



Australian Government



Jobs and Skills Australia

Vacancy Report

July 2025

Released 13 August 2025

Job ads up 0.3% nationally in July

This month's results show the continuing resilience of the labour market at the national level with online job advertisements recording a slight increase in July. Online job advertisement numbers remain at elevated levels, with around 25% more advertisements in the labour market presently than compared with the monthly average for 2019.

- Online job advertisements at the national level increased in July 2025 (up by 0.3% or 620) to stand at 214,100.
 - Over the year to July 2025, online job advertisements decreased by 1.4% (or 3,000). Online job advertisement numbers, though, are at high levels historically.
 - This downward trend is present in other demand indicators, with the Australian Bureau of Statistics' [Job Vacancies, Australia](#) series showing a 2.8% decrease in vacancies over the year to May 2025.¹
- Recruitment activity increased across 5 states and territories over the month. The strongest increases were recorded in Northern Territory (up by 3.3% or 100 job advertisements) followed by Tasmania (up by 3.1% or 100) and New South Wales (up by 2.1% or 1,400).
- Over the month, advertisements increased across 4 Skill Level groups. The strongest increases were recorded for Skill Level 5 (commensurate with Certificate I or secondary education) occupations (up by 2.3% or 530 job advertisements) followed by Skill Level 4 (commensurate with Certificate II or III) occupations (up by 1.9% or 980).
- Advertisements increased across 5 major group occupation levels over the month. The strongest increase was for Labourers (up by 2.9% or 400 job advertisements) followed by Sales Workers (up by 2.2% or 380). No change was recorded for Professionals over the month.
- Recruitment activity was concentrated in metropolitan Australia, with 70.8% of job advertisements in July 2025 found in Australia's capital cities. Over the last 12 months, job advertisements have decreased in regional areas (down by 2.7%); however, a larger decrease was recorded for capital cities (down by 8.5%).

Each month the Vacancy Report provides a more detailed analysis of a particular labour market segment. This month's report spotlights rates of persistent hiring pressure.

214,100

Online
Job Advertisements

(seasonally adjusted)



0.3%

Monthly
change



1.4%

Annual
change

Online job advertisements increased by 0.3% (or 620 job advertisements) in July 2025 to stand at 214,100.

Over the year to July 2025, online job advertisements decreased by 1.4% (or 3,000 job advertisements).

¹ Australian Bureau of Statistics (ABS), '[Job Vacancies, Australia](#)', seasonally adjusted data, May 2025.

Help still wanted: decoding persistent hiring pressure

Understanding the dynamics of labour demand is complicated by the limitations of the data used to measure it. For example, the [Internet Vacancy Index](#) derives results from some of Australia's largest online job boards, yet estimates suggest only around 60% of all vacancies are captured in these sources. Further bias arises from employers' preferred recruitment methods across regions and occupations, such that labour demand for some places and jobs is underrepresented in Internet Vacancy Index results.² Other measures of labour demand are similarly subject to limitations.

These measurement challenges necessitate analytical strategies to develop understanding. Such strategies include combining insights from multiple measures, triangulating interpretations across a range of sources and constructing analyses with suitable adjustment for known limitations. For example, Jobs and Skills Australia has published a new measure of labour demand – the [Total New Vacancies](#) series – that sought to adjust for the known limitations of Internet Vacancy Index results using complementary data from the [Recruitment Experiences and Outlook Survey](#). Developing new ways to interrogate Internet Vacancy Index results builds a more nuanced picture of labour demand and its variation across Australia. To this end, Jobs and Skills Australia has constructed the Persistent Hiring Pressure Indicator as a new method of exploring Internet Vacancy Index results.

The Persistent Hiring Pressure Indicator identifies sustained periods of unusually high demand for an occupation within a region. The persistence of unusual, elevated demand for a specific occupation in a labour market region signals a potential barrier to an efficient labour market. In aggregate, patterns in the indicator can highlight differences between regional and metropolitan labour markets.

The indicator is determined using occupation unit groups ([Australia and New Zealand Standard Classification of Occupations](#), 4-digit) in a given labour market region.³ The number of online job advertisements is recalculated into a ratio to employment using [Nowcast of Employment by Region and Occupation](#) (NERO) estimates. This ratio is then converted to a standardised score. This score measures the variation of the ratio for each occupation in each region from its own average. Using this standardised score, periods of unusually elevated demand can be identified. An instance of persistent hiring pressure is identified where scores exceed the standard score threshold for 18 months within a 2-year period. Occupations in a given region that employ fewer than 100 workers or attract fewer than 10 online job advertisements each month were excluded to reduce volatility.

