smallest decline.
- Regional declines varied in magnitude over the year to the December 2024 quarter.
- Over the past 5 years to the December 2024 quarter, advertisements fell in all regions, all occupations, all skill levels, and in all industries, except Education.

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.

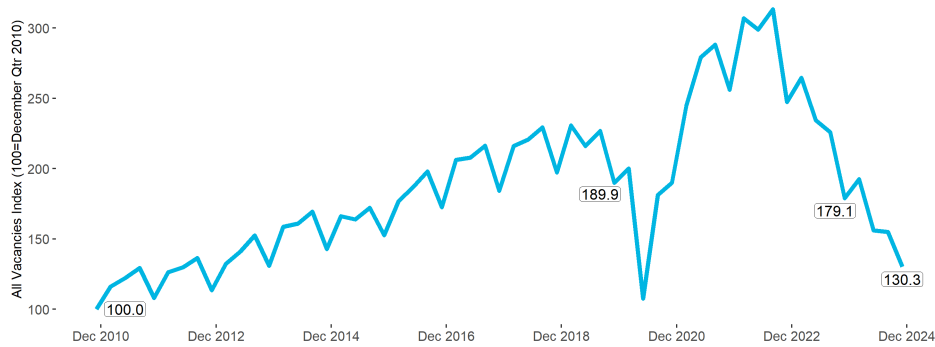
This quarterly report displays the latest *Jobs Online* data up to the December 2024 quarter and the same quarter in the previous year (December 2023 quarter) as well as the same quarter 5 years earlier (December 2019 quarter).

The monthly unadjusted advertisements from May 2007 to December 2024 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 27.2 per cent over the year to the December 2024 quarter. There have now been annual falls for the last 9 quarters in the vacancies advertised. This is consistent with the Employment Rate that peaked in 2022 and has fallen since.

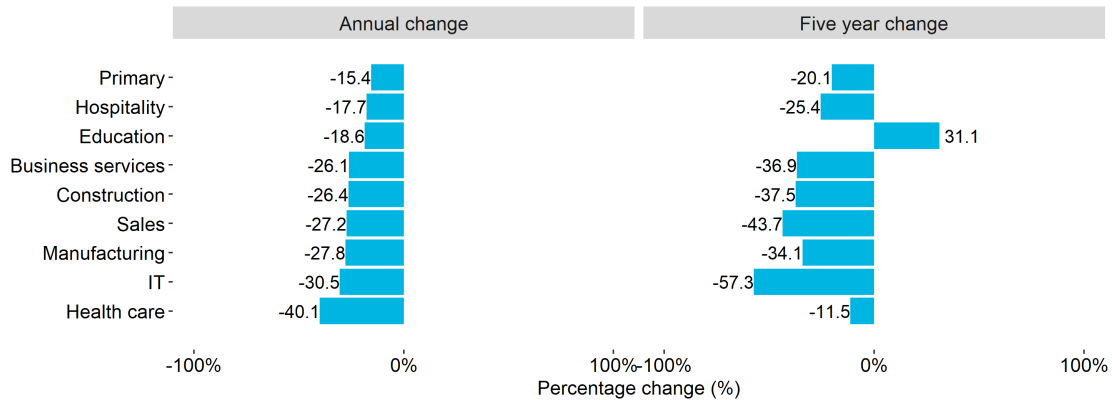
Figure 1: All Vacancies Index (job vacancies advertised online)



Online Job Advertisements by Industry

Online job advertisements fell across all industries over the year to December 2024, with the smallest fall for the Primary industry. Education was the only industry to grow between the December 2019 and 2024 quarters.

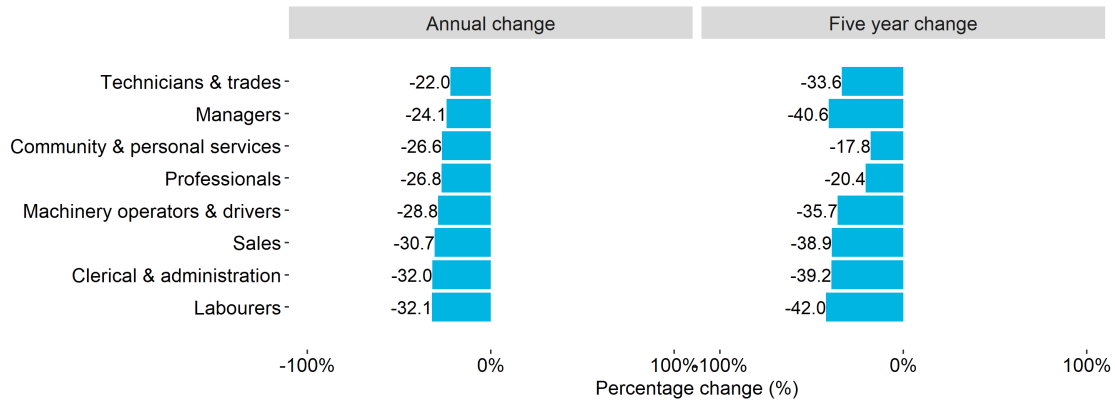
Figure 2: Annual and 5-year changes in All Vacancies Index by industry



Online Job Advertisements by Occupation and Skills

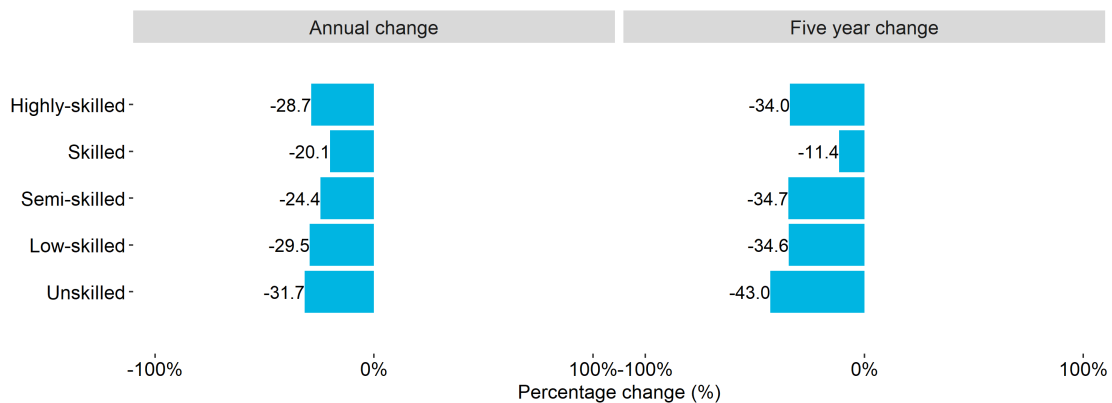
Online job advertisements continued decreased for all occupation groups both annually and over the last 5 years. The biggest fall was for the Labourers occupation.

