MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

Jobs Online: September 2026 Quarter

Quarterly New Zealand Online Job Advertisements

November 2026

New Zealand Government

MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

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Introduction

OVERVIEW OF KEY RESULTS – YEAR ENDED September 2026 QUARTER

- Online job advertisements grew by 2 per cent in the year to the September 2026 quarter. This growth has slowed from an increase of 7 per cent in the year to the June 2026 quarter. Despite overall annual growth in the last 5 quarters, there is continued uncertainty with uneven growth across industries, occupations and regions.
- Online job advertisements grew across 5 out of 9 industries over the year. Primary, Health care and Manufacturing industries had the highest growth. Construction had varied results across New Zealand, with strong annual growth in Wellington and Canterbury partly offset by falls in other regions.
- Online job advertisements grew for 6 out of 8 occupation groups over the year. Sales and Machinery operators & drivers occupation groups had the strongest growth while Managers had the largest annual fall.
- Online job advertisements grew in 8 out of 10 regions over the year, with falls in Auckland and Wellington led by falls in the Hospitality industry. All the South Island regions grew, led by growth in the Manufacturing and Primary industries.

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 and is nuanced. 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 is an unseasonally adjusted index that tracks changes in the number of job vacancies advertised online (previously a trend index was used[1]). The Quarterly data series are indexed to December 2010. It uses information from 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, disaggregated by industry, occupation, skill level, and region. Duplicate advertisements within each employment website and across the websites have been removed.

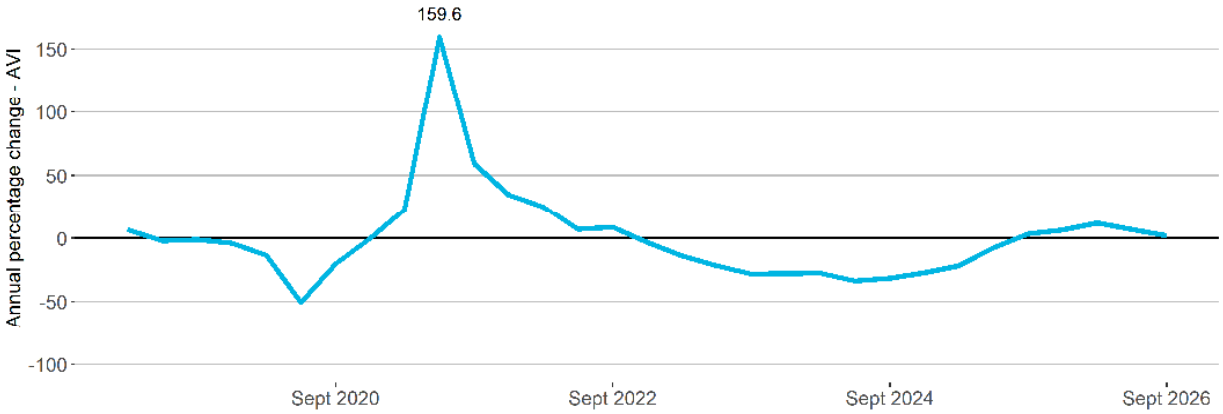
Index series for monthly unadjusted advertisements from May 2007 to September 2026 are also available in the following link: Jobs Online – Monthly Unadjusted Series[2]. This data shows the monthly patterns of online job advertisements.

[1] Jobs Online – Information about our new data processing pipeline [PDF, 189 KB]
[2] Jobs Online – Monthly Unadjusted Series from May 2007 [CSV, 41 KB]

Overall Online Job Advertisements

Online job advertisements increased by 2 per cent over the year to the September 2026 quarter. This follows an increase of 7 per cent over the year to the June 2026 quarter. Online job advertisements have now experienced annual growth for the last 5 quarters. The recent recovery peaked at an annual increase of 12 per cent in the March 2026 quarter and has slowed since. This followed just under 3 years of decline.

Figure 1: *Annual changes All Vacancies Index (AVI), 2018-2026; Advertised job vacancies grew by 2 per cent over the year to the September 2026 quarter*



Online Job Advertisements by Region

As shown in Table 1 below, the largest changes are mixed across the 10 regions. Online job advertisements grew in 8 out of 10 regions over the year to the September 2026 quarter. The only falls were in Auckland (down 2 per cent) and Wellington (down 1 per cent).

There was annual growth in all South Island regions, led by Canterbury (up 8 per cent) and Otago/Southland (up 5 per cent). In Canterbury, the largest growth came from the Manufacturing, Primary, Health care and Construction industries.

In contrast, annual growth was generally lower across the North Island with small falls in Auckland and Wellington. In both Auckland (down 2 per cent) and Wellington (down 1 per cent), the largest falls in job vacancies advertised were in the Hospitality industry.

Gisborne/Hawke's Bay recorded the largest regional growth in job vacancies advertised, up 32 per cent over the year. This is a recovery from a large drop over 2023 and 2024, possibly due to impacts from Cyclone Hale in January 2023 and Cyclone Gabrielle in February 2023. It should also be noted that annual changes will be more volatile in regions with smaller population bases.

Figure 2: *Annual changes in All Vacancies Index by region, 2021-2026; the latest growth was in all regions except Auckland and Wellington*



Table 1: Latest annual changes in All Vacancies Index; largest absolute changes for industries and occupations by region

