

MONDAY 10th JANUARY 2022

95% INCREASE IN ONLINE JOB ADS OFFERING WORK-FROM-HOME

New research has found that online job advertisements offering temporary and permanent work from home arrangements (WFH) in Australia increased by 95% from March to December 2021.

The research was carried out by Purpose Bureau, who use proprietary algorithms to track the online hiring activity of every business in Australia. The research suggests WFH is here to stay.

WFH arrangements have been available in some sectors for some time, however the COVID crisis expedited it's rise from a niche 'nice-to-have', to crucial employment offering.

Purpose Bureau researchers analysed Australian online hiring activity between 01 March and 31 December 2021 and found not only the huge growth in WFH-friendly offerings but also found;

- Firms with above average ratings from online employee reviews were 2.9 times more likely to offer WFH arrangements than firms with below average reviews, and
- Younger firms (0 to 2 years) were 41% more likely to broadcast WFH ads compared to mature firms (5+ years). Not only this, but
- Industries with the highest proportion of WFH ads were Professional Services, Administrative and Support Services, and Information Media and Telecommunications.

The response to WFH offerings is positive and suggests it's a net benefit for both employer and the employee as flexible arrangements are strongly correlated with better workplace cultures. Purpose Bureau's CEO Nick Kamper today commented on the research and the findings;

"As the WFH debate carries out across workplaces, boardrooms and BBQs, this research shows that WFH arrangements are being now accepted as a vital part of employment offering.

"The proportion of job ads that included a WFH provision has remained elevated even after the harshest restrictions were lifted in NSW and Victoria.

"While every workplace is different and there's clearly benefits to in-person work for certain roles, our data suggests businesses need to address the possibility to WFH to stay in the race for top talent."

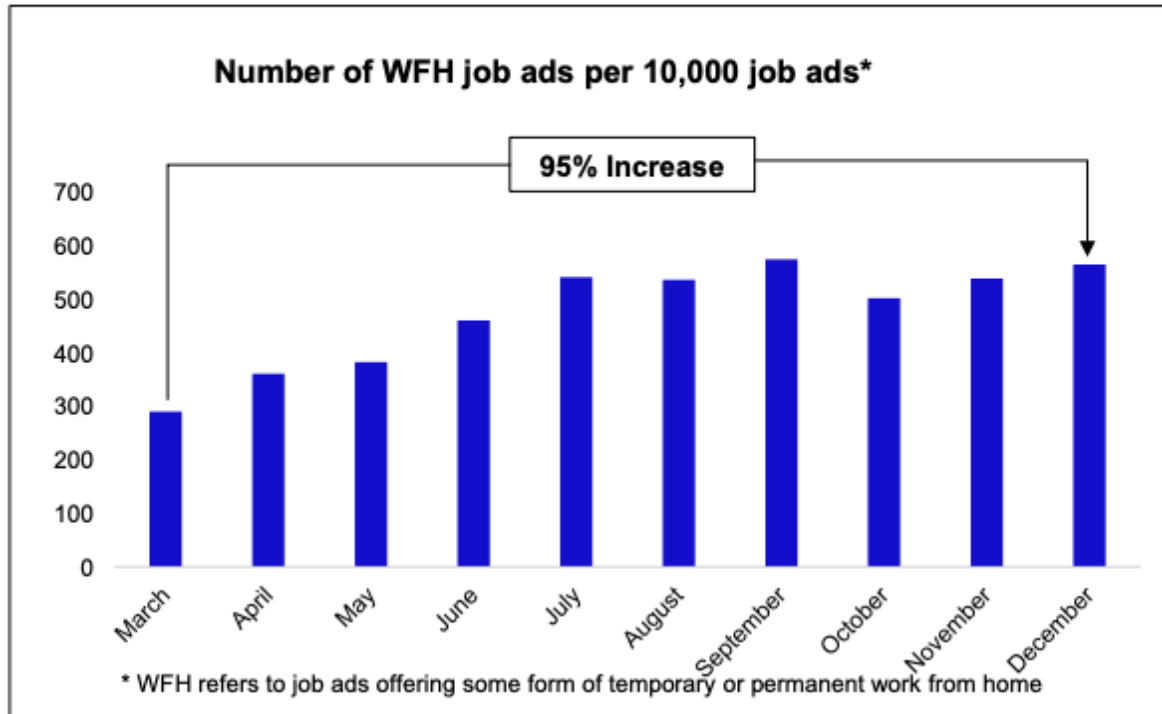
Purpose Bureau tracks real-time ESG and business intelligence on over 2.4 million Australian businesses. The business has developed proprietary technology to collect real time insights from over 500 data sources. Purpose Bureau use these insights to create ESG profiles of every business in Australia. www.purposebureau.com.

