



Australian Government



Jobs and Skills Australia

Vacancy Report

November 2025

Released 10 December 2025

Job ads down 1.3% in November

This month's results show a slight decrease in online job advertisements, in line with the predominant trend of easing demand observed over much of the last 3 years. Despite this, vacancy numbers remain at elevated levels, with around 20% more advertisements in the labour market presently than compared with the monthly average for 2019.

- Online job advertisements at the national level decreased in November 2025 (down by 1.3% or 2,800) to stand at 204,500.
 - Over the year to November 2025, online job advertisements decreased by 7.2% (or 15,900). Advertisements 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 1.5% decrease in vacancies over the year to August 2025.¹
- Recruitment activity decreased across 5 states and territories over the month. The strongest decreases were recorded in the Northern Territory (down by 6.7% or 200 job advertisements) followed by Tasmania (down by 5.2% or 170) and Victoria (down by 2.9% or 1,300).
- Over the month, advertisements decreased across all Skill Level groups. The strongest decreases were recorded for Skill Level 3 (commensurate with Certificate IV or III) occupations (down by 2.2% or 730 job advertisements) followed by Skill Level 1 (commensurate with Bachelor degree or higher) occupations (down by 2.1% or 1,600).
- Advertisements decreased across 6 Major Occupation groups over the month. The strongest decrease was for Managers (down by 2.9% or 700 job advertisements) followed by Community and Personal Service Workers (down by 2.3% or 480).
- Recruitment activity was concentrated in metropolitan Australia, with 69.8% of job advertisements in November 2025 found in Australia's capital cities. Over the last 12 months, job advertisements have decreased in regional areas (down by 4.0%); however, a larger decrease was recorded for capital cities (down by 9.2%).

Each month the IVI report provides a more detailed analysis of a particular labour market segment. This month's report spotlights Amusement, Fitness and Sports Centre Managers.

204,500

Online
Job Advertisements

(seasonally adjusted)



1.3%

Monthly
change



7.2%

Annual
change

Online job advertisements decreased by 1.3% (or 2,800 job advertisements) in November 2025 to stand at 204,500.

Over the year to November 2025, online job advertisements decreased by 7.2% (or 15,900 job advertisements).

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

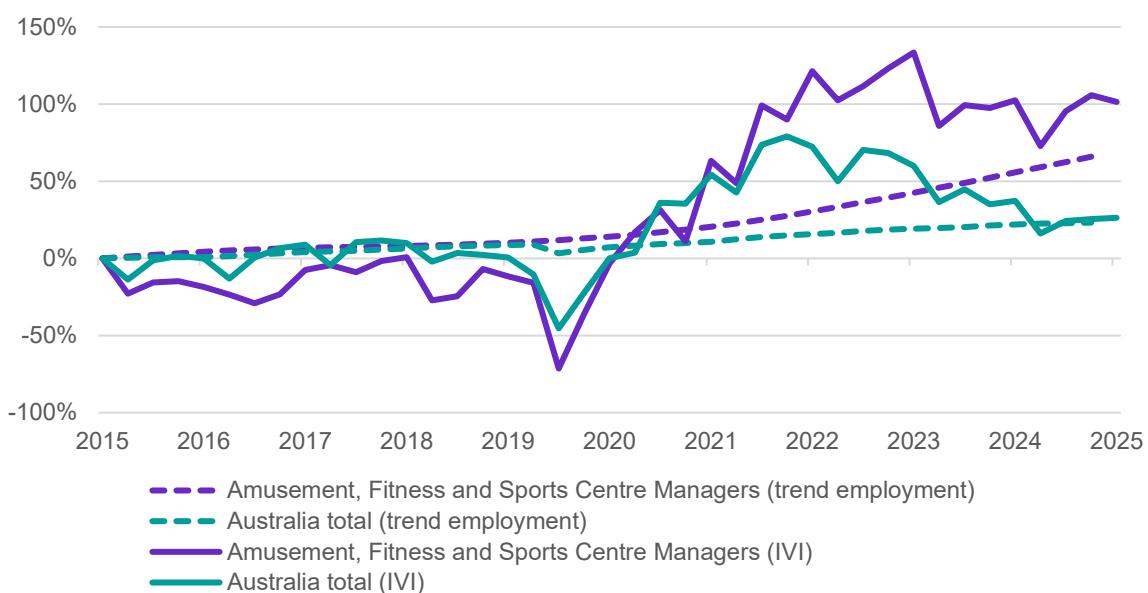
Managing fun, fitness, and the future: Australia's leisure leaders

