

Australia's University Job Website

This report provides an analysis of jobs advertised and traffic to UniJobs.com.au during the second quarter of 2010. UniJobs.com.au is Australia's University Job Website (herein referred to as UniJobs). UniJobs advertises jobs for all Australian Universities. Since launching in 2006, UniJobs' audience has grown rapidly with higher education job seekers in Australia and also internationally. UniJobs attracted a total of 771,183 unique browsers* this quarter. 37% of those browsers were new visitors to UniJobs, illustrating the continuing growth of the website. UniJobs' average daily audience during this quarter was between 7,500 and 9,000 unique browsers. At the end of the quarter, there were 49,783 job seekers subscribed to receive weekly updates from UniJobs. This is a 29% increase to the number of subscribers in the first quarter of 2010. There were 2,902 jobs advertised on UniJobs this quarter. This is more than the number of jobs advertised in the second quarter of the two previous years, 2,577 in 2009 and 2,017 in 2008. Over the quarter, Victoria posted the most jobs (759), then Queensland (659), New South Wales (599), Western Australia (216), Australian Capital Territory (152), Worldwide (125), Tasmania (85), Northern Territory (84). Traffic to UniJobs is measured by the number of unique browsers. There have been a total of 771,183 unique browsers to UniJobs this quarter. That's an average of 8,475 unique browsers a day. 285,338 (37%) of those browsers were new to UniJobs. Job seekers showed greater interest in jobs advertised in Victoria followed (in ranking order) by jobs advertised in New South Wales, Queensland, Western Australia, South Australia, Australian Capital Territory, Northern Territory and Tasmania. Of those unique browsers to UniJobs this quarter, 166,576 were international browsers, accounting for 21.6% of total traffic for this quarter. The largest source of international traffic for UniJobs this quarter was the United Kingdom (6.6%), United States (3.8%), New Zealand (2.1%) and South Africa (1.9%). The most popular categories searched during the quarter was highest for the following categories (in ranking order) 'Lecturers & Tutors', 'Research', 'Administration', 'Fellowships', 'Other Academic', 'General Appointments', 'Supply of jobs (types of jobs advertised)'. The most popular categories searched during the quarter were 'Lecturers & Tutors', 'Research', 'Administration', 'Other Academic', and 'Principal/Senior Lecturers'. A subscriber is a user who elects to receive a weekly 'Job Alerts' email from UniJobs. This is a free service. Subscribers select locations and job categories from which to receive job alerts from. At the end of the quarter (30th June 2010), 49,783 people were subscribed to receive these 'Job Alerts'. This is a 29.1% increase on the number of subscribers at the end of the previous quarter (38,564). 23% of these subscribers (11,403) are international subscribers. The majority of international subscribers are from New South Wales, Victoria and Queensland. This is followed by (in ranking order) South Australia, Western Australia, the Australian Capital Territory, Tasmania and Northern Territory. The top five categories job seekers elected to receive job alerts from are 'Lecturers & Tutors', 'Research', 'Administration', 'Other Academic'/'General Appointments' and 'Fellowships'. Source of traffic defines how browsers access the UniJobs website. The majority of browsers this quarter accessed the site directly (36.5%). Google accounted for 30.6% of the traffic over the quarter and subscriber emails for 9.6%. www.CampusDaily.com.au, Australia's University News Website (a UniJobs initiative) drove 7.3% of browsers to the site (up from 4.8% last quarter). UniJobs Referral Sites (e.g. www.AcademicJobs.com.au and www.CampusCareers.com.au) sourced 3.4% of the traffic. www.LecturersOfTheYear.com.au, another UniJobs initiative to reward Australian Lecturers contributed 3% of the quarter's browsers (up from 2.3% last quarter). Other search engines i.e. Yahoo & Bing provided 2.1% of traffic (up from 0.7% last quarter). Social networking activities on sites such as Twitter & Facebook, accounted for 1.9% of browsers (up from 1.6% last quarter). Links on University Sites & Other Industry Sites provided 1.8% of the traffic. 1.7% of traffic came from the Group of Eight (Go8) website (up from 0.7% last quarter). WorldHigherEdJobs.com and TAFEjobs.com (both UniJobs initiatives) accounted for 0.9% of the traffic each. 0.1% of traffic came from other sources. UniJobs advertised more jobs this quarter (second quarter of 2010) than in the first quarter of the two previous years (2009 and 2008). A total of 2,902 jobs were posted this quarter with most posts