Region		Largest annual changes by Industry		Largest annual changes by Occupation	
Total New Zealand	2%	Primary	12%	Sales workers	10%
		Health care	10%	Machinery drivers	10%
		Manufacturing	9%	Managers	-8%
Northland	6%	Health care	55%	Sales workers	21%
		Education	-16%	Professionals	21%
		Hospitality	-16%	Technicians & trades	-16%
Auckland	-2%	Education	7%	Sales workers	6%
		Health care	7%	Managers	-9%
		Hospitality	-13%	Labourers	-8%
Waikato	5%	IT	34%	Sales workers	21%
		Sales	16%	Machinery drivers	20%
		Health care	12%	Community & Personal	12%
Bay of Plenty	1%	IT	31%	Professionals	6%
		Health care	14%	Clerical & admin	6%
		Hospitality	-16%	Labourers	-11%
Gisborne/Hawke's Bay	32%	IT	164%	Managers	62%
		Business services	58%	Clerical & admin	59%
		Sales	55%	Professionals	59%
Manawatū-Whanganui/Taranaki	6%	Primary	55%	Professionals	14%
		Health care	20%	Machinery drivers	9%
		Hospitality	-13%	Sales workers	8%
Wellington	-1%	Primary	24%	Machinery drivers	30%
		Construction	14%	Labourers	25%
		Hospitality	-16%	Managers	-11%
Nelson/Tasman/ Marlborough/ West Coast	3%	Primary	33%	Sales workers	26%
		Manufacturing	18%	Managers	-12%
		Construction	-16%	Technicians & trades	-12%
Canterbury	8%	Manufacturing	20%	Machinery drivers	20%
		Primary	14%	Sales workers	19%
		Health care	13%	Technicians & trades	15%
Otago/Southland	5%	IT	21%	Clerical & admin	17%
		Primary	15%	Sales workers	17%
		Education	12%	Labourers	9%

Online Job Advertisements by Industry

Online job advertisements grew across 5 out of 9 industries over the year to the September 2026 quarter. The industries that grew were Primary (up 12 per cent), Healthcare (up 10 per cent), Manufacturing (up 9 per cent), Sales (up 2 per cent), and Construction (up 2 per cent). The largest falls were in Hospitality (down 7 per cent) and Business services (down 5 per cent).

For the Primary and Health care industries online job advertisements grew in 8 out of 10 regions, whilst the Manufacturing industry grew in all regions. Construction (up 2 per cent) had varied results across New Zealand, with strong annual growth in Wellington, Canterbury and Otago partly offset by falls in other regions.

The largest annual fall was in the Hospitality industry (down 7 per cent), with falls in 8 out of 10 regions; the only increases were in Otago (up 7 per cent) and Canterbury (up 3%).

Figure 3*: Annual changes in All Vacancies Index by industry, 2021-2026; the latest growth was largest in the Primary, Health care and Manufacturing industries*



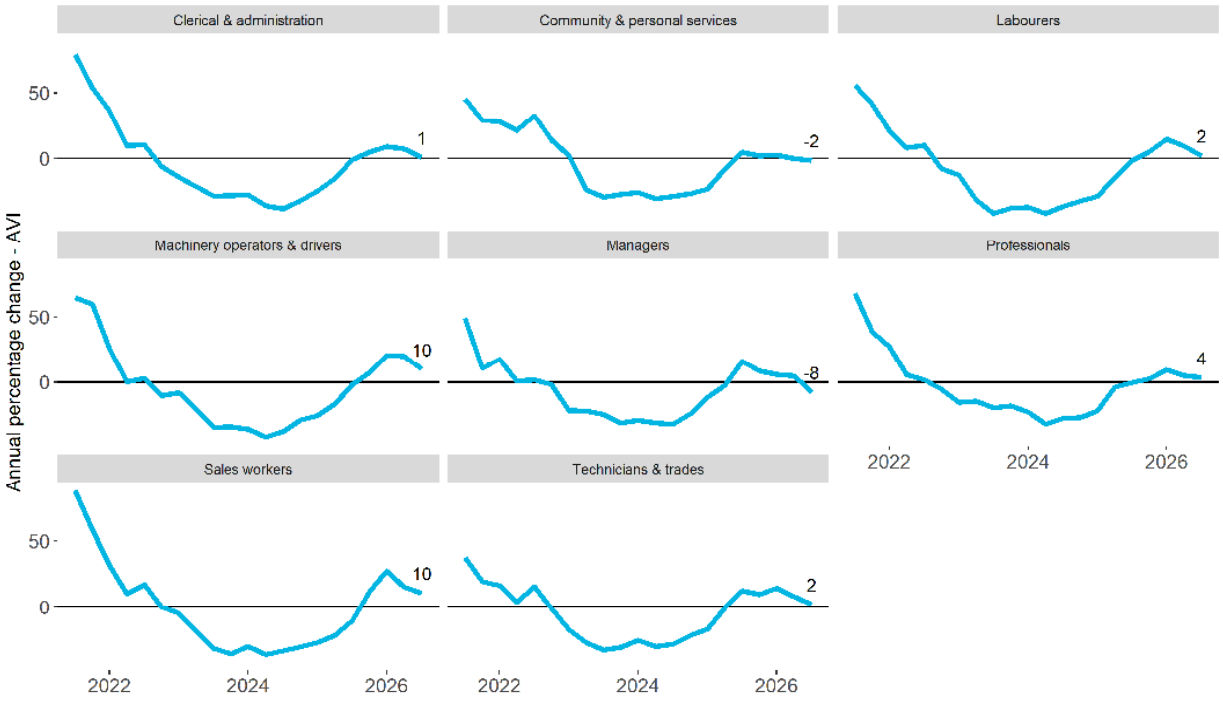
Online Job Advertisements by Occupation

Online job advertisements grew for 6 out of 8 occupation groups over the year to the September 2026 quarter. The only falls were in the Managers and Community & personal services occupation groups.

The largest annual growth was for Sales workers (up 10 per cent) where advertised vacancies grew in 9 out of 10 regions, and for the Machinery operators and drivers' (up 10%) occupation where 7 out of 10 regions grew.

The largest annual fall was for the Managers occupation (down 8 per cent) with falls in 9 out of 10 regions.

Figure 4: *Annual changes in All Vacancies Index by occupation, 2021-2026; the latest annual growth was largest in both the Sales workers and Machinery operators & drivers occupation groups*



Data Downloads

The data reported in the *Jobs Online* quarterly report can be accessed by following the link: Jobs Online quarterly data.