The important work of Amusement, Fitness and Sports Centre Managers is increasingly visible as warmer weather, school holidays and New Year resolutions promise another busy end-of-year. Labour market indicators show strong alignment with growing consumer demand for health-focused recreation and notable stability within the occupation group. Workers in this occupation group facilitate some of Australia's favourite leisure activities. These range from invaluable swim schools for young children, to team sports popular among young adults, and fitness classes, golf, and tennis that sustain and grow engagement among mature-age Australians.²

The growing uptake of gym memberships and fitness classes, alongside the centrality of organised sports and sports and aquatic centres to communities across Australia, highlight the potential for complementary 'third places' (alternative spaces to home and work).³ These services are acknowledged for their significant socio-economic impact. However, the sector faces challenges across issues of access gaps and the effects of cost-of-living pressures.

Internet Vacancy Index results show a sustained increase in online job advertisements for Amusement, Fitness and Sports Centre Managers.⁴ In November 2025, there were 300 online job advertisements for this occupation group across Australia. This represents a 140% increase over the average recorded during 2019 (compared with a 20% increase across all occupations). Figure 1 shows consistently high online job advertisement numbers for Amusement, Fitness and Sports Centre Managers since the recovery from the COVID-19 downturn. While aggregate recruitment activity across all occupations has eased gradually over the past 3 years, advertisement numbers for these specialist managers have continued well above historical levels.

Figure 1: Online job advertisement and trend employment growth rate (November 2015 base) for Amusement, Fitness and Sports Centre Managers, November 2015 to November 2025.



Source: Australian Bureau of Statistics, Labour force, Australia, trend data, October 2025; Jobs and Skills Australia, Internet Vacancy Index, 3-month average data, November 2025; Jobs and Skills Australia, Labour Force Trending, August 2025.

Trend employment data show growing demand has been met by strong employment growth, with low churn (see figure 1).⁵ In August 2025, there were more than 21,000 workers employed in these specialist manager roles, a 46.9% increase over the past five years (compared with a 16.6% increase across all occupations over this period).⁶ Employment growth is expected to continue, with projections forecasting a 5.7% increase in employment numbers over the five years to May 2030, slightly below the all occupation average growth (6.5%).⁷

² Australian Sports Commission (ASC), AusPlay: Lifelong involvement in sport, November 2025.

³ ASC, AusPlay Data Portal: Participation by activity, 13 November 2025; Royal Life Saving Australia, State of Aquatic Facility Infrastructure 2025, February 2025; R Oldenberg and K Christensen, Third places, true citizen spaces UNESCO Courier, 21 March 2025.

⁴ Jobs and Skills Australia (JSA), Internet Vacancy Index, 3-month average data, November 2025.

⁵ JSA, Labour Force Trending, August 2025.

⁶ ABS, Labour Force, Australia, trend data, October 2025.

⁷ JSA, Employment Projections – May 2025 to May 2035, 2025.

[Occupation mobility data](#) reveals that, over the most recent five years of data, an average of 83% of Amusement, Fitness and Sports Centre Managers stayed in the occupation year-on-year.⁸ A further 3–5% were promoted to the occupation from in-sector occupations such as Fitness Instructor, Swimming Coach or Instructor, or Lifeguard. Given this low churn, robust growth has not led to shortages in recent years.⁹