The facts speak for themselves

UNIJOBS STATISTICAL QUARTERLY REPORT
2ND QUARTER 2010

Table of Contents

1.0 Introduction.....	3
2.0 General Statistics	3
2.1 Advertisements	3
2.11 Number of Jobs Advertised.....	3
2.12 Jobs Advertised by Region	4
2.2 Traffic.....	4
2.21 Unique Browsers	4
2.22 Unique Browsers to Jobs by Region	5
2.23 Country of Origin of Traffic.....	5
2.3 Demand	6
2.4 Supply	7
3.0 UniJobs Subscribers.....	8
3.1 Subscriber Locations.....	8
3.2 Subscriber Categories.....	9
3.3 Source of Traffic.....	10
4.0 Conclusion.....	11

1.0 Introduction

This report provides an analysis of jobs advertised and traffic to UniJobs.com.au during the second quarter of 2010.

UniJobs.com.au is Australia's University Job Website (herein referred to as UniJobs).

UniJobs advertises jobs for all Australian Universities.

Since launching in 2006, UniJobs' popularity has grown rapidly with higher education job seekers in Australia and also internationally.

UniJobs attracted a total of 771,183 unique browsers* this quarter. 37% of those browsers were new visitors to UniJobs, illustrating the continuing growth of the website.

UniJobs average audience during this quarter was between 7,500 and 9,000 unique browsers daily.

UniJobs concluded the quarter with 49,783 job seekers subscribed to receive weekly updates from UniJobs. This is a 29% increase to the number of subscriber at the end of the first quarter of 2010.

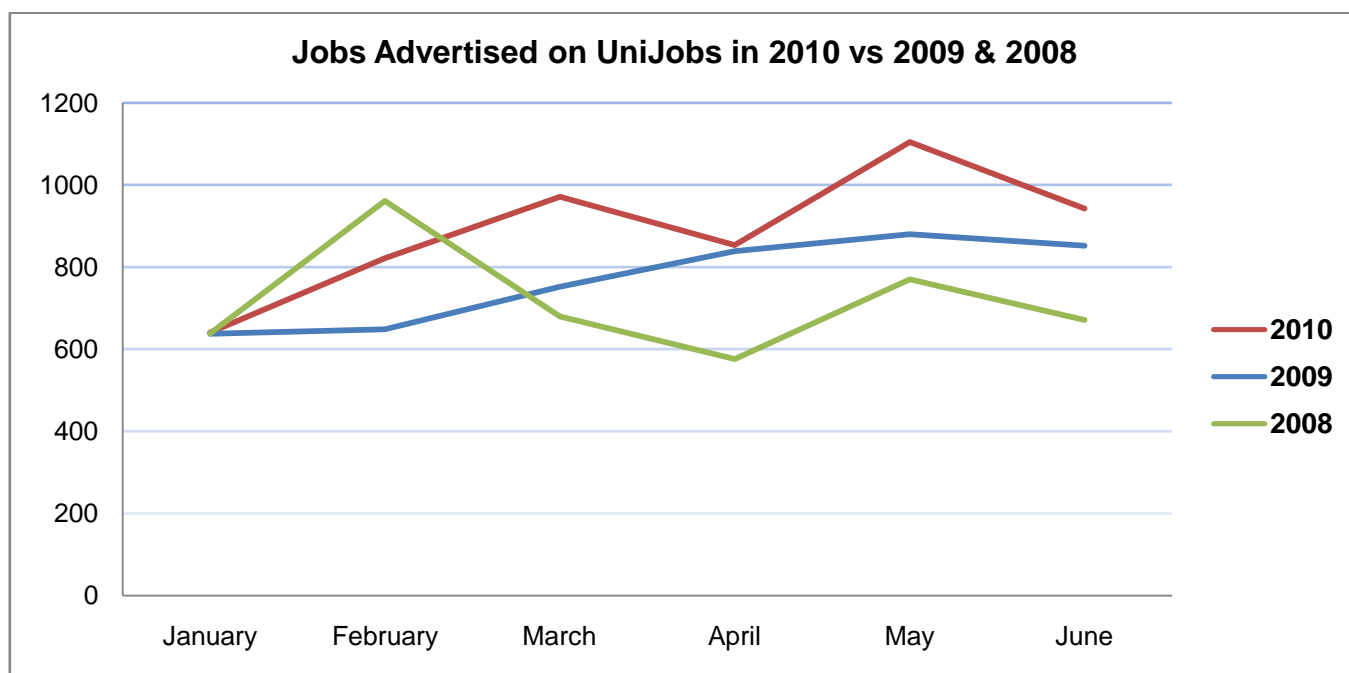
2.0 General Statistics

2.1 Advertisements

2.11 Number of Jobs Advertised

There were 2,902 jobs advertised on UniJobs this quarter.