Northland

Figure 5: *Annual changes in All Vacancies Index by industry, 2021 to 2026 – Northland, latest annual change shown*

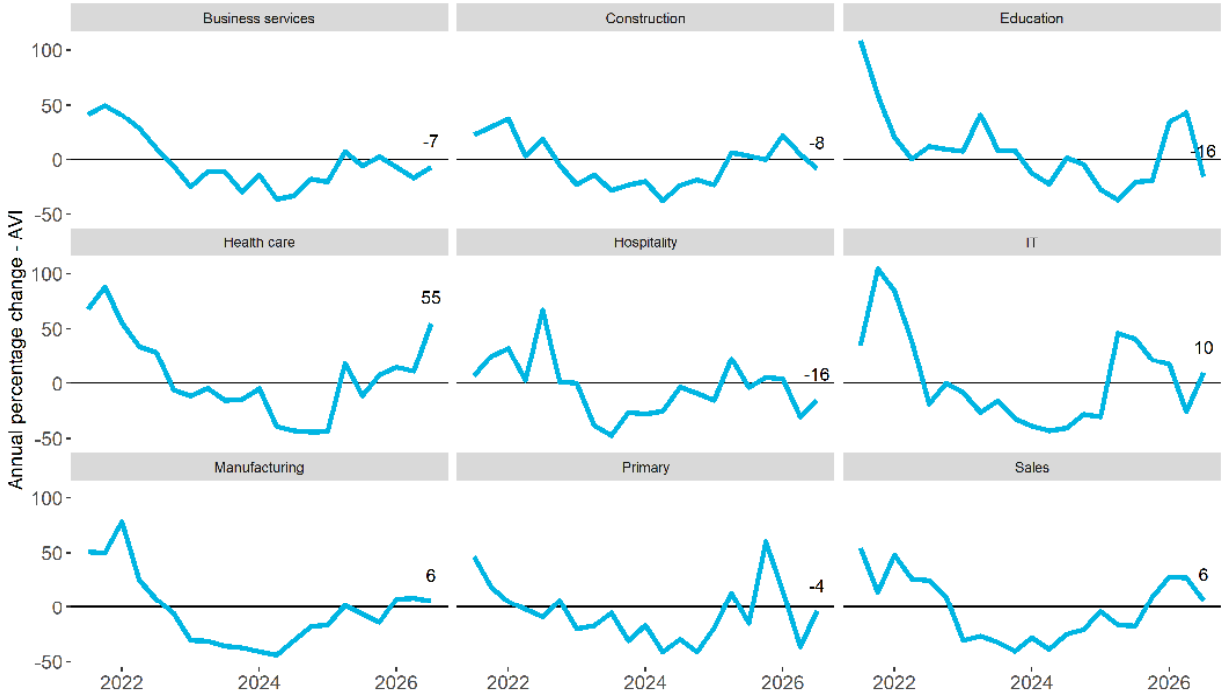
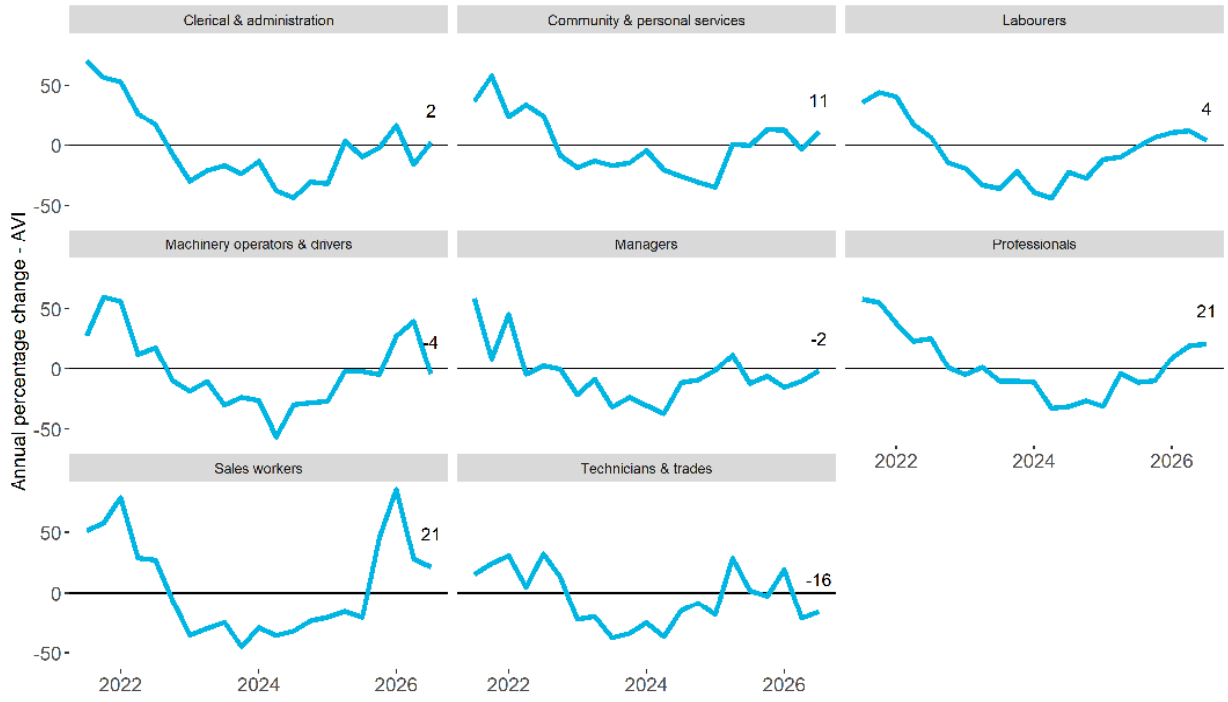


Figure 6: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 – Northland, latest annual change shown*



Auckland

Figure 7: *Annual changes in All Vacancies Index by industry, 2021 to 2026 – Auckland, latest annual change shown*