Labour shortages have been particularly challenging in regional Australia in recent years as outlined in the recent [Jobs and Skills Roadmap for Regional Australia – Phase 1](#).⁴ Various analyses, such as those based on the Recruitment Experiences and Outlook Survey and the [Occupation Shortage List](#), have unpacked the manifestations of these challenges.⁵ The persistent hiring pressure indicator also finds notable challenges to recruitment processes in regional Australia. As illustrated in Figure 1, around 10% of in-range occupations in regional labour markets face persistent hiring pressure, above the rate in major cities (around 6%) in July 2025. These results are in line with reports of a sharp increase in occupations in shortage only in regional areas in recent Occupation Shortage List findings. Notably, with the recent easing of labour market tightness, following the surge in recruitment activity coming out of the COVID-19 pandemic, there has been a rapid reduction in the number of occupations facing persistent hiring pressure over the last two years.

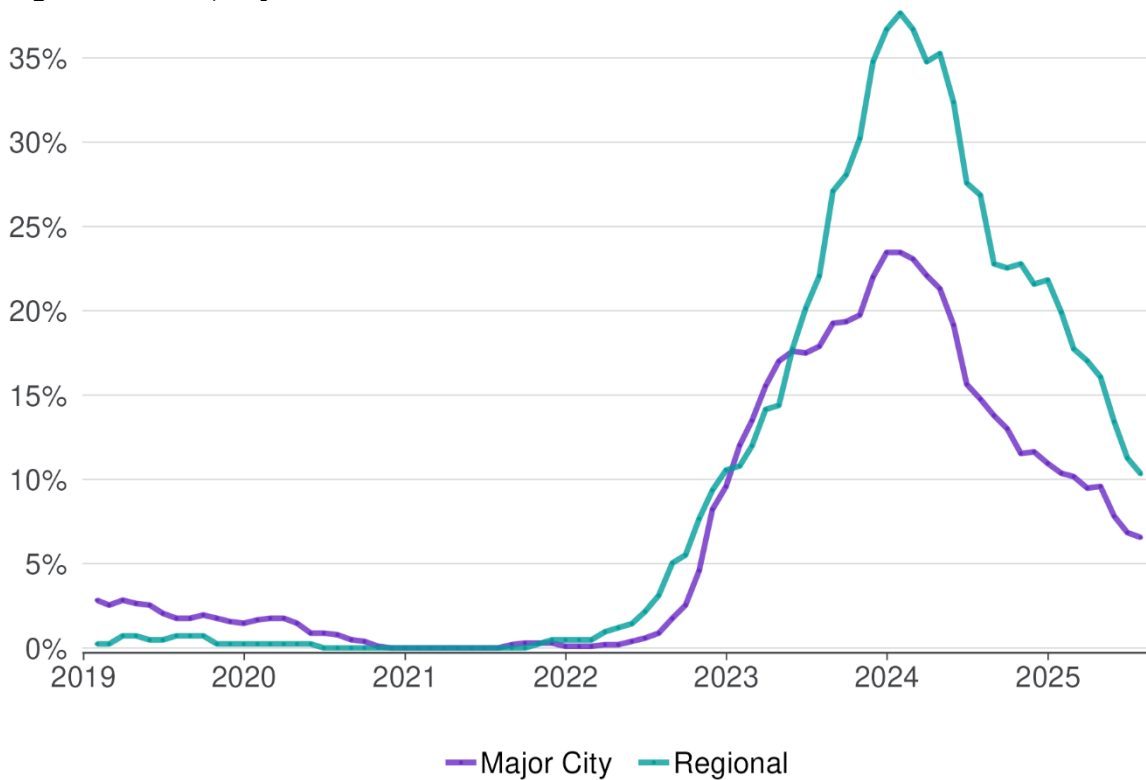
² Jobs and Skills Australia (JSA), ['From the big smoke to the back of Bourke: Recruitment experiences across Australia's regions'](#) [PDF 490KB], October 2024.

