

New real time data: Announced softening of COVID-19 restrictions followed by emerging recovery in new job advertisements

03, October 2021: New data released today by [Purpose Bureau](#) shows that new job advertisements in NSW have begun a recovery over the September period.

The data compared three fortnightly periods: before lockdown (01 May 2021 to 15 May 2021), during Lockdown (09 August 2021), and the period after it was announced COVID-19 restrictions would be eased (07 September 2021 to 20 September 2021).

The data shows new job advertisements across the state dropped by 34% during lockdown since their peak in May, however now remain only 12% lower since the pre-lockdown period.

The figures also show Western Sydney is recovering faster than the city's East.

While new job advertisements in Western Sydney regions dropped by 53% during lockdown, they now sit at just 18% below their May peak.

Comparatively, new job advertisements in the East of the city dropped by 28% during lockdown, now new job advertisements sit at 3.2% below their May peak.

When comparing the period of lockdown to after the easing of restrictions were announced, the data shows that new job advertisements have increased by 34%. The Western Sydney region performed markedly better than the East of the city – where new job advertisements increased by 74% and 35% respectively.

While both were positioned at a lower base of new job advertisements during lockdown, the data suggests the momentum in the West is outpacing the East of the city.

When comparing the period of lockdown to today, three Western Sydney regions stand out the most – South West, Outer South West, and Blacktown – experiencing an increase in new job advertisements of 104%, 81%, and 74%, respectively. The Western Sydney region of Parramatta also increased by 55%, still outperforming the NSW average of 35%.

These regions were hardest hit by the lockdown, all having previously experienced more than a 50% drop in activity from before to during the lockdown.

The region with the quickest recovery is Sutherland, which had experienced a 53% drop new in job advertisements during lockdown. The latest figures show the region has recovered entirely, with new job advertisements 1% higher than the May period.

Despite the strong gains, hiring activity across NSW remains 12% lower than the period before the lockdown.

“Whilst the labour market has not yet fully recovered, the turnaround suggests businesses are expecting pre-lockdown trading levels to resurface sooner rather than later,” said Nick Kamper, CEO of Purpose Bureau.

“These numbers reinforce the affect policy certainty can have on business confidence.”

“It stands to be seen how much this momentum will be sustained once Government support for business unwinds over the coming weeks.”

Charts and data are available on the following pages.

About Purpose Bureau

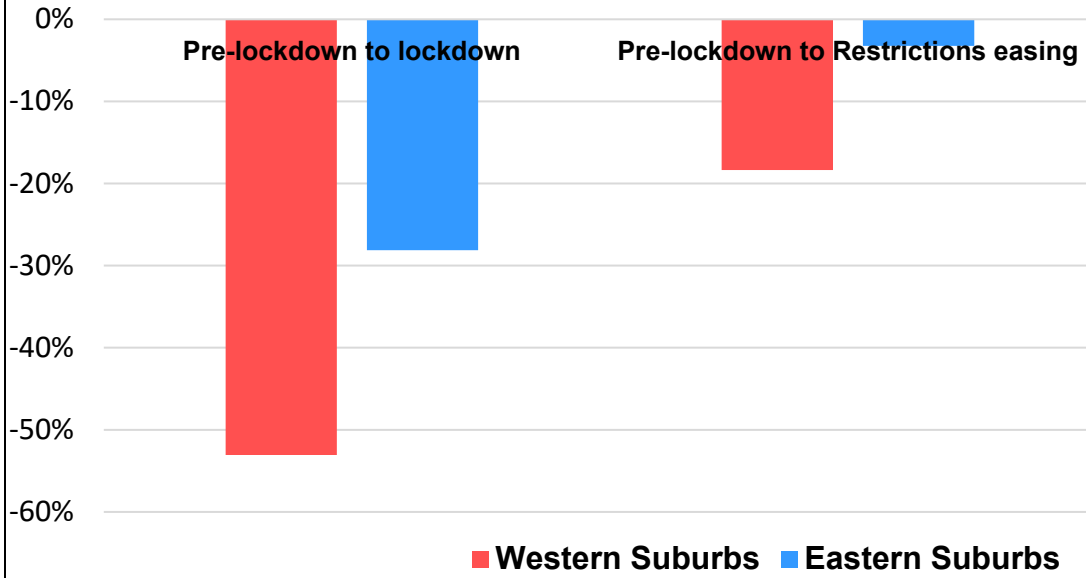
Purpose Bureau is Australia’s largest database of real-time business ESG data. Purpose Bureau’s database contains more than 200 insights on over than 2 million Australian businesses.

Region	Number of job ads (% Change)	
Statistical Area 4	Pre-lockdown to lockdown	Pre-lockdown to Restrictions easing
Sydney - Sutherland	-53%	1%
Sydney - South West	-55%	-9%
Sydney - Outer South West	-61%	-29%
Sydney - Blacktown	-57%	-25%
Sydney - Inner South West	-43%	0%
Sydney - Inner West	-46%	-10%
Sydney - Outer West and Blue Mountains	-61%	-36%
Richmond - Tweed	-46%	-11%
Mid North Coast	-46%	-13%
Sydney - Parramatta	-44%	-13%
Hunter Valley exc Newcastle	-38%	-12%
Riverina	-29%	1%
Sydney - Northern Beaches	-35%	-8%
New England and North West	-19%	13%
Sydney - North Sydney and Hornsby	-26%	2%
Total	-34%	-13%
Sydney - Baulkham Hills and Hawkesbury	-41%	-23%
Illawarra	-21%	4%
Southern Highlands and Shoalhaven	-40%	-22%
Sydney - Ryde	-32%	-11%
Newcastle and Lake Macquarie	-26%	-9%
Central Coast	-38%	-25%
Central West	-31%	-18%
Sydney - Eastern Suburbs	-26%	-13%
Sydney - City and Inner South	-30%	-18%
Capital Region	-11%	-2%
Murray	-26%	-19%
Coffs Harbour - Grafton	32%	12%
Far West and Orana	-18%	-56%

