

New real time data: Lockdown crushing jobs in Western Sydney

03, September, 2021: New data released today by [Purpose Bureau](#) and [Accenture](#) shows that the lockdown is crushing job creation across NSW, with new job advertisements across the state down 34 per cent since before the crisis.

The data comparing fortnightly postings of new job ads in pre-lockdown and lockdown periods (01 May 2021 to 14 May 2021 and 27 July 2021 to 09 August 2021) found that Western Sydney was disproportionately affected - with online job postings down 54 per cent in Western Sydney, compared to a 29 per cent drop in the city's East.

The hardest hit regions are all in Western Sydney.

The Outer West and Blue Mountains and Outer South West were the region's hardest hit, both experiencing job listing plummet by 61% per cent. Blacktown was down 59% and Sutherland down 53%.

While job listings also dropped in other suburbs across Sydney, the city's inner suburbs were much less affected: Sydney city and inner south down by 30% and Eastern Suburbs down by 25%.

Some regional areas are also seeing big falls in new job ads. Tweed has dropped 51% while the Central Coast is down 37%.

"These numbers show that the rapid bounce back in employment conditions have been snuffed out by the lockdowns," said Dr Andrew Charlton, Managing Director at Accenture.

"And even once we ease lockdowns, the numbers have plummeted so much, it will be a long road back to confidence before we see a shift in employment again."

"We are seeing an emerging jobs crisis in Western Sydney as hiring plummets amid strict lockdowns," said Nick Kamper, CEO of Purpose Bureau.

"Hiring has fallen off a cliff in Western Sydney where businesses have turned off the employment tap.

"Hiring activity across Blacktown, Parramatta, South and Outer Southwest dropped by 54%, far worse than anything seen in Victoria during its darkest days last year.

"The NSW lockdown has wiped out all of the recovery from last year's recession."

The data also revealed which industries were most affected by the lockdown restrictions, highlighting significant hiring drops in: Accommodation and Food Services (down by 70%); Arts and Recreation Services (down by 56%); Information Media and Telecommunications (down by 51%); Transport, Postal and Warehousing (down by 50%) and Retail Trade (down by 46%).

Charts are available on the following pages.

Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 569,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners, and communities. Visit us at www.accenture.com.

Purpose Bureau

Purpose Bureau helps businesses operationalise their ESG commitments with quality data and knowledge tools. Purpose Bureau has developed Australia’s largest ESG business directory, containing over 100 independent ESG insights on every business in Australia. We use these insights to create ESG projections for over 2.4 million Australian businesses.

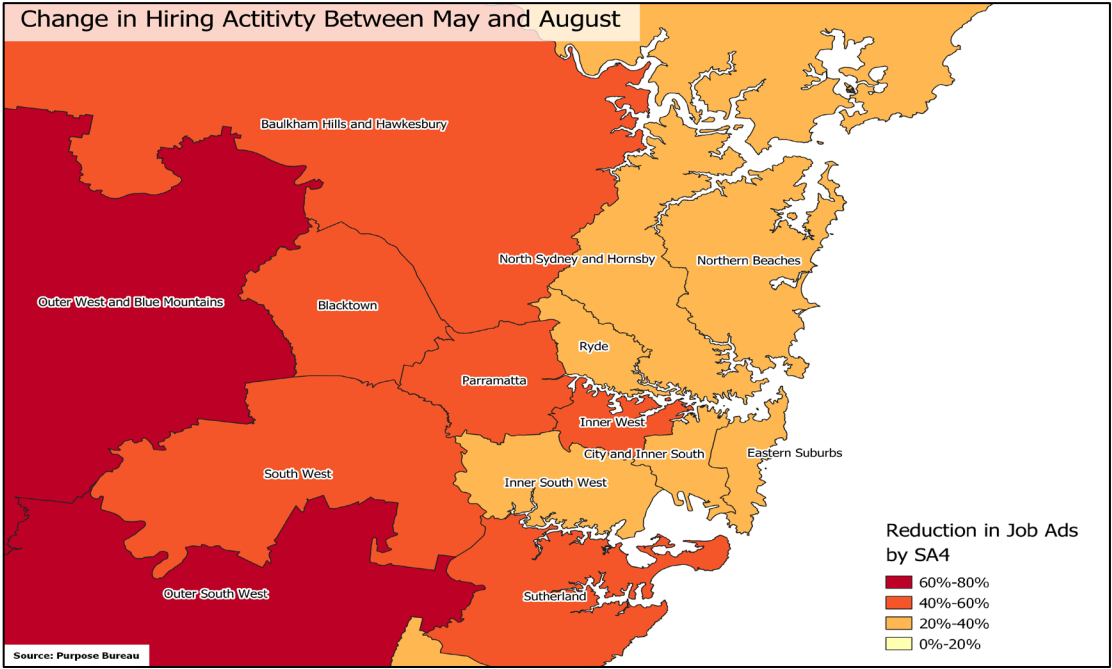
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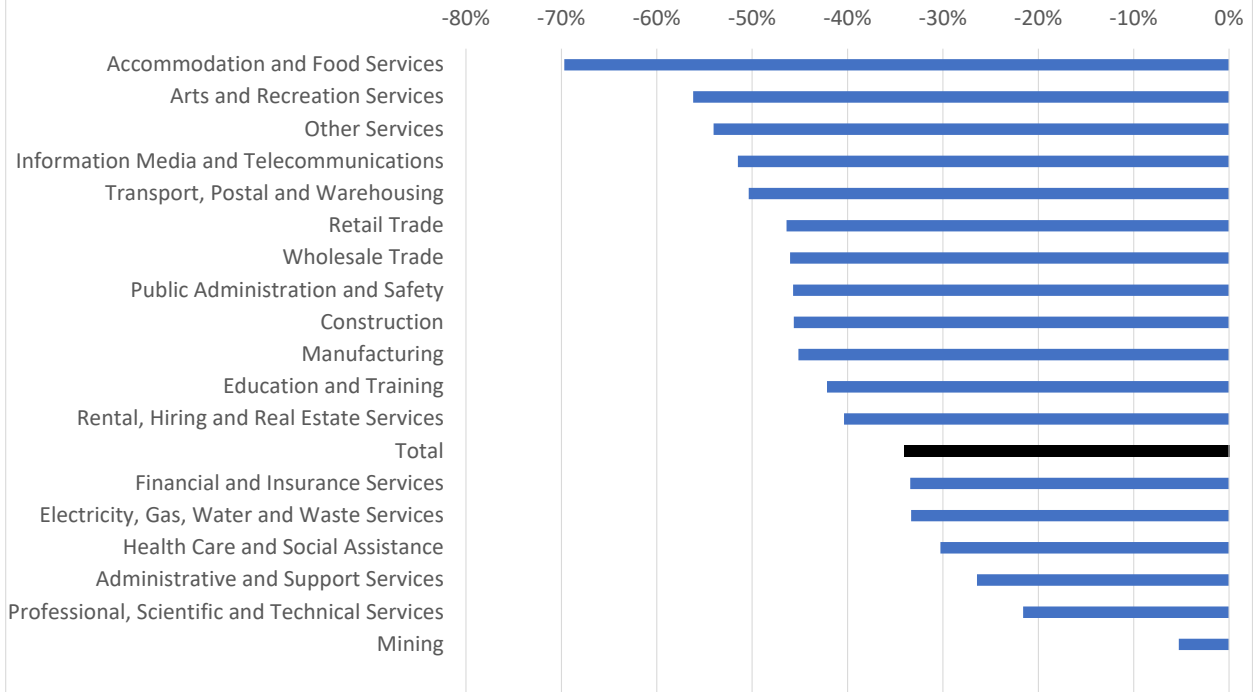
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By region