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 December 2024. The smallest fall both annually 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

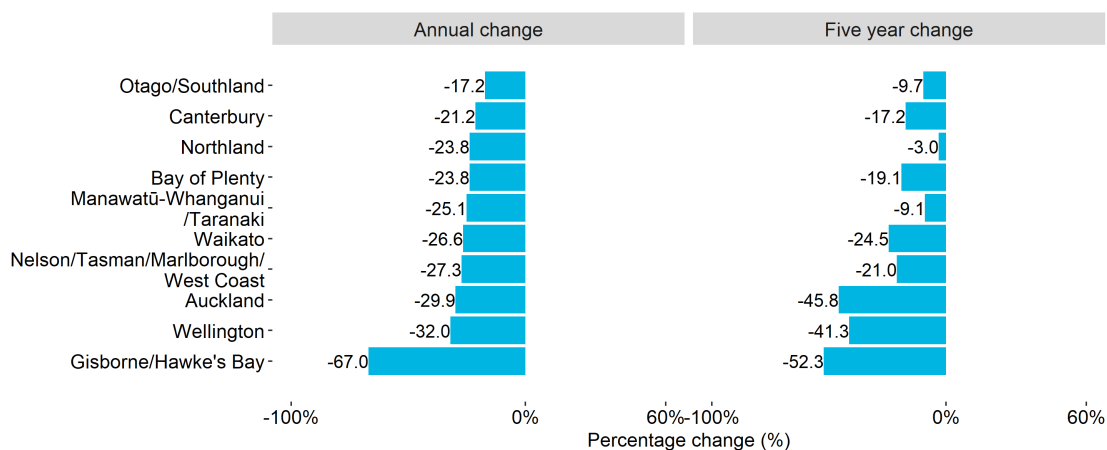


Online Job Advertisements by Region

Online job advertising fell in all regions over the year to December 2024, with the biggest fall in the Gisborne/Hawke’s Bay region.

Annual and 5-year changes for each region by industry, occupation and skill level can be found in the Appendix of the report.

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



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 were also falls over the 5 years to the December 2024 quarter in most industries (except Education), occupations (except Professionals), and skill levels (except Skilled).

Figure 6: Annual and 5-year changes in All Vacancies Index by industry - Northland

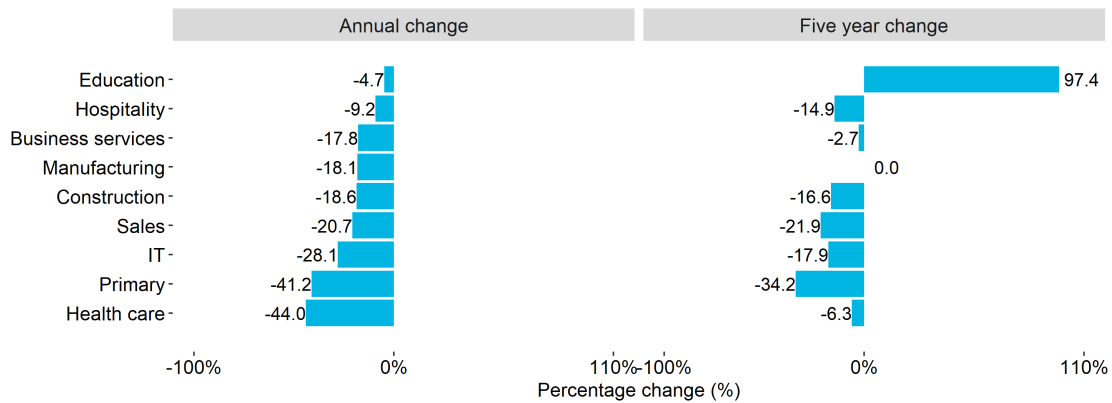


Figure 7: Annual and 5-year changes in All Vacancies Index by occupation - Northland

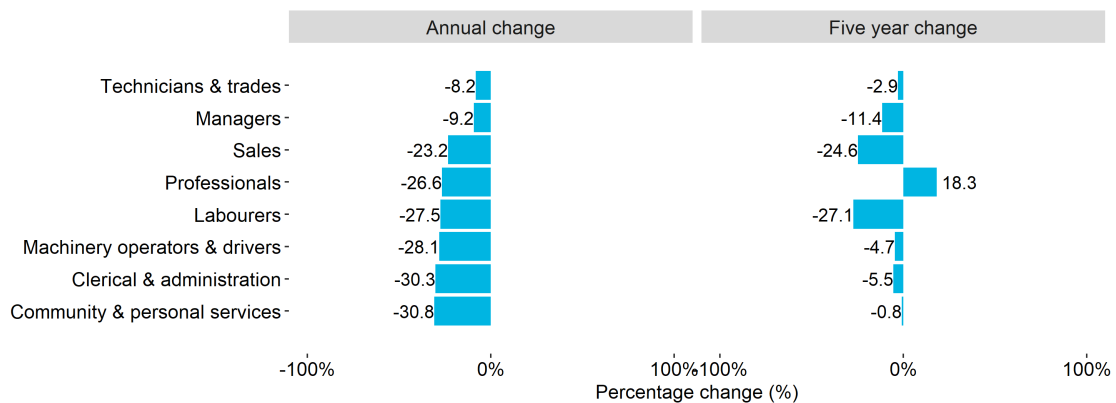
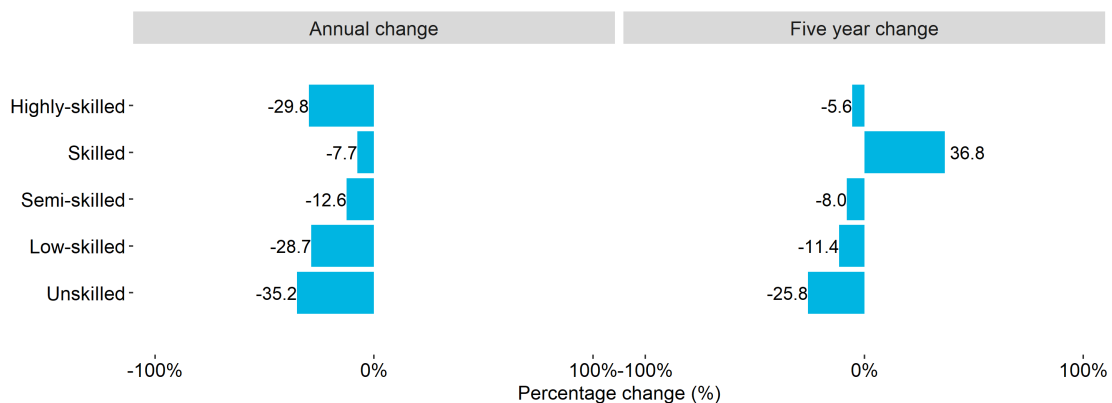


Figure 8: Annual and 5-year changes in All Vacancies Index by skill levels - Northland



Auckland

Auckland experienced falls in all industries, occupations, and skill levels over the year to December 2024, while the Education industry saw the only growth over the past 5 years since December 2019.