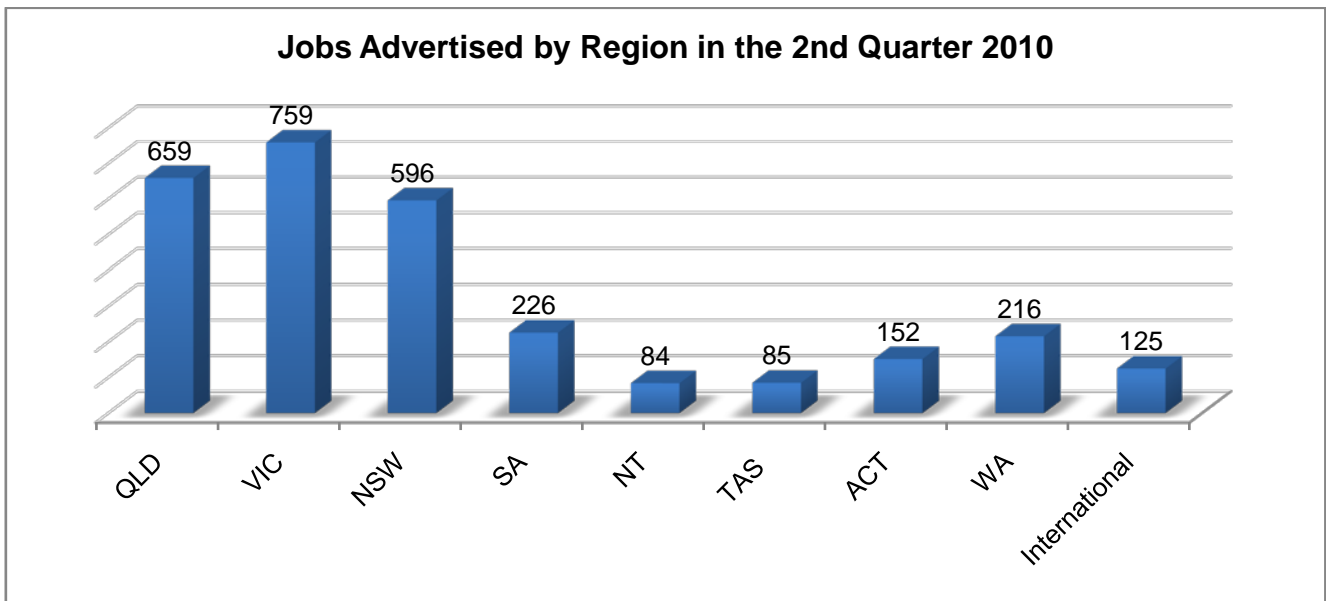
This is more than the number of jobs advertised in the second quarter of the two previous years, 2,571 in 2009 and 2,017 in 2008.



* Unique browsers are identified using 'cookies', which allows us to identify single computers. Measuring 'unique browsers', is a common way to gauge the popularity of a website.

2.12 Jobs Advertised by Region

Over the quarter, Victoria posted the most jobs (759), then Queensland (659), New South Wales (596), South Australia (226), Western Australia (216), Australian Capital Territory (152), International (125) Tasmania (85) and Northern Territory (84).