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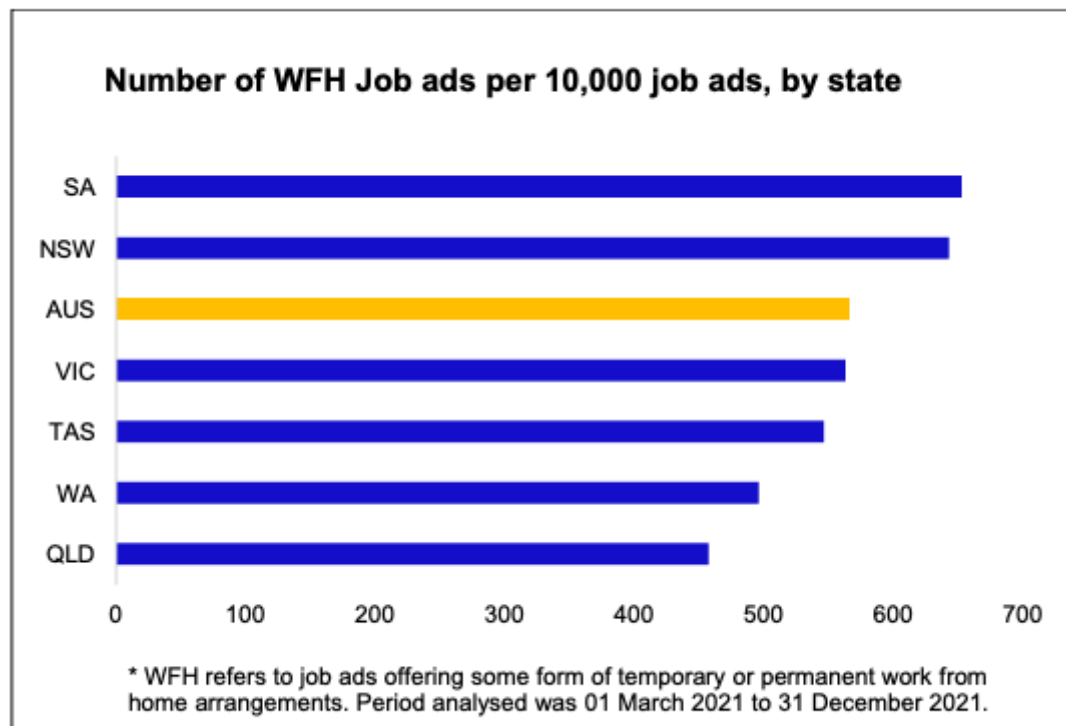
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Graphs