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

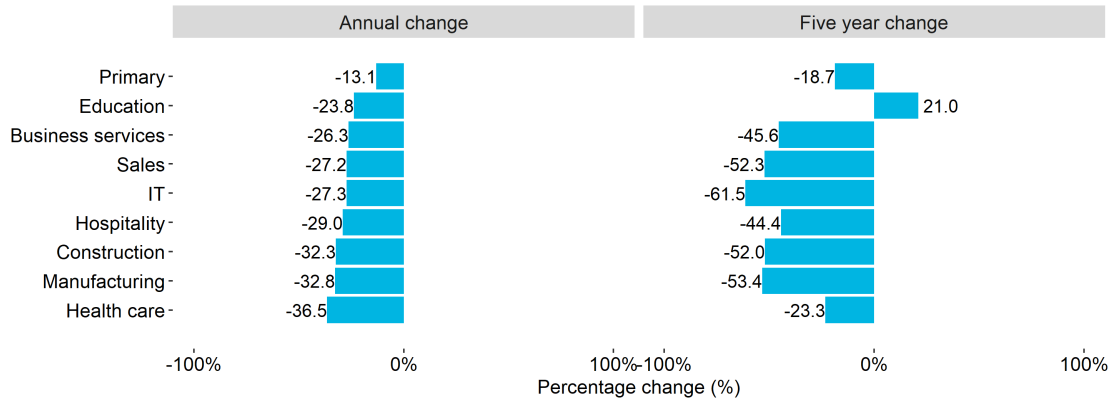


Figure 10: Annual and 5-year changes in All Vacancies Index by occupation - Auckland

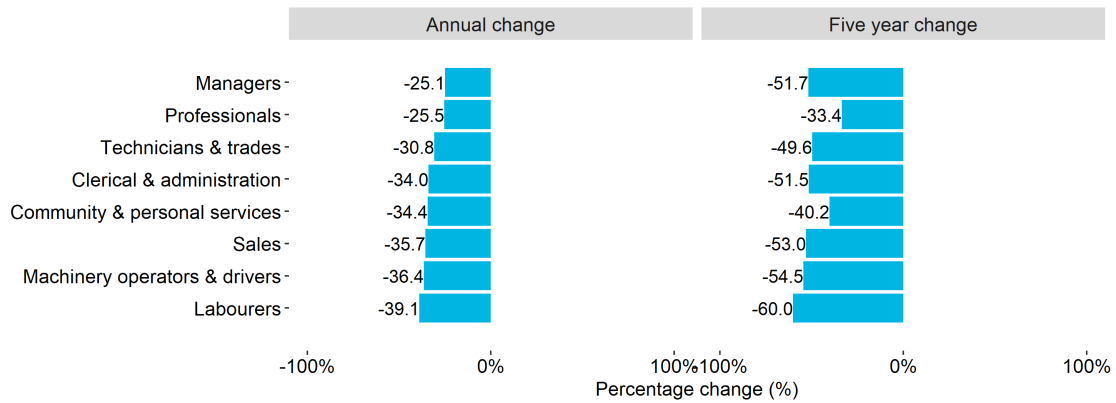
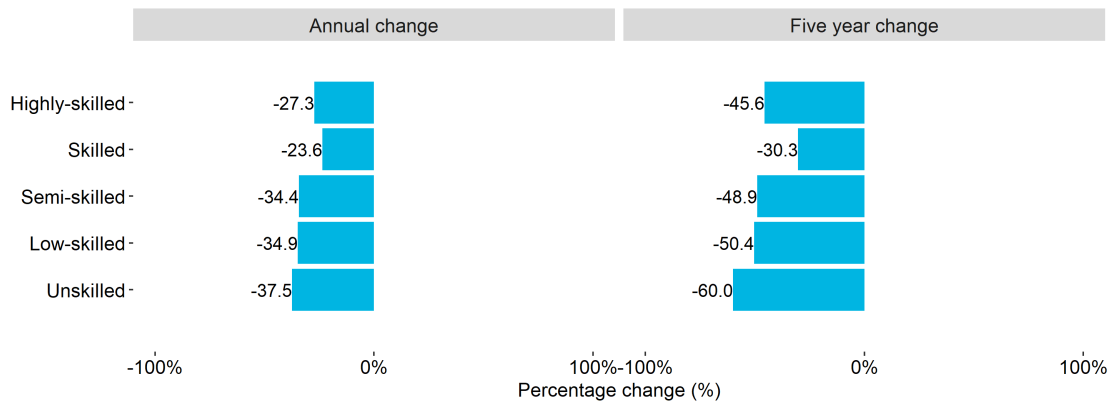


Figure 11: Annual and 5-year changes in All Vacancies Index by skill level - Auckland



Waikato

Waikato saw falls over the year to December 2024 in all industries, occupations, and skill levels. The only growth over the past 5 years was in the Education industry.

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

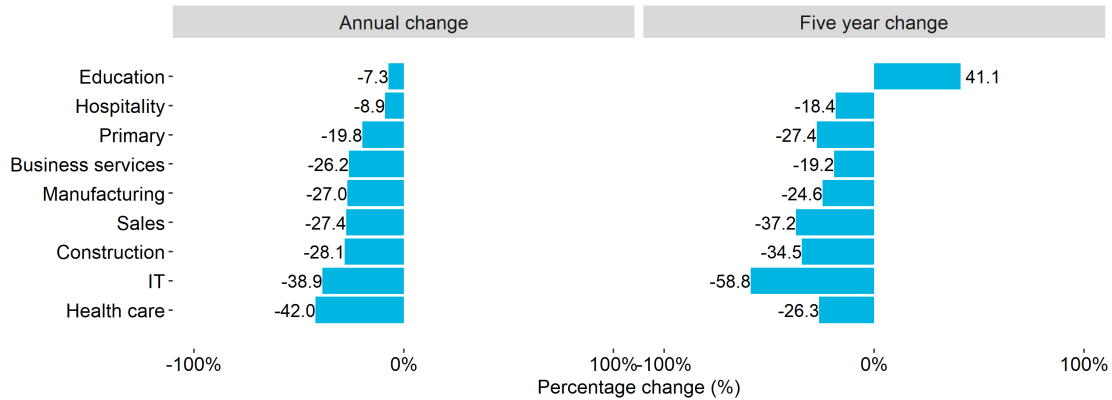


Figure 13: Annual and 5-year changes in All Vacancies Index by occupation - Waikato