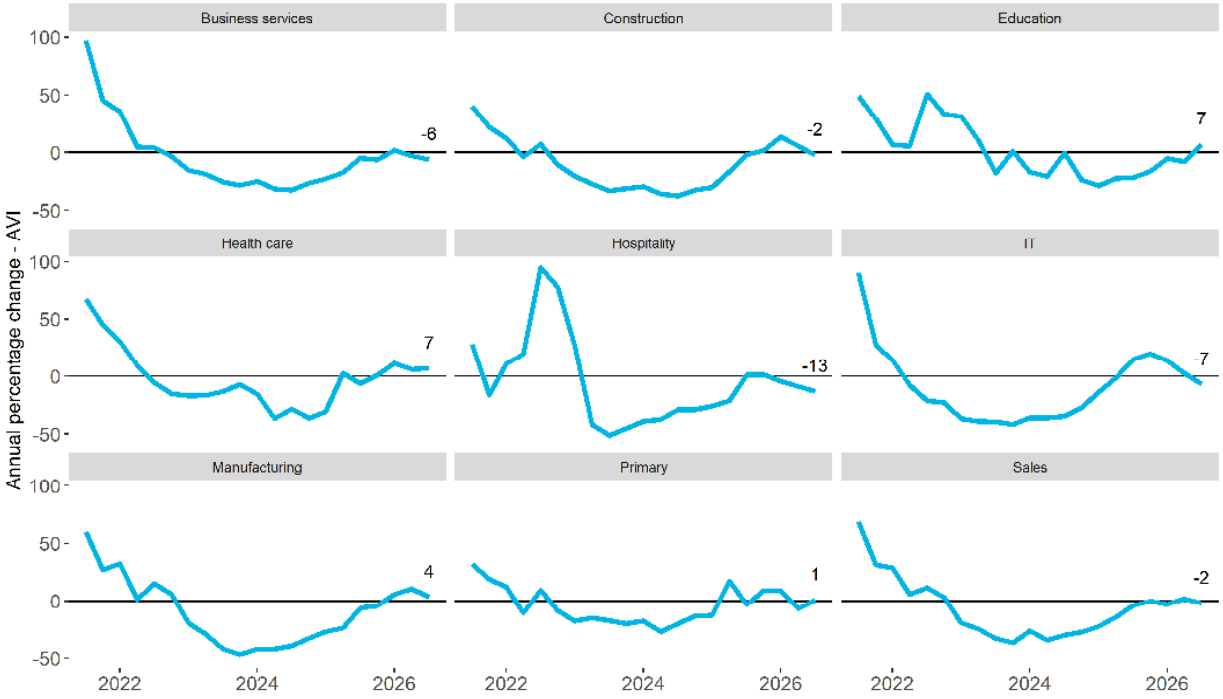


Figure 8: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 – Auckland, latest annual change shown*



Waikato

Figure 9: *Annual changes in All Vacancies Index by industry, 2021 to 2026 – Waikato, latest annual change shown*

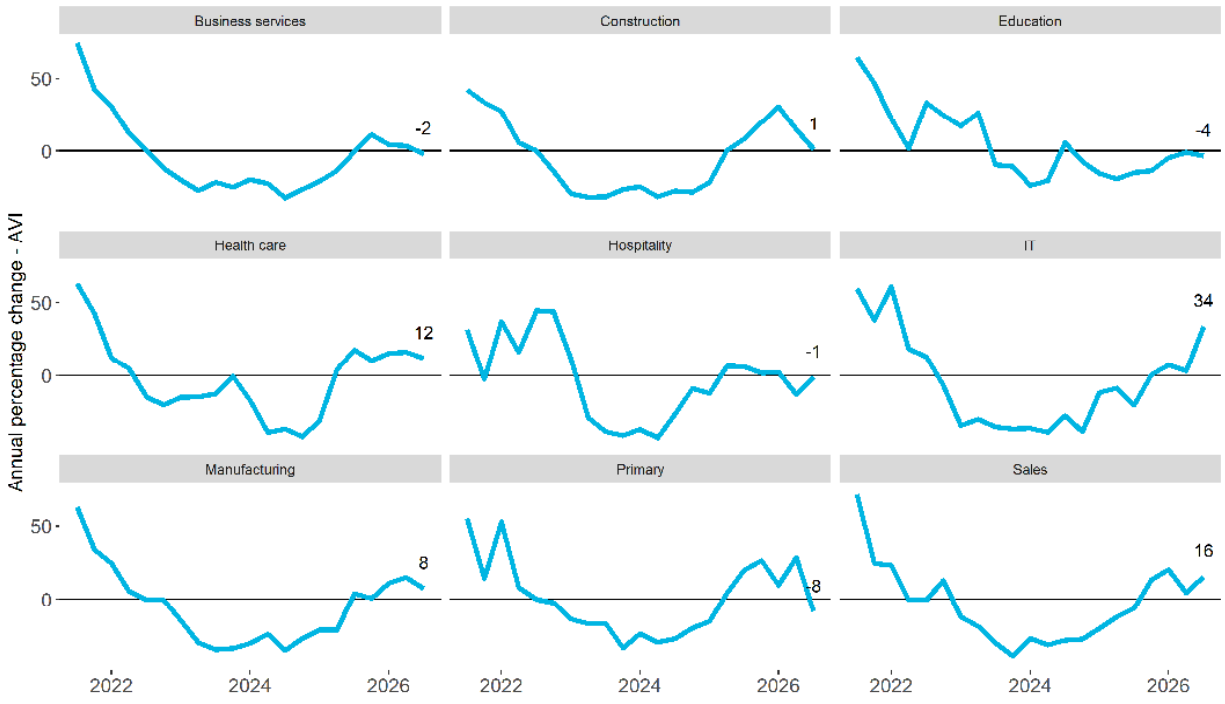
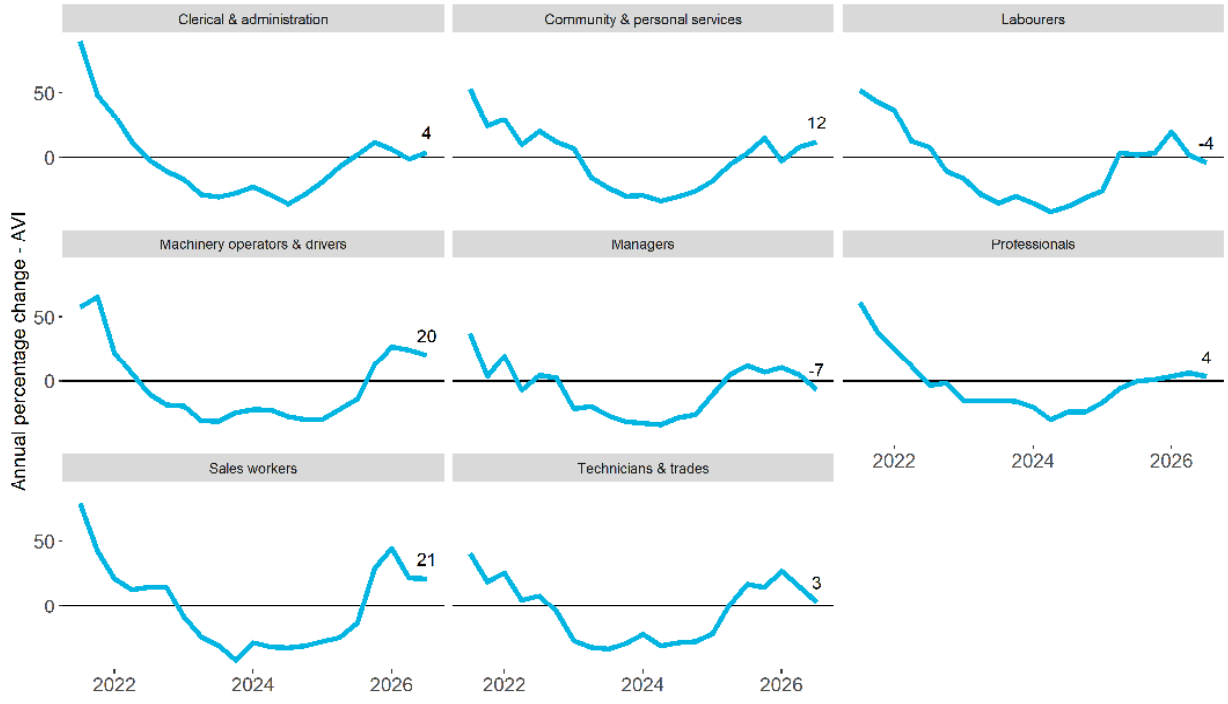