³ ABS, ['Australian and New Zealand Standard Classification of Occupations, 2013, Version 1.3'](#), 2019; ABS, ['Australian Statistical Geography Standard'](#), 2021; JSA, ['Internet Vacancy Index'](#), 6-month average data, July 2025; JSA, ['Nowcast of Employment by Region and Occupation'](#), July 2025; A slightly modified version of the Australian Bureau of Statistics' Australian Statistical Geography Standard, Statistical Area 4 regions were used. The modification aggregated some smaller labour market regions to include more occupations with small numbers of workers.

⁴ Jobs and Skills Australia, ['Jobs and Skills Roadmap for Regional Australia – Phase 1'](#), June 2025.

⁵ JSA, ['From the big smoke to the back of Bourke: Recruitment experiences across Australia's regions'](#); Jobs and Skills Australia, ['Jobs and Skills Roadmap for Regional Australia – Phase 1'](#).

Figure 1: Proportion of in-range occupations experiencing persistent hiring pressure across major cities and regional Australia, July 2025.



Source: Jobs and Skills Australia, Internet Vacancy Index, 6-month average data, July 2025; Jobs and Skills Australia, Nowcast of Employment by Region and Occupation, July 2025

The pattern of occupation groups facing persistent hiring pressure across regional Australia and major cities is generally similar. The differences reflect the concentration of occupations across these labour markets. Using the past decade of available data, Figure 2 presents the proportion of occupations with persistent hiring pressure across the major group level. Professionals had the largest share of occupations experiencing persistent hiring pressures, the share was larger in major cities (30.6%) than in regional labour markets (23.0%). In major cities, Managers and Labourers also held a larger share of occupations facing persistent hiring pressures. In contrast, the share of occupations with persistent hiring pressures among Technicians and Trades Workers, Community and Personal Service Workers, Clerical and Administrative Workers, Sales Workers, and Machinery Operators and Drivers was larger in regional areas.

Figure 2: Proportion of occupations subject to persistent hiring pressure by Major Occupation groups, 2015 to 2025.



Source: Jobs and Skills Australia, Internet Vacancy Index, 6-month average data, July 2025; Jobs and Skills Australia, Nowcast of Employment by Region and Occupation, July 2025

The Persistent Hiring Pressure Indicator provides a new means of understanding the dynamics of labour demand and its variation across Australia. This measure complements other indicators such as the recruitment difficulty rate drawn from the Recruitment Experiences and Outlook Survey and occupation shortages determined through the annual Occupational Shortage List research. Refining the ways in which existing data products are combined and analysed provides the opportunity for more nuanced findings and the possibility of quantifying dynamics that have previously been inferred from partial indicators.

Internet Vacancy Index Summary Sheet - July 2025

| | Number of job ads (no.) | Monthly change (no.) | Monthly change (%) | Annual change (no.) | Annual change (%) |
|------------------------------|-------------------------------|----------------------------|--------------------------|---------------------------|-------------------------|
| Australia | 214,100 | 620 | 0.3% | -3,000 | -1.4% |
| New South Wales | 65,100 | 1,400 | 2.1% | 1,200 | 1.9% |
| Victoria | 46,400 | 0 | 0.0% | -2,000 | -4.1% |
| Queensland | 51,400 | -430 | -0.8% | -1,300 | -2.5% |
| South Australia | 13,900 | -50 | -0.3% | 1,000 | 7.9% |
| Western Australia | 26,900 | 460 | 1.7% | -370 | -1.4% |
| Tasmania | 3,400 | 100 | 3.1% | -270 | -7.3% |
| Northern Territory | 3,100 | 100 | 3.3% | -120 | -3.6% |
| Australian Capital Territory | 4,800 | 80 | 1.6% | -910 | -16.0% |