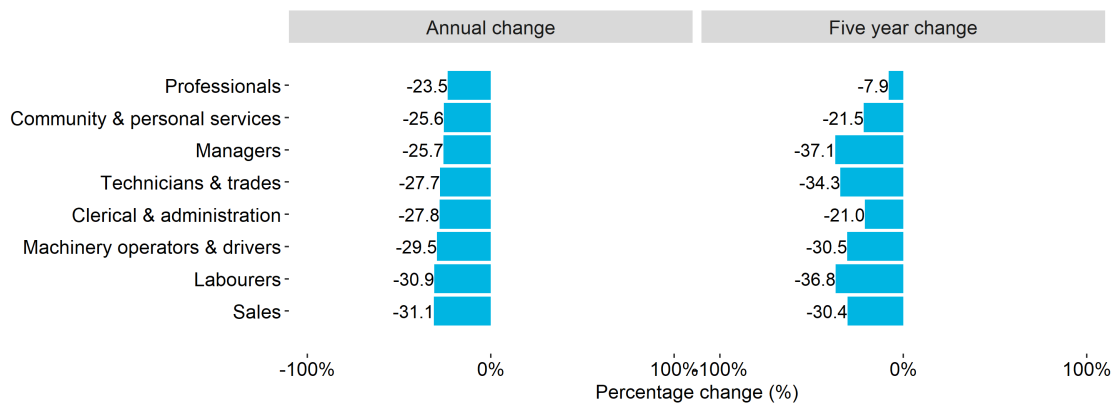
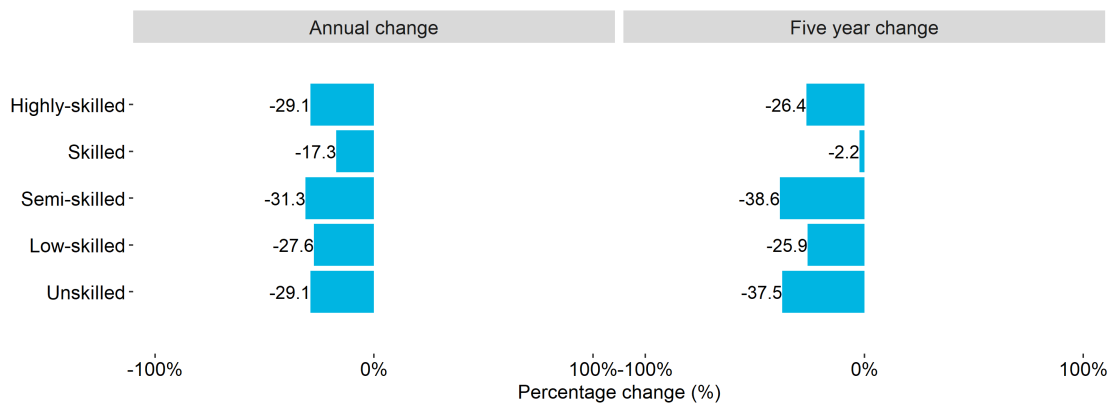


Figure 14: Annual and 5-year changes in All Vacancies Index by skill level - Waikato



Bay of Plenty

Bay of Plenty had falls in online job advertisements in all industries, occupations, and skill levels to December 2024. Between December 2019 and December 2024, the only growth was in the Education industry.

Figure 15: Annual and 5-year changes in All Vacancies Index by industry - Bay of Plenty

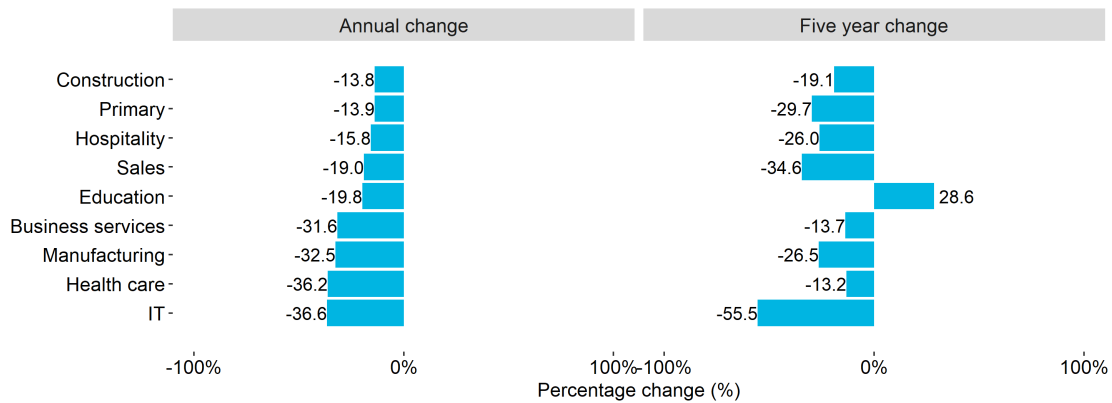


Figure 16: Annual and 5-year changes in All Vacancies Index by occupation - Bay of Plenty

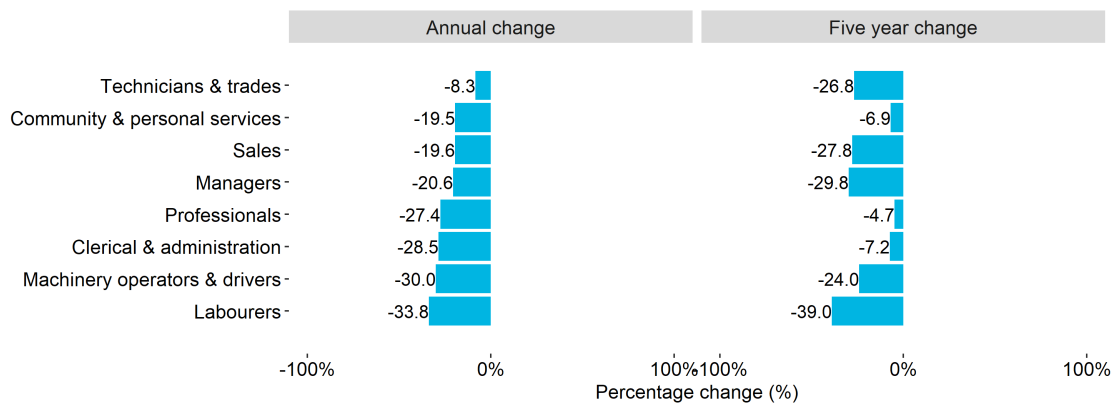
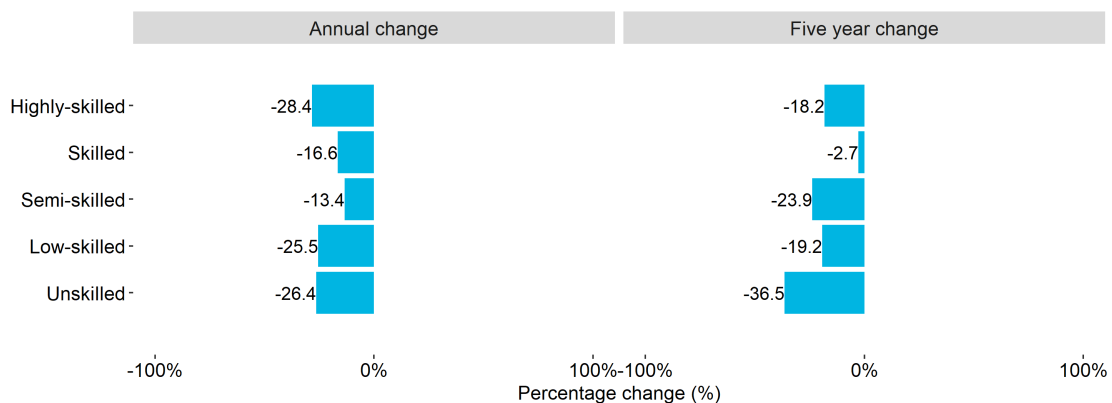


Figure 17: Annual and 5-year changes All Vacancies Index by skill level - Bay of Plenty



Gisborne/Hawke's Bay

Gisborne/Hawke's Bay had large falls in online advertisements for industries, occupations, and skill levels over the year to December 2024.