Figure 10: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 – Waikato, latest annual change shown*

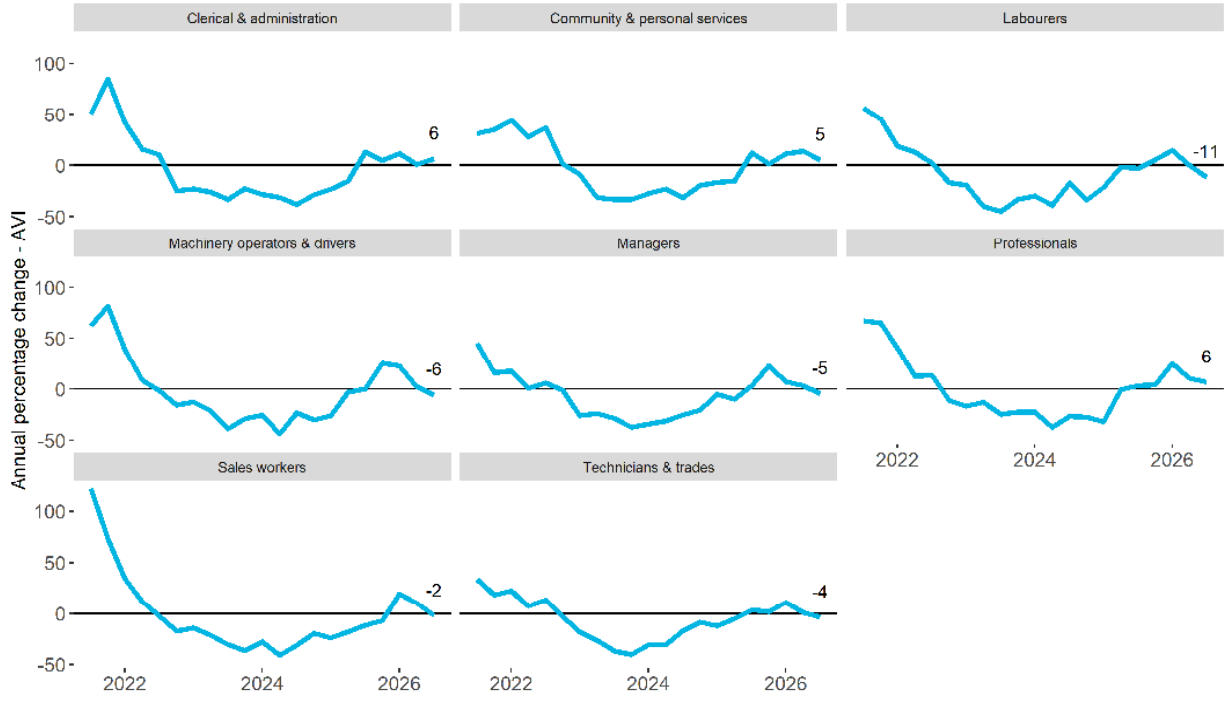


Bay of Plenty

Figure 11: *Annual changes in All Vacancies Index by industry, 2021 to 2026 - Bay of Plenty, latest annual change shown*



Figure 12: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 - Bay of Plenty, latest annual change shown*



Gisborne/Hawke's Bay

Figure 13: *Annual changes in All Vacancies Index by industry, 2021 to 2026 - Gisborne/Hawke's Bay, latest annual change shown*