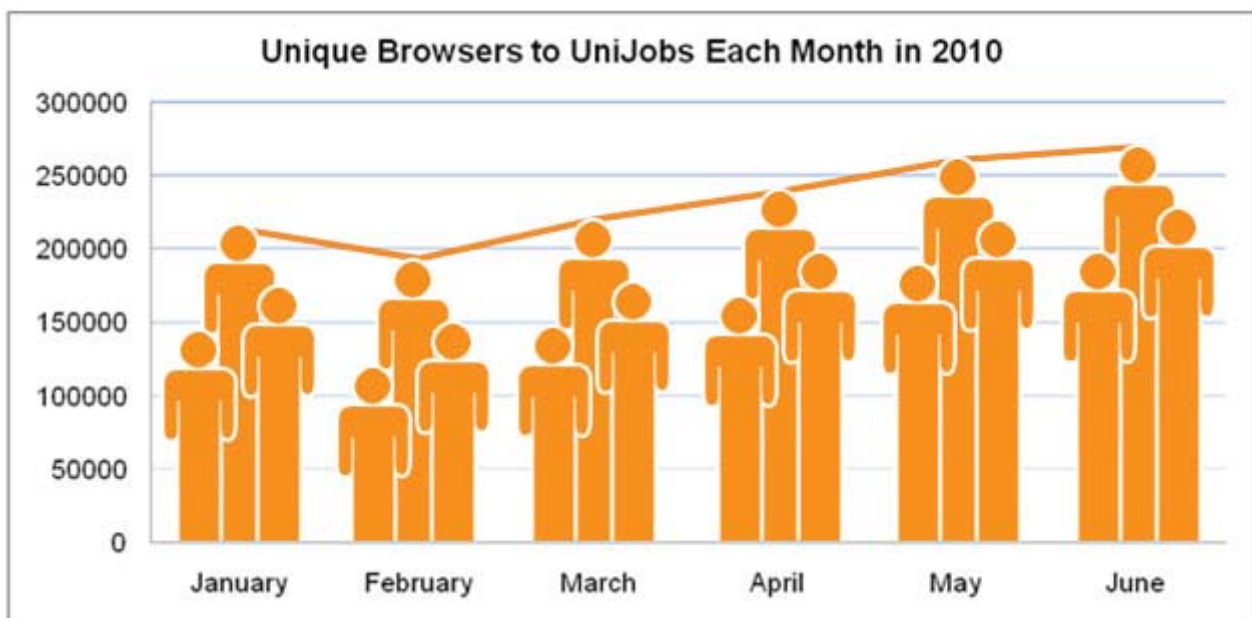


2.2 Traffic

2.21 Unique Browsers

Traffic to UniJobs is measured by the number of unique browsers*.

There have been a total of 771,183 unique browsers to UniJobs this quarter. That's an average of 8,475 unique browsers a day. 285,338 (37%) of these browsers were new visitors to UniJobs.

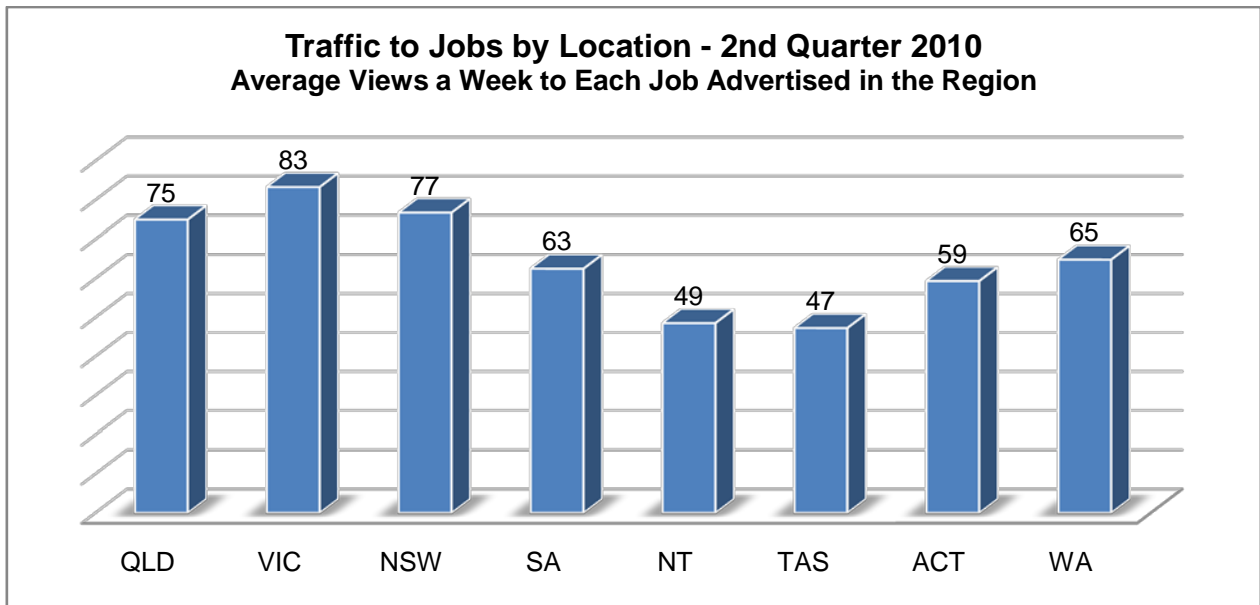


Please note that February is a shorter month (28 days) which is reflected in the decrease in the above graph.