Figure 18: Annual and 5-year changes in All Vacancies Index by industry - Gisborne/Hawke's Bay

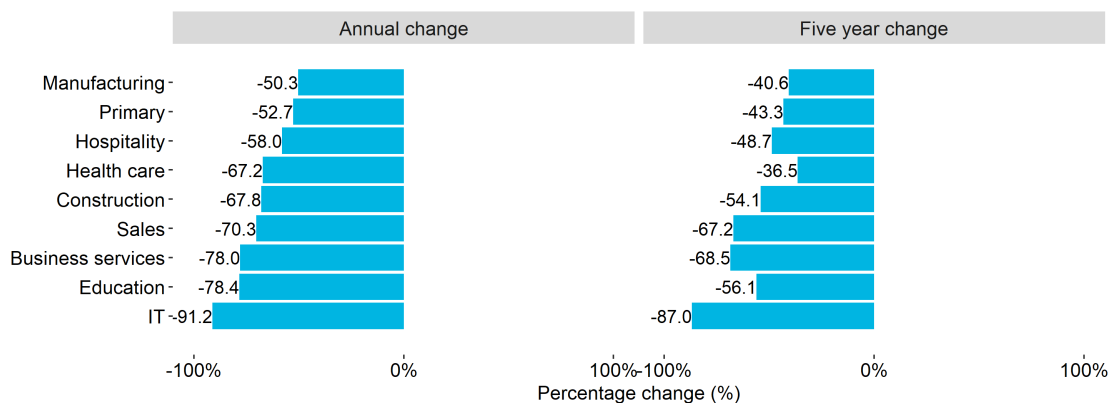


Figure 19: Annual and 5-year changes in All Vacancies Index by occupation - Gisborne/Hawke's Bay

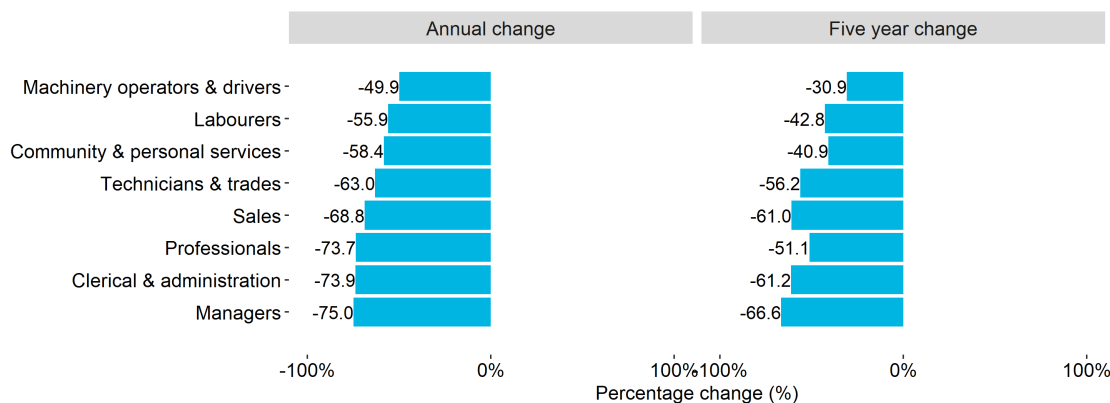
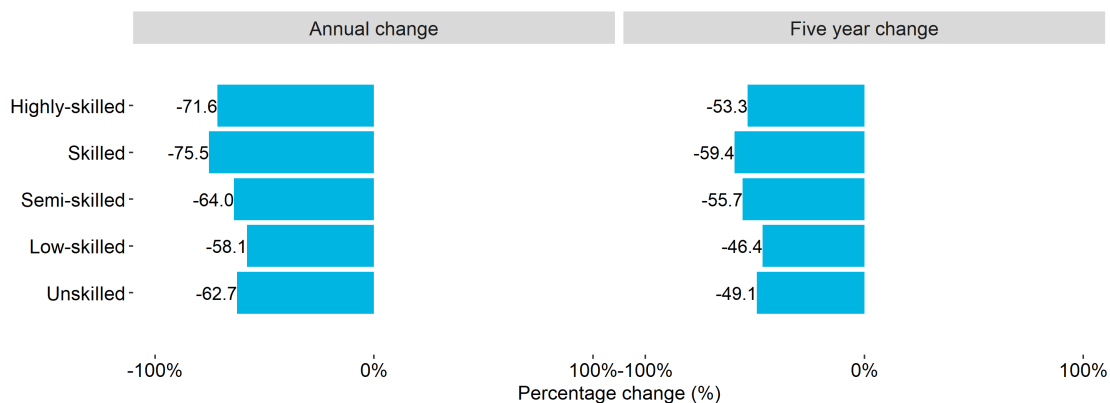


Figure 20: Annual and 5-year changes in All Vacancies Index by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

Annually, Manawatū-Whanganui/Taranaki had falls in all industries, occupations, and skill levels, with growth over 5 years in Education, Professionals, and Skilled jobs.

Figure 21: Annual and 5-year changes in All Vacancies Index by industry - Manawatū-Whanganui/Taranaki

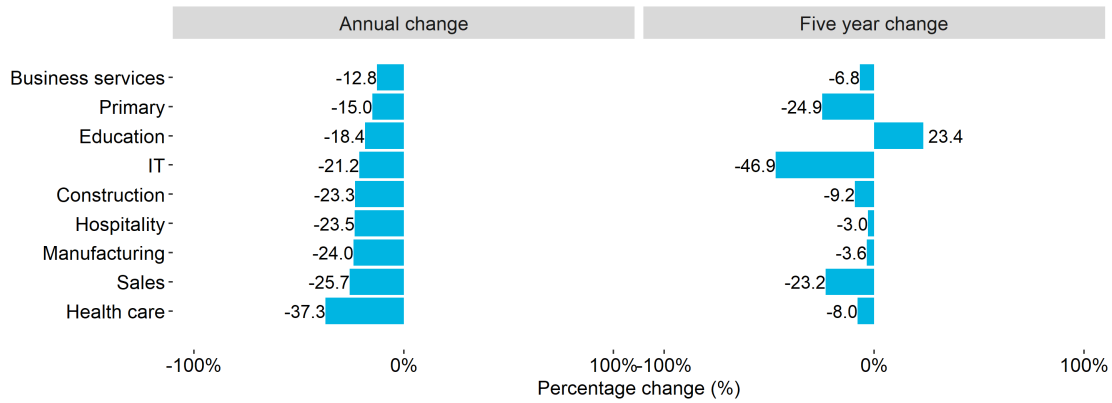


Figure 22: Annual and 5-year changes in All Vacancies Index by occupation - Manawatū-Whanganui/Taranaki