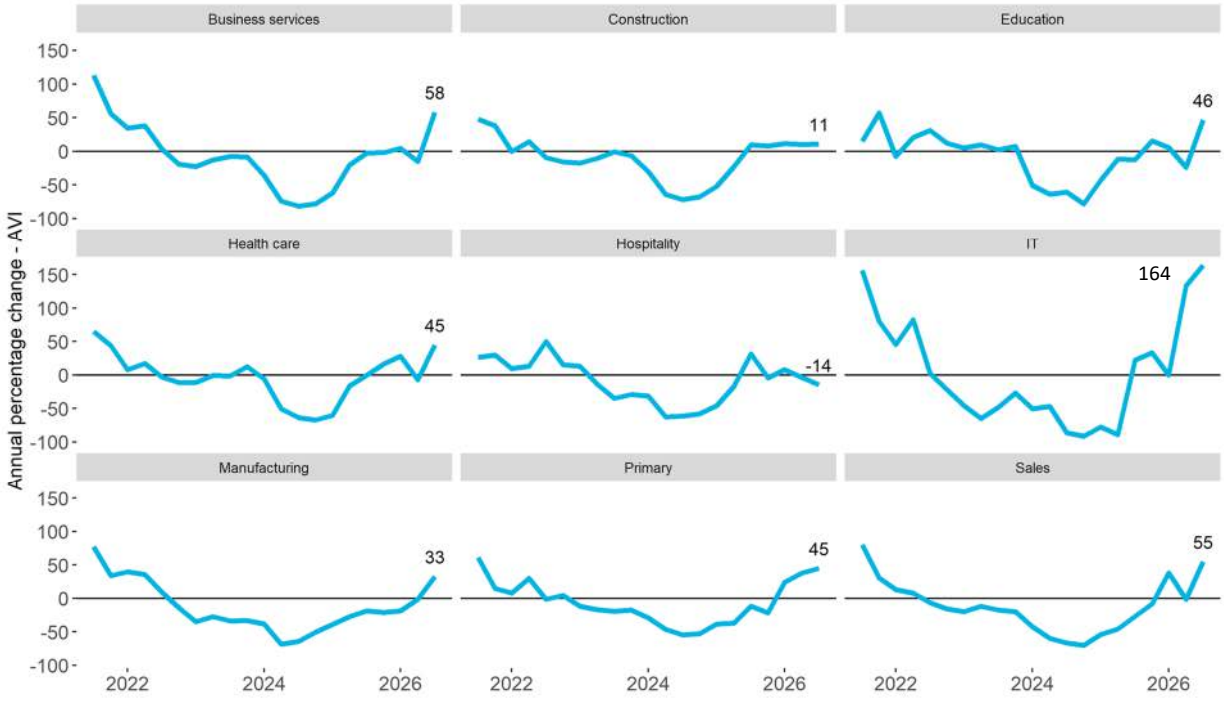
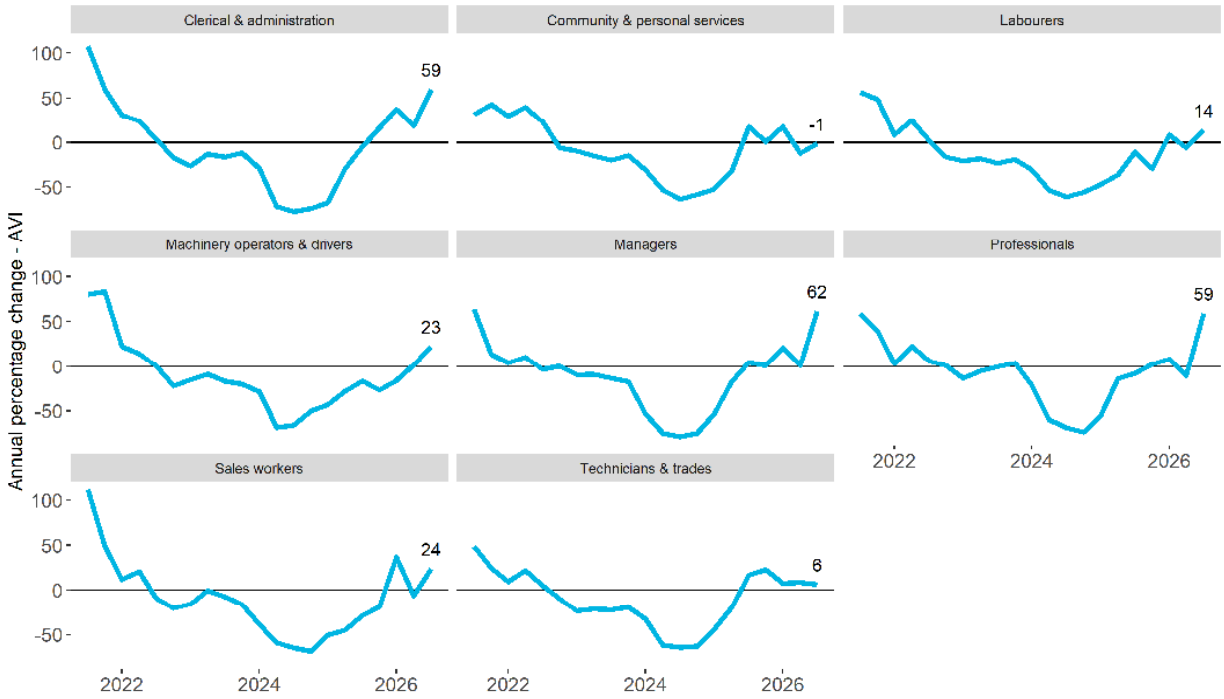


Figure 14: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 - Gisborne/ Hawke's Bay, latest annual change shown*



Manawatū-Whanganui/Taranaki

Figure 15: *Annual changes in All Vacancies Index by industry, 2021 to 2026 - Manawatū-Whanganui/Taranaki, latest annual change shown*