* Unique browsers are identified using 'cookies', which allows us to identify single computers. Measuring 'unique browsers', is a common way to gauge the popularity of a website.

2.22 Unique Browsers to Jobs by Region

Job seekers showed greater interest in jobs advertised in Victoria followed (in ranking order) by jobs advertised in New South Wales, Queensland, Western Australia, South Australia, Australian Capital Territory, Northern Territory and then Tasmania.



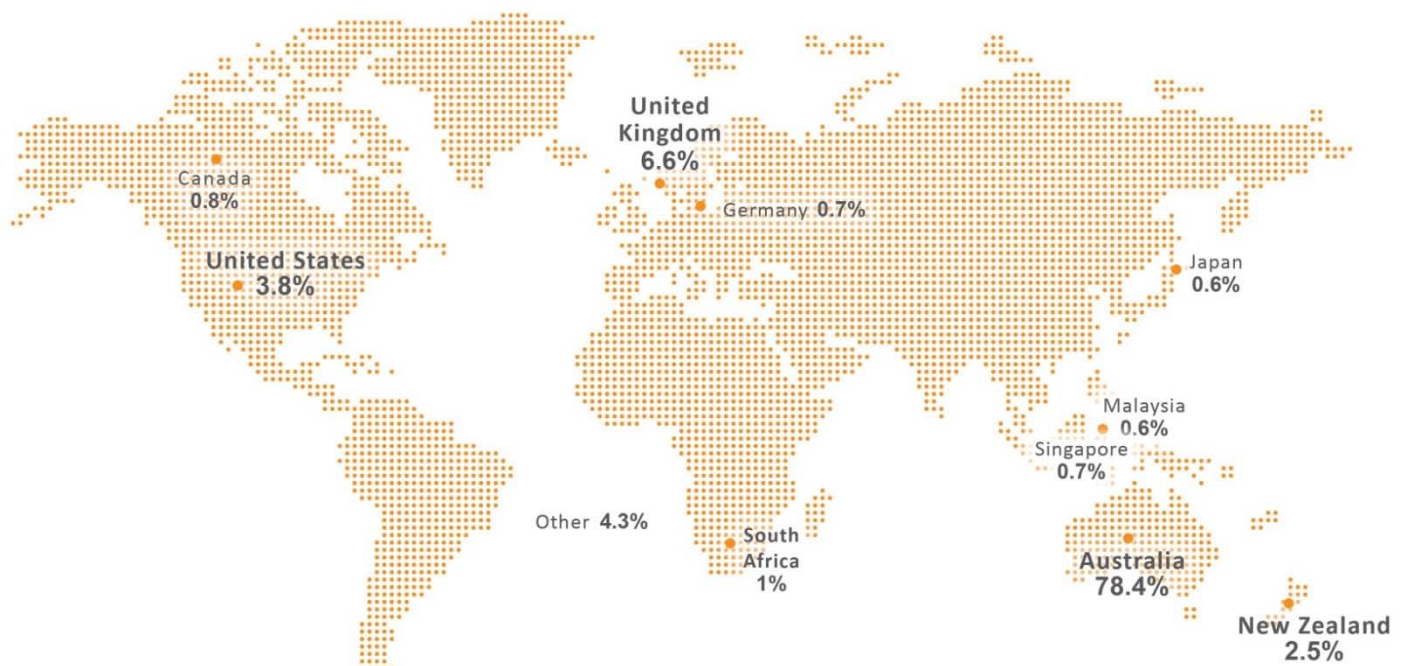
2.23 Country of Origin of Traffic

Of 771,183 unique browsers to UniJobs this quarter, 166,576 were International browsers, accounting for 21.6% of the total traffic flow this quarter.

The largest source of international traffic for the quarter came from the United Kingdom (6.6%) then United States (3.8%), New Zealand (2.5%) and South Africa (1%).