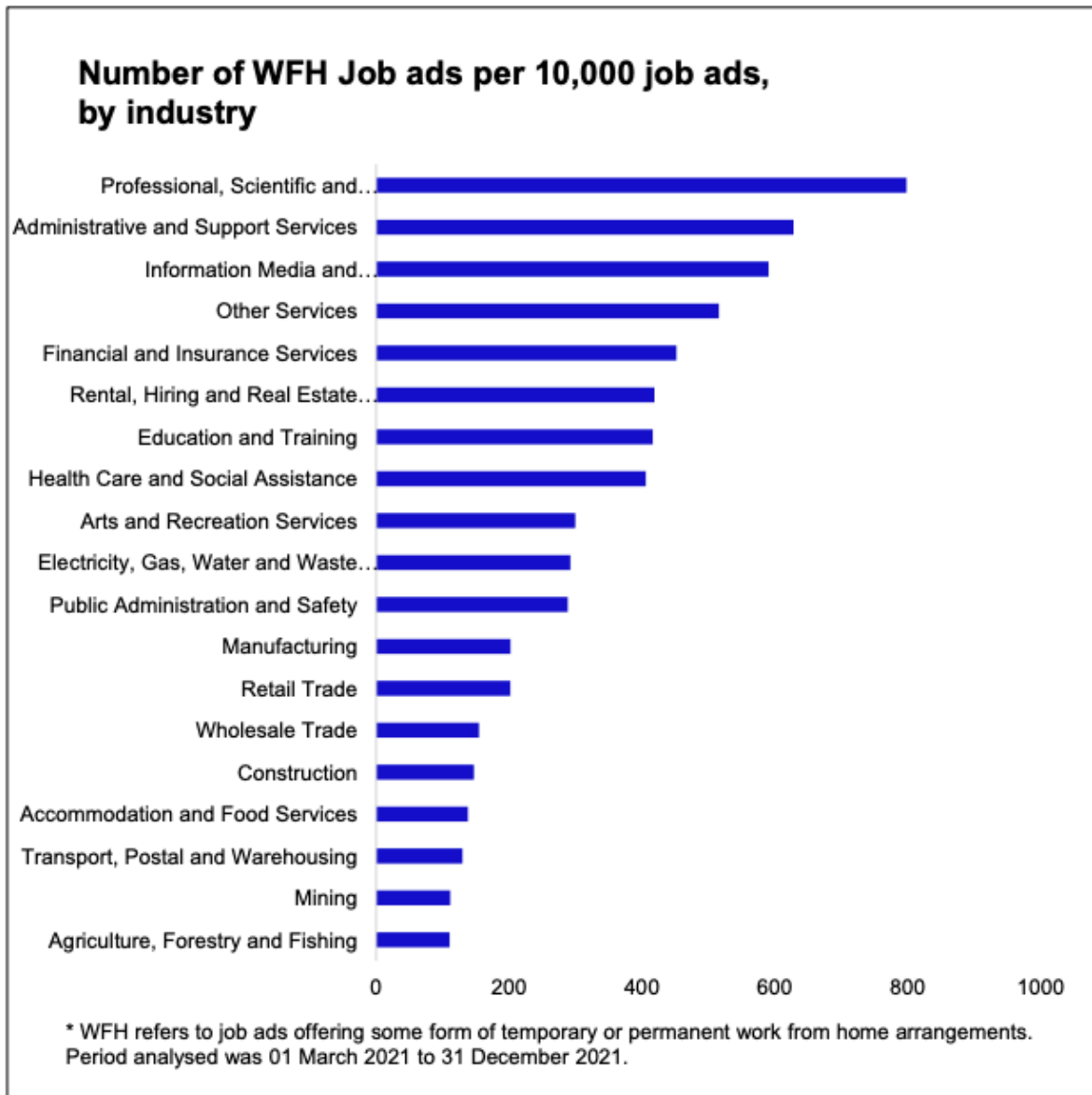
Graph 1: Number of WFH job ads per 10,000 job ads, Australia