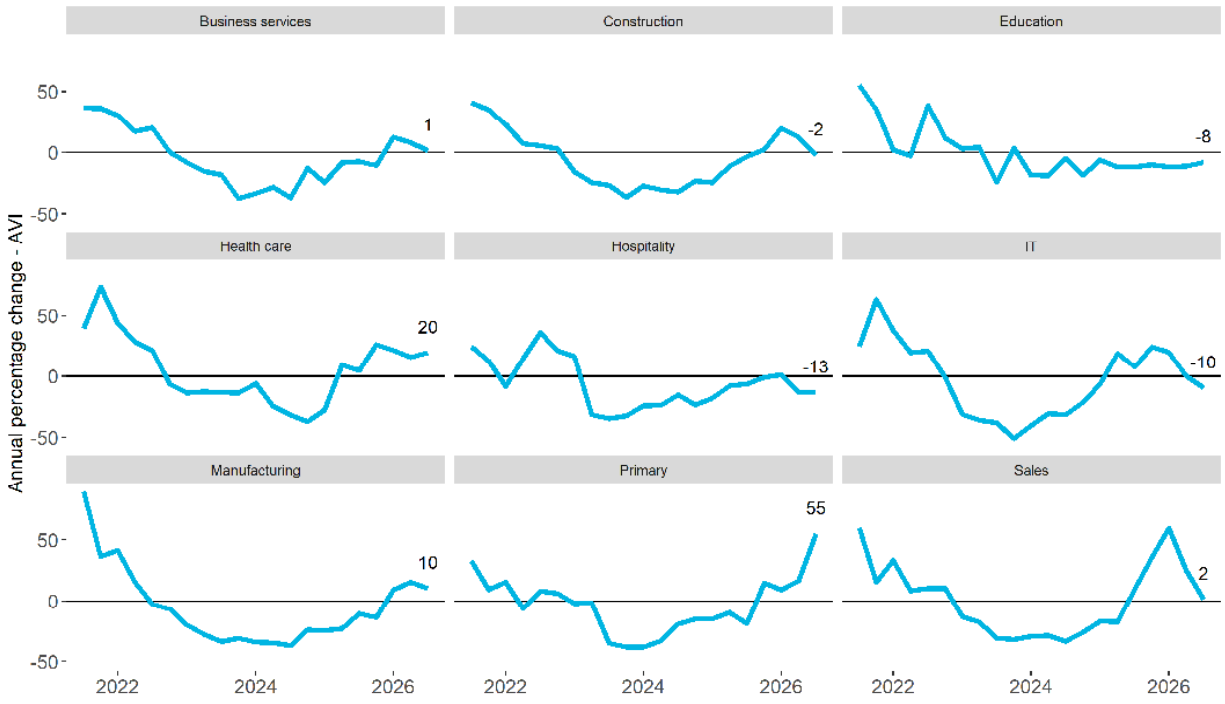


Figure 16: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 - Manawatū-Whanganui/ Taranaki, latest annual change shown*

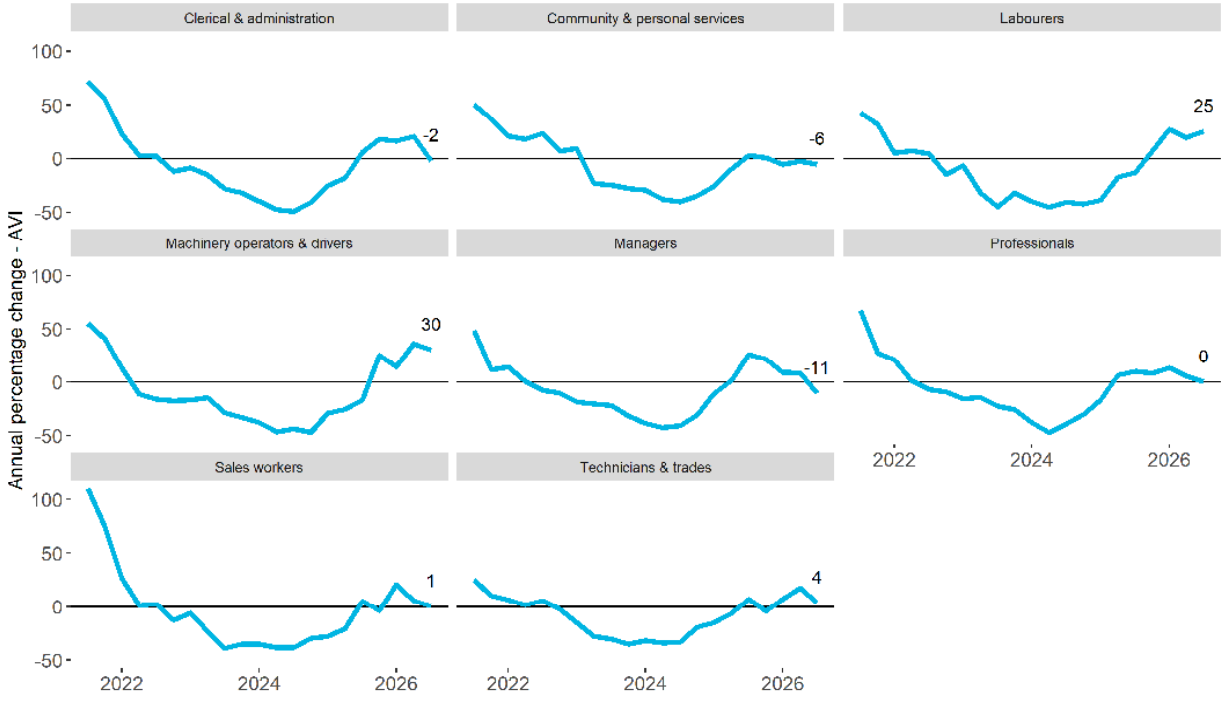


Wellington

Figure 17: *Annual changes in All Vacancies Index by industry, 2021 to 2026 - Wellington, latest annual change shown*



Figure 18: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 - Wellington, latest annual change shown*