As traditional ‘third places’; pubs, cafés and shopping centres, face sustained cost-of-living pressures and declining affordability, households are cutting back on this discretionary spending.¹⁰ In this context, the contribution of Amusement, Fitness and Sports Centre Managers is increasingly civic as well as commercial. These managers oversee gyms, sports clubs and aquatic centres that deliver significant health, social and economic benefits while fostering community connection and social capital.¹¹ Labour market indicators point to favourable prospects. However, workforce challenges, such as rising occupational violence and aggression from clients, temper an otherwise favourable outlook.¹²

At the same time, proposed consumer protection measures, such as banning subscription traps and requiring cancellation processes to be as simple as sign-up, could strengthen trust in membership-based models and support confident engagement with fitness and recreation services.¹³ Against this backdrop, the centrality of organised sport and recreation centres is supported by the robust participation data collected in the [AusPlay program](#) and the strategic priorities for inclusive, lifelong involvement in sport outlined in the [Play Well participation strategy](#).¹⁴ These and other initiatives position gyms, sports clubs and aquatic centres as accessible, inclusive ‘third places’ where Australians can reconnect, be active and belong – helping communities thrive despite broader economic headwinds.

⁸ JSA, ‘[Data on Occupation Mobility: Unpacking Workers Movements](#)’, January 2024.

⁹ JSA, ‘[Occupation Shortage List](#)’, October 2025.

¹⁰ J Story Carter, ‘[Can Australia still afford the pub, coffee and Friday night takeaway?](#)’, ABC News, 21 April 2025; NAB, ‘[Consumer Sentiment Survey, Q3 2025](#)’, 22 October 2025.

¹¹ C Yeomans, R Storr, E Sherry and A Karg, ‘[Social value accumulation through Australian aquatic facilities](#)’, *Managing Sport and Leisure*, 14 May 2024, DOI:10.1080/23750472.2024.2332664; PN Pye, K Toohey and G Cuskelly, ‘[The social benefits in sport city planning: a conceptual framework](#)’, *Sport in Society*, 2015, 18(10), 1199–1221. DOI:10.1080/17430437.2015.1024235; R Storr and J Richards, ‘[The tennis club is my safe space: assessing the positive impact of playing tennis on LGBT+ people in Australia](#)’, *Sport, Education and Society*, 2022, 29(5), 521–534. DOI:10.1080/13573322.2022.2034144.

¹² Royal Life Saving Australia, ‘[National Aquatic Industry Workforce Report](#)’, September 2025.

¹³ A Leigh, ‘[Stopping Unfair Trading: Subscription Traps and Hidden Fees Targeted \[media release\]](#)’ The Treasury, 23 November 2025; E Bennett, ‘[Federal government will move to ban consumer ‘trap’ costing Australians \\$46 million a year](#)’, 9 News, 23 November 2025.

¹⁴ ASC, ‘[Play Well – Australia’s Sport Participation Strategy](#)’, November 2023; ASC, ‘[AusPlay: Lifelong involvement in sport](#)’.

Internet Vacancy Index Summary Sheet – November 2025

	Number of job ads (no.)	Monthly change (no.)	Monthly change (%)	Annual change (no.)	Annual change (%)
Australia	204,500	-2,800	▼ -1.3%	-15,900	▼ -7.2%
New South Wales	60,600	-1,600	▼ -2.6%	-4,400	▼ -6.7%
Victoria	43,800	-1,300	▼ -2.9%	-4,900	▼ -10.0%
Queensland	49,900	200	▲ 0.4%	-3,400	▼ -6.4%
South Australia	13,900	40	▲ 0.3%	0	— 0.0%
Western Australia	26,100	260	▲ 1.0%	-410	▼ -1.5%
Tasmania	3,100	-170	▼ -5.2%	-830	▼ -21.1%
Northern Territory	2,700	-200	▼ -6.7%	-500	▼ -15.5%
Australian Capital Territory	4,400	-20	▼ -0.5%	-1,500	▼ -25.5%