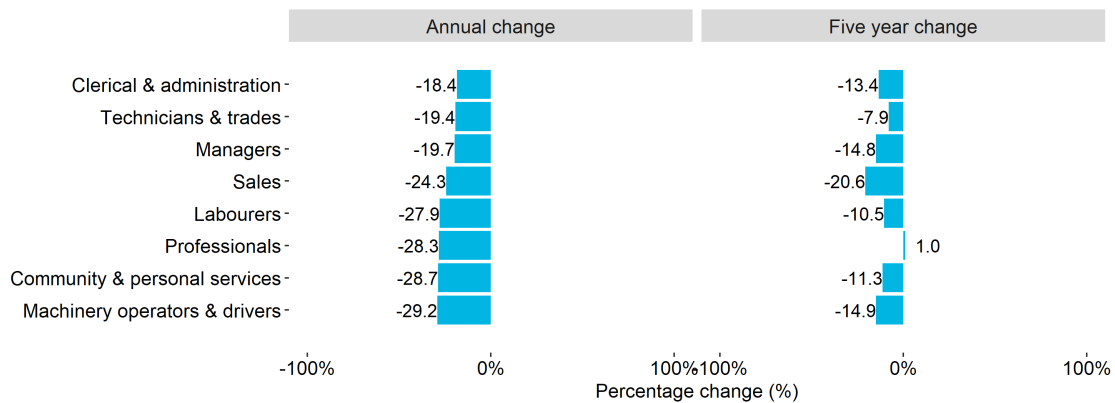
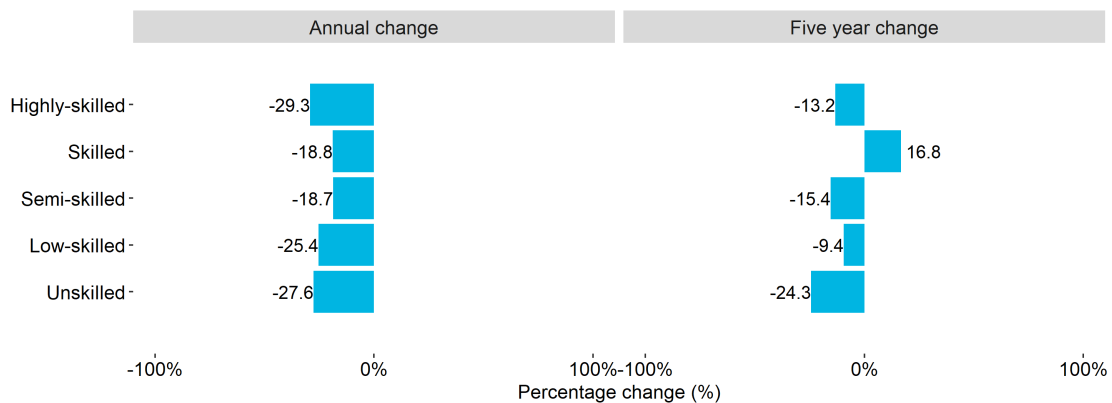


Figure 23: Annual and 5-year changes in All Vacancies Index by skill level - Manawatū-Whanganui/Taranaki



Wellington

Wellington had large falls in vacancies advertised online in most industries, occupations, and skill levels. The smallest fall was in the Primary industry and Education was the only growing industry between December 2019 and December 2024.

Figure 24: Annual and 5-year changes in All Vacancies Index by industry - Wellington

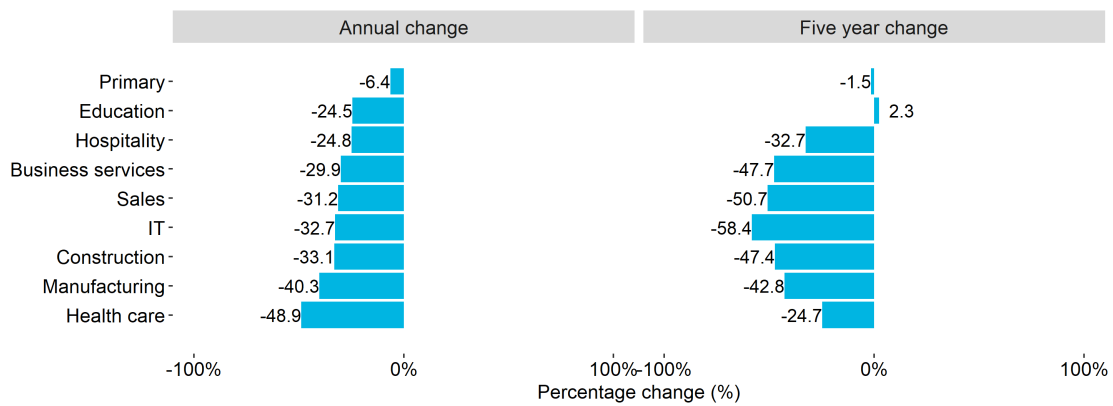


Figure 25: Annual and 5-year changes in All Vacancies Index by occupation - Wellington

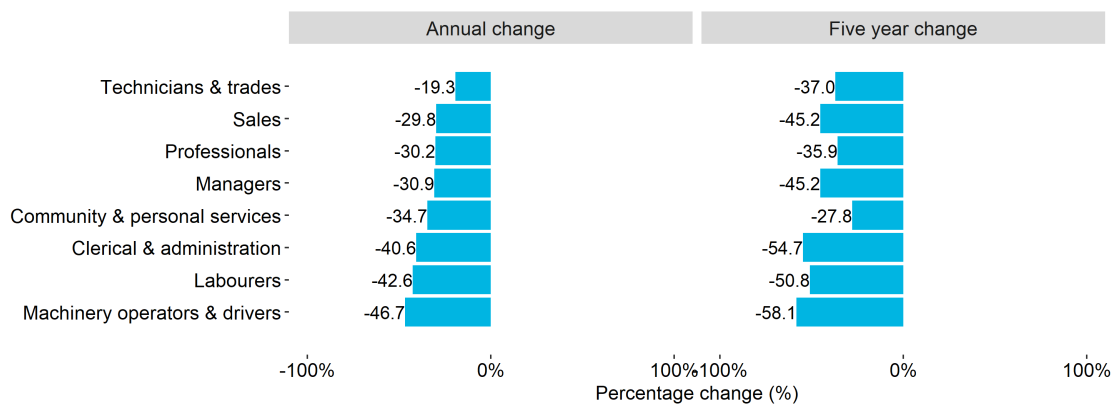
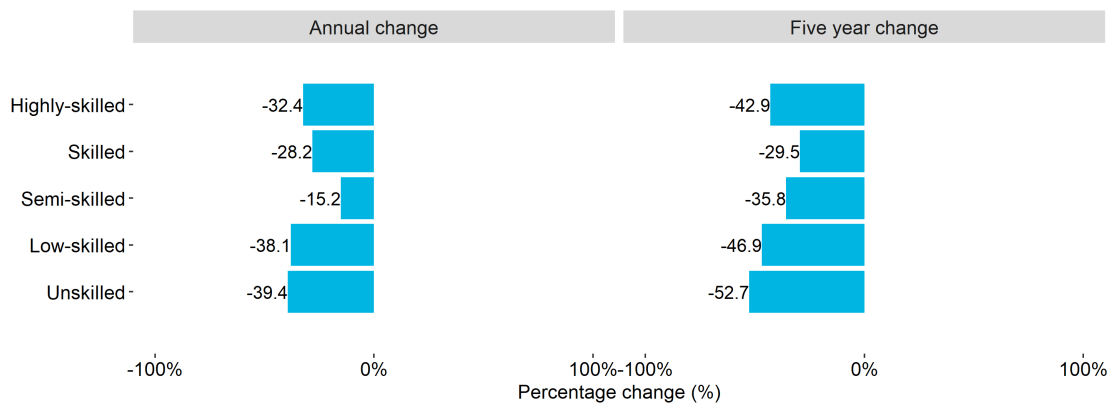


Figure 26: Annual and 5-year changes in All Vacancies Index by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

Annually, Nelson/Tasman/Marlborough/West Coast had falls in all industries, occupations, and skill levels. Over 5 years, Education, Health care, Professionals, and Skilled jobs grew.