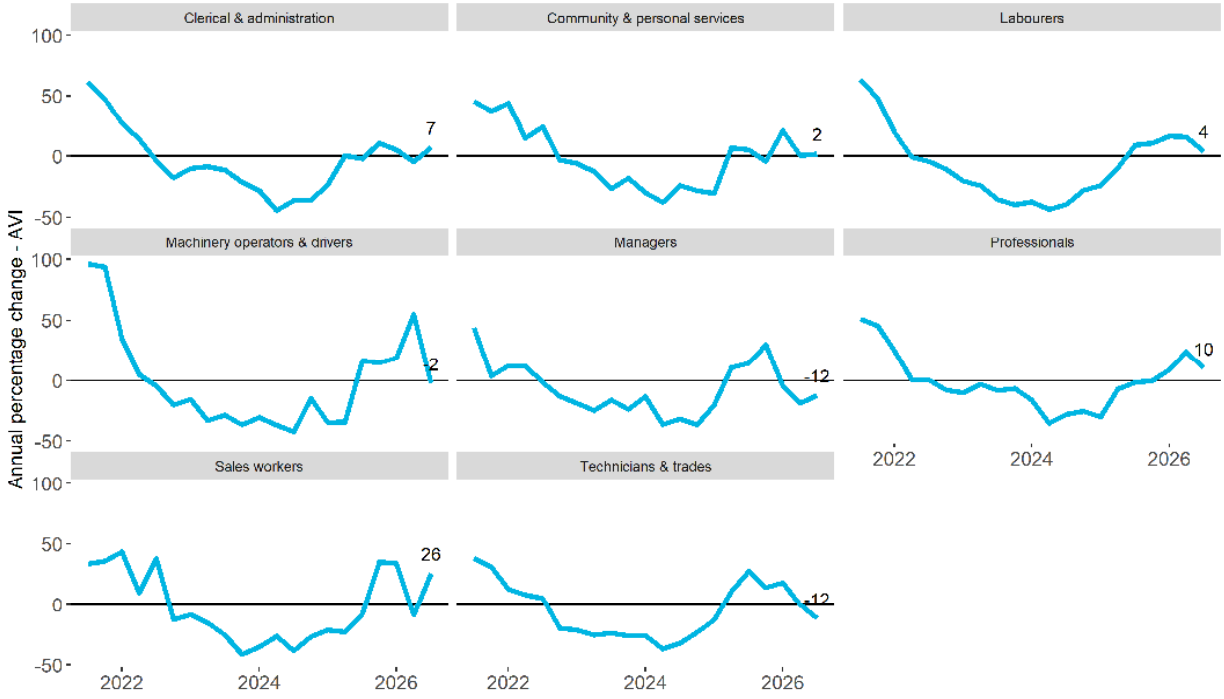


Nelson/Tasman/Marlborough/West Coast

Figure 19: *Annual changes in All Vacancies Index by industry, 2021 to 2026 - Nelson/Tasman/ Marlborough/West Coast, latest annual change shown*



Figure 20: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 - Nelson/Tasman /Marlborough/West Coast, latest annual change shown*

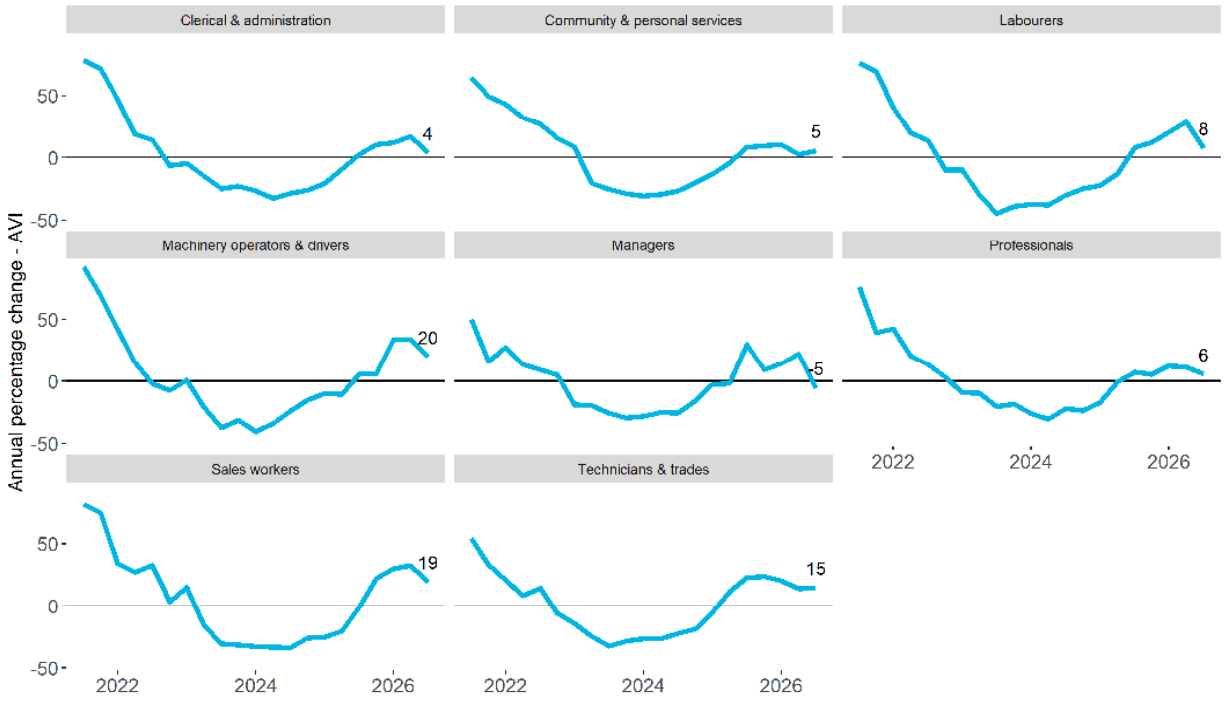


Canterbury

Figure 21: *Annual changes in All Vacancies Index by industry, 2021 to 2026 - Canterbury, latest annual change shown*



Figure 22: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 - Canterbury, latest annual change shown*



Otago/Southland

Figure 23: *Annual changes in All Vacancies Index by industry, 2021 to 2026 - Otago/Southland, latest annual change shown*



Figure 24: *Annual changes in All Vacancies Index by occupation, 2021 to 2026 - Otago/Southland, latest annual change shown*