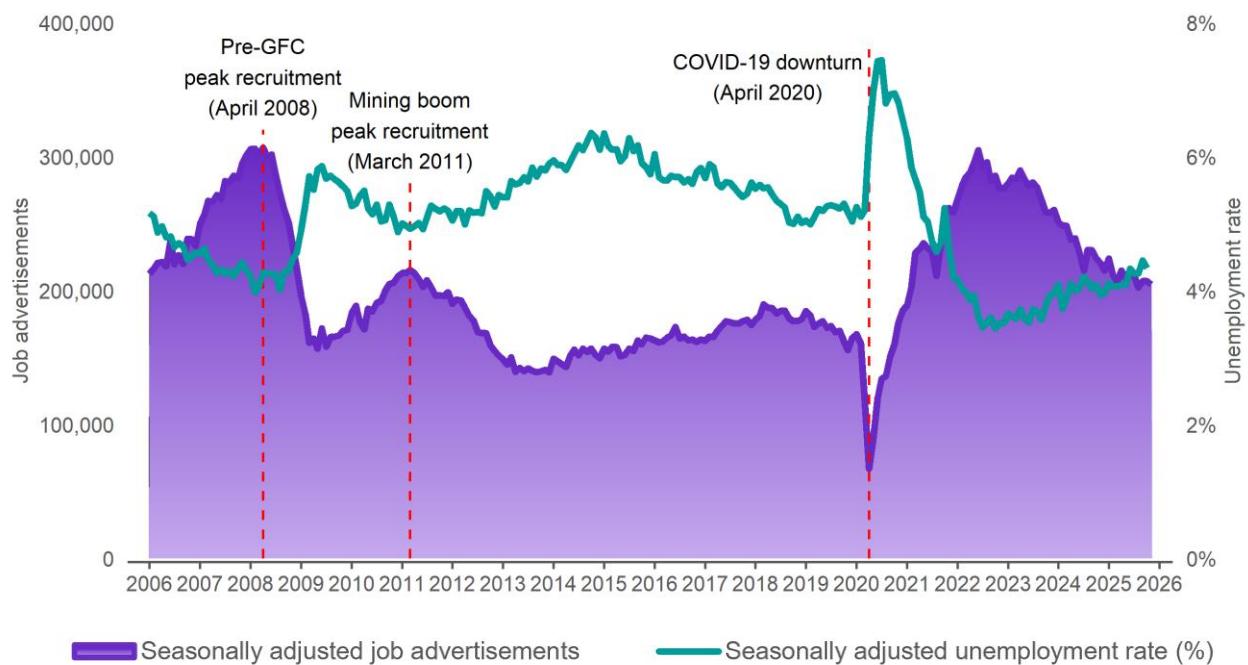
Managers	23,600	-700	▼ -2.9%	-2,100	▼ -8.2%
Professionals	57,600	-1,100	▼ -1.9%	-7,800	▼ -11.9%
Technicians and Trades Workers	29,400	-270	▼ -0.9%	-1,200	▼ -4.1%
Community and Personal Service Workers	20,000	-480	▼ -2.3%	-3,500	▼ -15.0%
Clerical and Administrative Workers	31,300	150	▲ 0.5%	-1,200	▼ -3.7%
Sales Workers	16,100	-150	▼ -0.9%	-560	▼ -3.4%
Machinery Operators and Drivers	12,700	30	▲ 0.2%	740	▲ 6.2%
Labourers	13,800	-250	▼ -1.7%	-70	▼ -0.5%

Skill Level 1 - Bachelor degree or higher	73,800	-1,600	▼ -2.1%	-9,300	▼ -11.2%
Skill Level 2 - Advanced Diploma or Diploma	23,300	-60	▼ -0.2%	-1,000	▼ -4.3%
Skill Level 3 - Certificate IV or III* (Skilled VET)	31,900	-730	▼ -2.2%	-2,100	▼ -6.2%
Skill Level 4 - Certificate II or III	52,100	-360	▼ -0.7%	-3,100	▼ -5.7%
Skill Level 5 - Certificate I or secondary education	23,200	-220	▼ -0.9%	-360	▼ -1.5%

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

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

Figure 2: Job advertisements and unemployment rate, January 2006 to November 2025



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



The next IVI release is scheduled for 21 January 2026. 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.