Graph 2: Number of WFH job ads per 10,000 job ads, by State

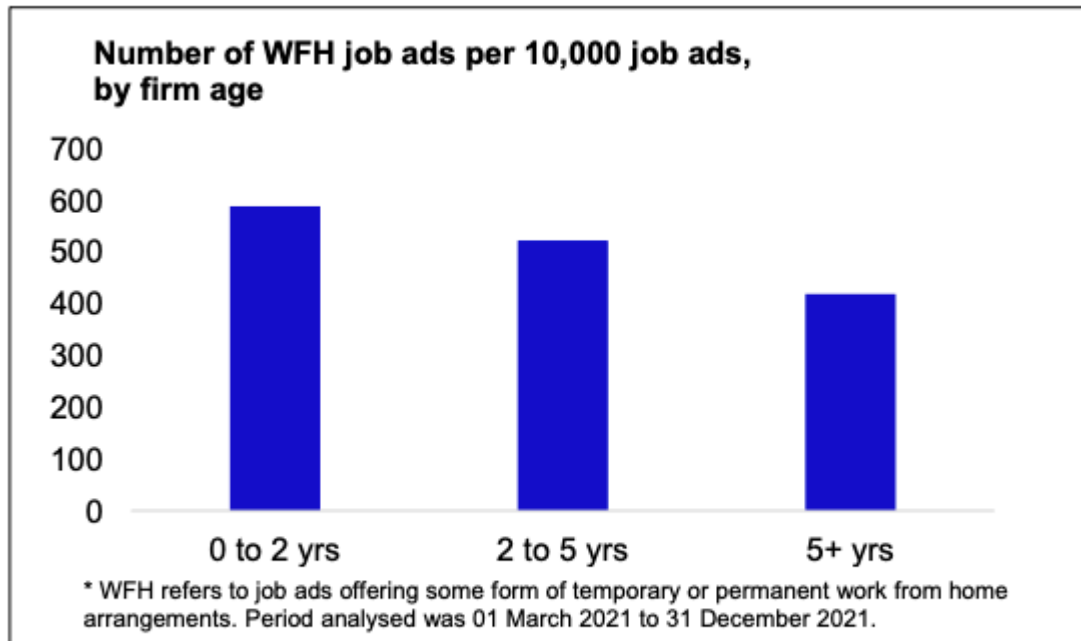


Graph 3: Number of WFH job ads per 10,000 job ads, by Industry

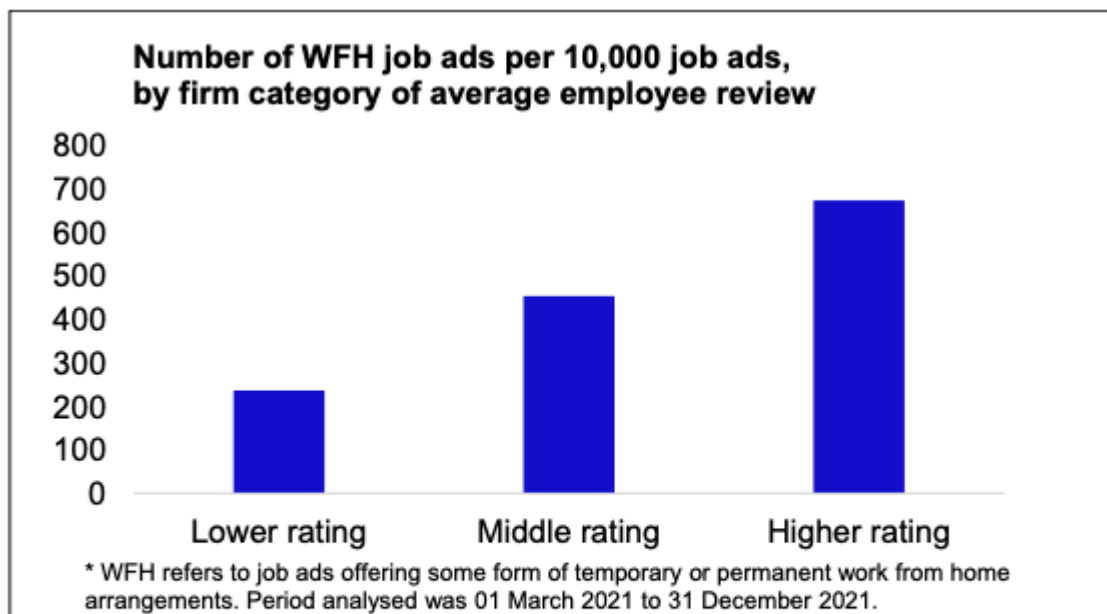


PRESS RELEASE

Graph 4: Number of WFH job ads per 10,000 job ads, by Firm age



Graph 5: Number of WFH job ads per 10,000 job ads, by firm employee sentiment



Note: firms with more than 50 online employee reviews were included in the analysis of workplace sentiment. The lower, middle, and higher categories each reflect 33% of firms according to their average employee reviews.

Data tables

Table 1: Number of WFH job ads per 10,000 job ads, by region

	AUS	NSW	QLD	SA	TAS	VIC	WA
March	290	339	290	168	181	296	236
April	361	388	341	262	213	460	184
May	383	420	317	290	228	495	249
June	460	480	351	457	223	619	334
July	541	646	474	380	138	638	391
August	536	638	547	301	142	623	371
September	574	681	477	506	431	686	396
October	502	555	444	425	569	565	302
November	539	586	528	452	309	574	428
December	565	643	457	652	546	563	496

Table 2: Number of WFH job ads per 10,000 job ads, by industry

Industry	WFH ads
Agriculture, Forestry and Fishing	111
Mining	111
Transport, Postal and Warehousing	130
Accommodation and Food Services	138
Construction	147
Wholesale Trade	155
Retail Trade	202
Manufacturing	202
Public Administration and Safety	288
Electricity, Gas, Water and Waste Services	292
Arts and Recreation Services	300
Health Care and Social Assistance	406
Education and Training	416
Rental, Hiring and Real Estate Services	419
Financial and Insurance Services	452
Other Services	516
Information Media and Telecommunications	590
Administrative and Support Services	628
Professional, Scientific and Technical Services	798

Table 3: Number of WFH job ads per 10,000 job ads, by firm age

Company Age	WFH ads
0 to 2 yrs	589
2 to 5 yrs	522
5+ yrs	419

Table 4: Number of WFH job ads per 10,000 job ads, by firm employee sentiment

Employee Sentiment	WFH ads
Lower rating	236
Middle rating	453
Higher rating	673