Sydney - Outer West and Blue Mountains	-61%
Sydney - Outer South West	-61%
Sydney - Blacktown	-59%
Sydney - South West	-53%
Sydney - Sutherland	-53%
Richmond - Tweed	-51%
Mid North Coast	-47%
Sydney - Parramatta	-46%
Sydney - Inner West	-43%
Southern Highlands and Shoalhaven	-43%
Sydney - Baulkham Hills and Hawkesbury	-40%
Central Coast	-37%
Sydney - Inner South West	-37%
Sydney - Northern Beaches	-36%
Illawarra	-34%
Total	-34%
Central West	-34%
Riverina	-33%
Hunter Valley exc Newcastle	-32%
Sydney - Ryde	-31%
Sydney - City and Inner South	-30%
Murray	-28%
Sydney - North Sydney and Hornsby	-27%
Newcastle and Lake Macquarie	-27%
Sydney - Eastern Suburbs	-25%
New England and North West	-25%
Far West and Orana	-18%
Capital Region	-12%
Coffs Harbour - Grafton	40%



Change in hiring activity (%) May compared to August



Notes: Compares the number of job ads posted online during and before the lockdown.

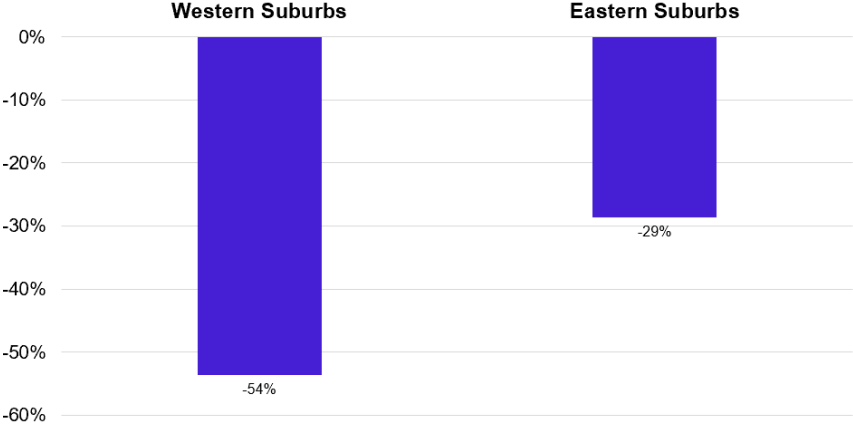
Pre-lockdown period: Fortnight of 01 May 2021 to 14 May 2021

Lockdown fortnight period: Fortnight of 27 July 2021 to 09 August 2021

Source: Purpose Bureau

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Source: Purpose Bureau

By industry

Mining	-5%
Professional, Scientific and Technical Services	-22%
Administrative and Support Services	-26%
Health Care and Social Assistance	-30%
Electricity, Gas, Water and Waste Services	-33%
Financial and Insurance Services	-33%
Total	-34%
Rental, Hiring and Real Estate Services	-40%
Education and Training	-42%
Manufacturing	-45%
Construction	-46%
Public Administration and Safety	-46%
Wholesale Trade	-46%
Retail Trade	-46%
Transport, Postal and Warehousing	-50%
Information Media and Telecommunications	-51%
Other Services	-54%
Arts and Recreation Services	-56%
Accommodation and Food Services	-70%