Figure 27: Annual and 5-year changes in All Vacancies Index by industry - Nelson/Tasman/Marlborough/West Coast

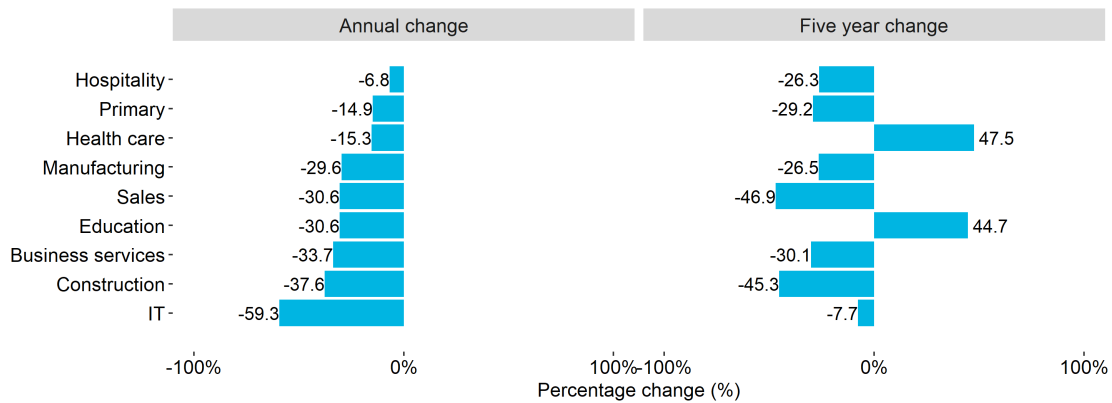


Figure 28: Annual and 5-year changes in All Vacancies Index by occupation - Nelson/Tasman/Marlborough/West Coast

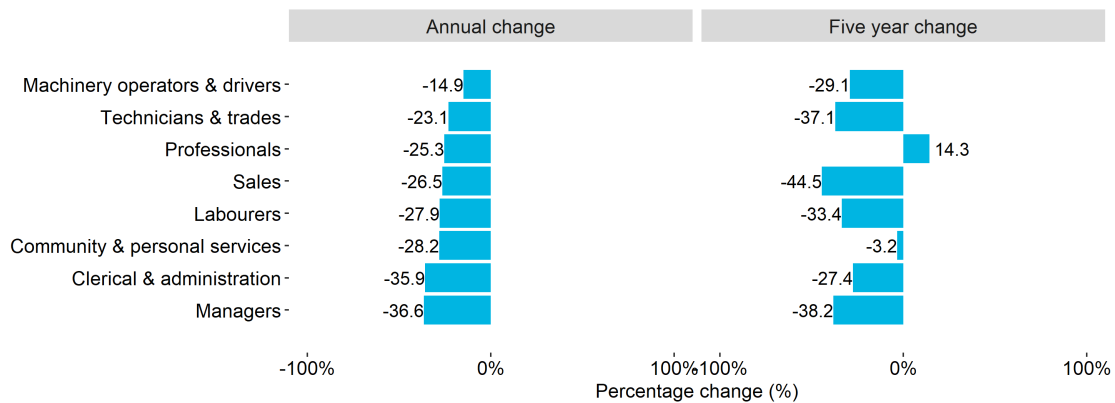
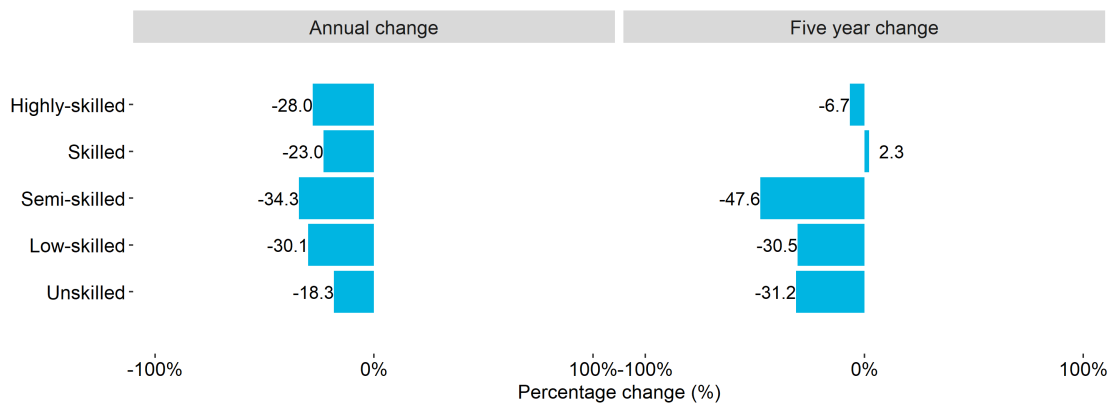


Figure 29: Annual and 5-year changes in All Vacancies Index by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

Canterbury had falls in all industries, occupations, and skill levels over the year to December 2024, with the smallest falls in the Education, Primary industries, and the Skilled skill level. Between December 2019 and December 2024, there was growth in the Education and Health care industries and Skilled skill level.

Figure 30: Annual and 5-year changes in All Vacancies Index by industry - Canterbury

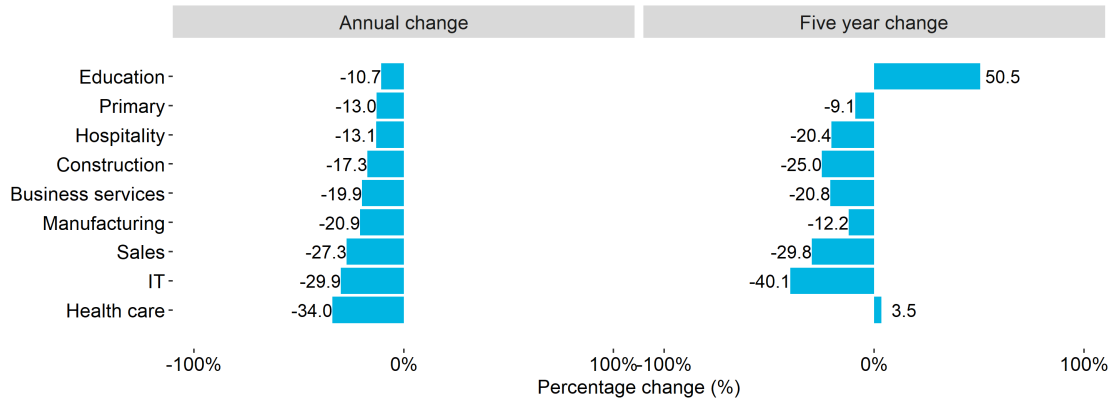


Figure 31: Annual and 5-year changes in All Vacancies Index by occupation - Canterbury