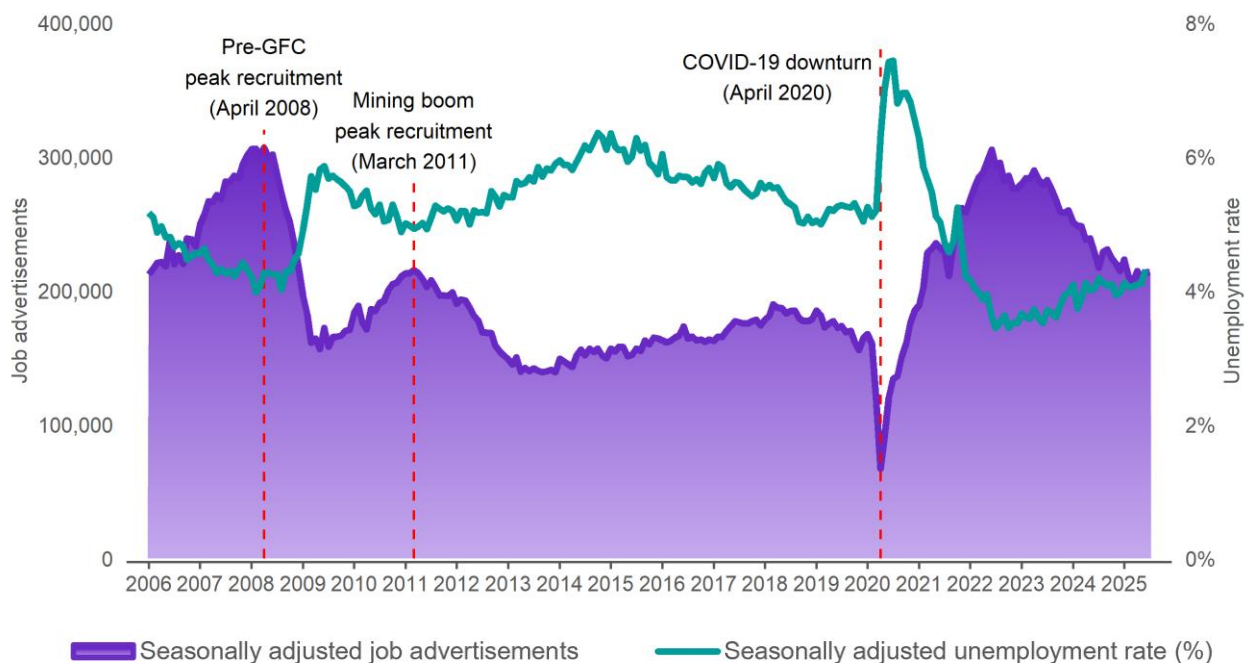
| | | | | | |
|--|--------|------|-------|--------|--------|
| Managers | 25,600 | 120 | 0.5% | 220 | 0.9% |
| Professionals | 62,000 | 0 | 0.0% | 930 | 1.5% |
| Technicians and Trades Workers | 30,400 | -380 | -1.3% | -1,100 | -3.5% |
| Community and Personal Service Workers | 20,900 | 310 | 1.5% | -3,100 | -13.0% |
| Clerical and Administrative Workers | 32,000 | -120 | -0.4% | -760 | -2.3% |
| Sales Workers | 17,100 | 380 | 2.2% | 140 | 0.8% |
| Machinery Operators and Drivers | 12,400 | 250 | 2.1% | 370 | 3.1% |
| Labourers | 14,100 | 400 | 2.9% | 210 | 1.5% |

| | | | | | |
|--|--------|-----|-------|--------|-------|
| Skill Level 1 - Bachelor degree or higher | 79,300 | 20 | 0.0% | 1,000 | 1.3% |
| Skill Level 2 - Advanced Diploma or Diploma | 24,800 | 350 | 1.4% | 50 | 0.2% |
| Skill Level 3 - Certificate IV or III* (Skilled VET) | 33,700 | -80 | -0.2% | -1,400 | -3.9% |
| Skill Level 4 - Certificate II or III | 53,700 | 980 | 1.9% | -2,700 | -4.9% |
| Skill Level 5 - Certificate I or secondary education | 23,900 | 530 | 2.3% | 150 | 0.6% |

*Includes at least two years of on-the-job training.

Source: Jobs and Skills Australia, Internet Vacancy Index, seasonally adjusted data, July 2025.

Figure 3: Job advertisements and unemployment rate, January 2006 to July 2025



Source: Australian Bureau of Statistics, Labour Force, Australia, seasonally adjusted data, June 2025; Jobs and Skills Australia, Internet Vacancy Index, seasonally adjusted data, July 2025.



The next IVI release is scheduled for 17 September 2025. The IVI is published on the JSA website at jobsandskills.gov.au/data/internet-vacancy-index.

The Internet Vacancy Index (IVI) is a monthly data series measuring online job advertisements, compiled by Jobs and Skills Australia (JSA). The IVI counts job advertisements newly lodged on the SEEK, CareerOne and Workforce Australia online job boards. Commencing in 2006, the IVI is the longest continuous time series for vacancy data in Australia. JSA research indicates the proportion of all vacancies covered by IVI has increased from 38% in 2016 to 57% in 2024. More detail on the IVI is available at jobsandskills.gov.au/data/internet-vacancy-index.



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