ANZSIC A	Pre-lockdown to lockdown	Pre-lockdown to Restrictions easing
Accommodation and Food Services	-69%	-29%
Rental, Hiring and Real Estate Services	-50%	-2%
Transport, Postal and Warehousing	-51%	-7%
Construction	-44%	1%
Public Administration and Safety	-47%	-10%
Retail Trade	-49%	-17%
Other Services	-55%	-27%
Manufacturing	-46%	-16%
Electricity, Gas, Water and Waste Services	-40%	-12%
Arts and Recreation Services	-49%	-27%
Financial and Insurance Services	-26%	3%
Mining	-21%	5%
Total	-34%	-13%
Education and Training	-38%	-19%
Wholesale Trade	-45%	-30%
Blank	-34%	-16%
Information Media and Telecommunications	-51%	-38%
Health Care and Social Assistance	-26%	-10%
Professional, Scientific and Technical Services	-25%	-9%
Administrative and Support Services	-26%	-13%
Agriculture, Forestry and Fishing	30%	33%

Change in hiring activity (%)

May compared to August, May compared to September

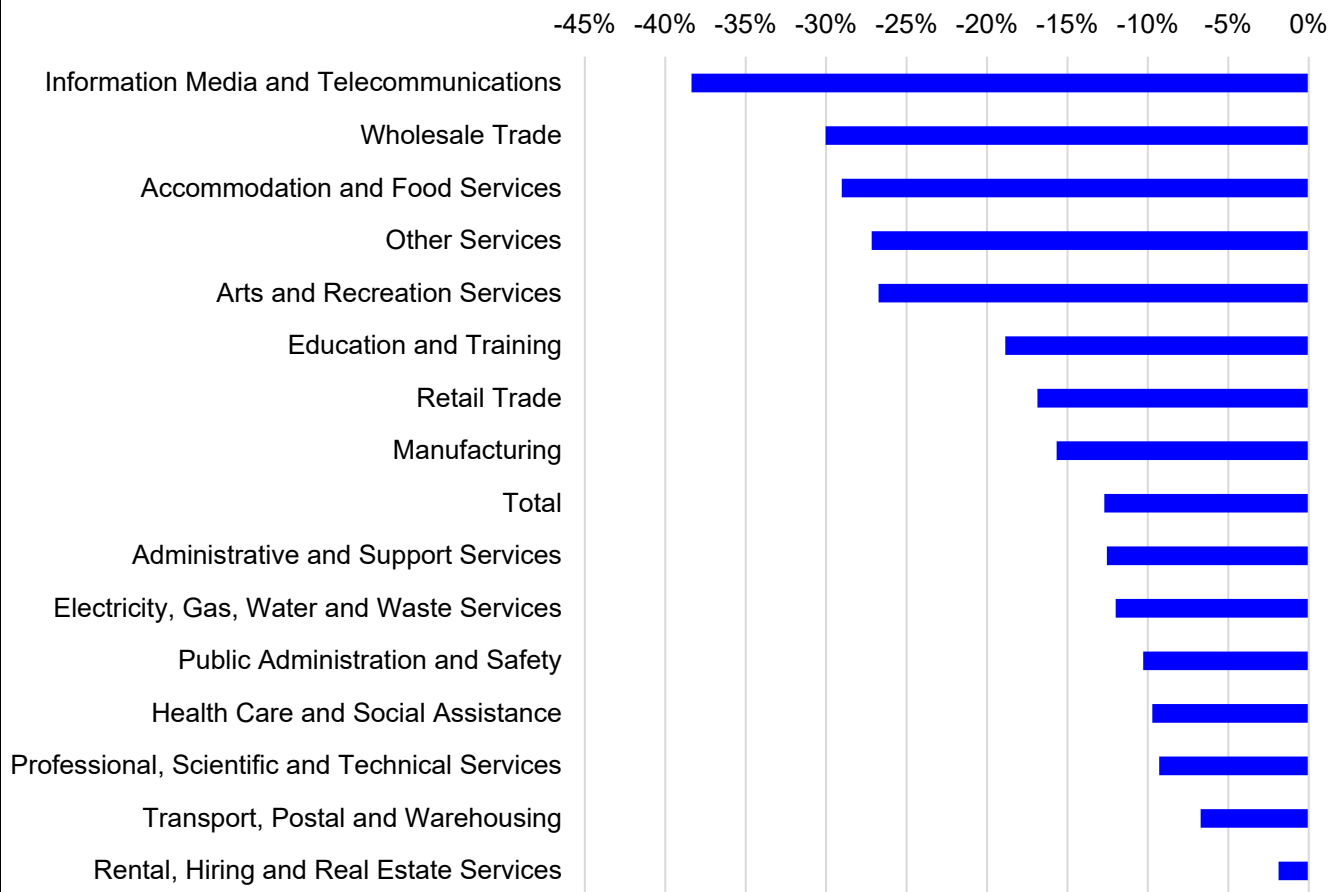


Pre-lockdown period: Fortnight of 01 May to 14 May 2021
Lockdown period: Fortnight of 27 July 2021 to 09 August 2021
Restrictions easing: Fortnight of 07 September 2021 to 20 September 2021

Source: Purpose Bureau

Change in hiring activity (%)

Comparing Lockdown period to Restrictions Easing



Lockdown period: Fortnight of 27 July 2021 to 09 August 2021
Restrictions easing: Fortnight of 07 September 2021 to 20 September 2021

Source: Purpose Bureau