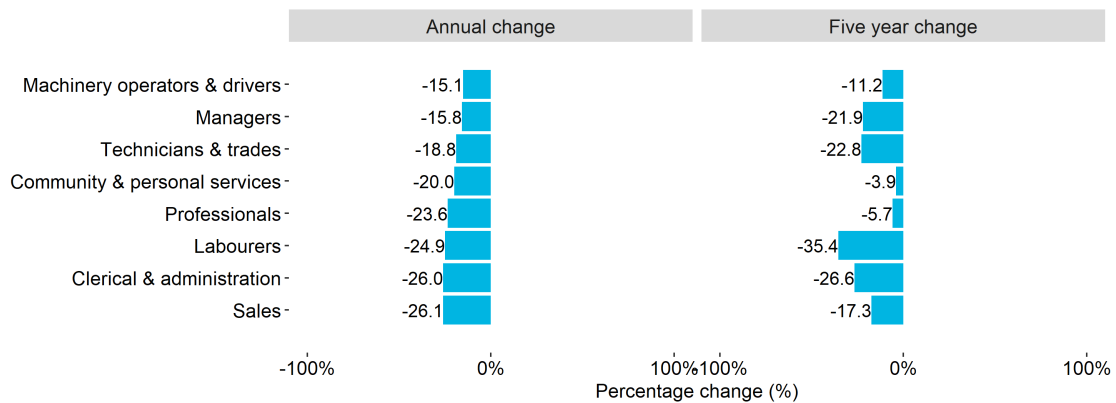
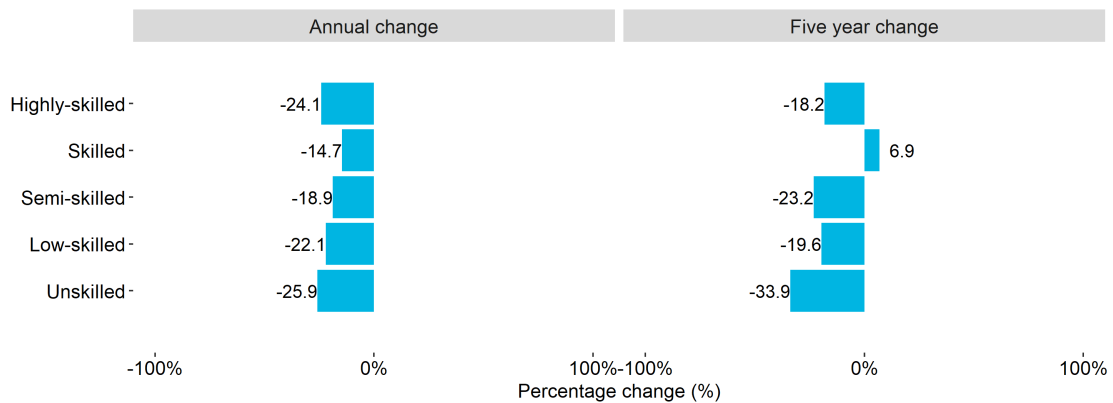


Figure 32: Annual and 5-year changes in All Vacancies Index by skill level - Canterbury



Otago/Southland

In Otago/Southland all advertised vacancies in industries, occupations, and skill levels fell in the year to the December 2024 quarter. Between December 2019 and December 2024, there was growth in the Education, Hospitality, and Health care industries, Community & personal services occupation, and Skilled skill level.

Figure 33: Annual and 5-year changes in All Vacancies Index by industry - Otago/Southland

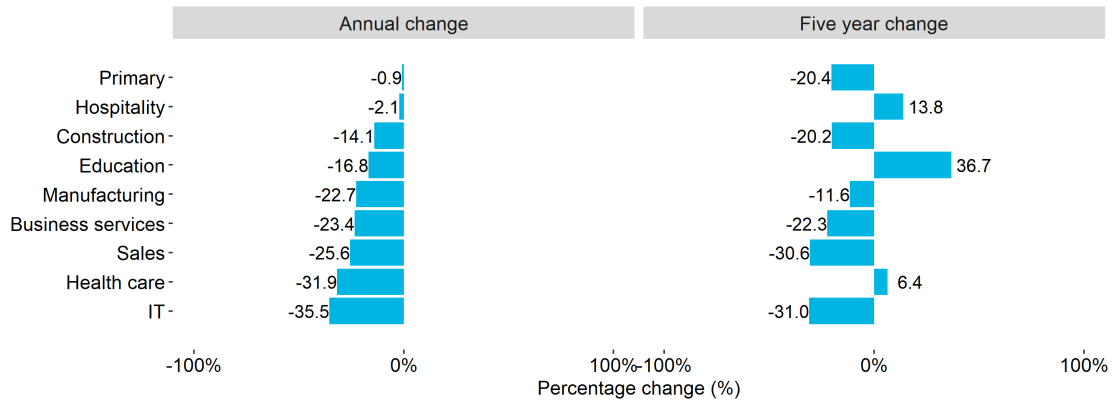


Figure 34: Annual and 5-year changes in All Vacancies Index by occupation - Otago/Southland

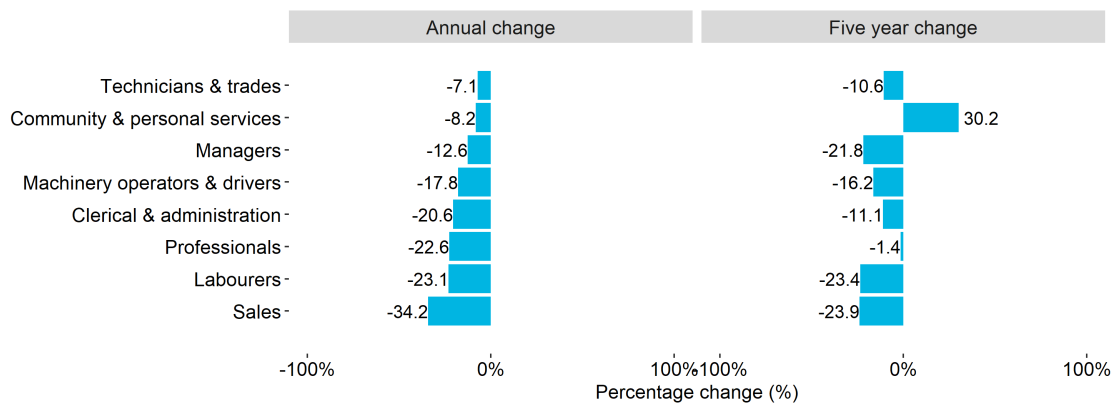


Figure 35: Annual and 5-year changes in All Vacancies Index by skill level - Otago/Southland