Country of Origin of Browsers to UniJobs 2nd Quarter 2010

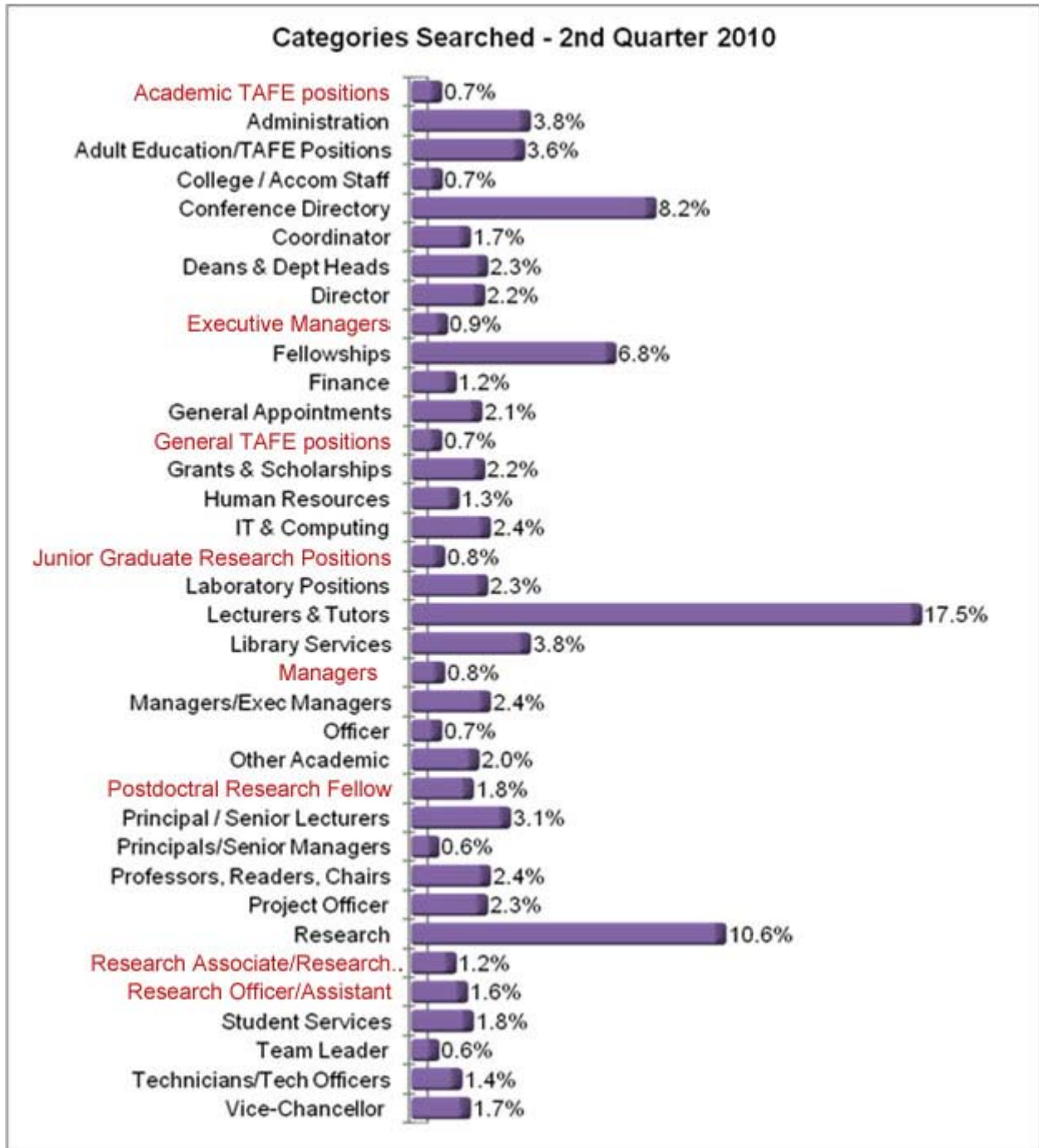
Based on a total of 771,183 browsers – 21.6% (166,576) international browsers



2.3 Demand

Demand (categories searched) during the quarter was highest for the following categories (in ranking order) 'Lecturers & Tutors', 'Research', 'Conference Directory', 'Fellowships' and 'Administration'/'Library Services'.

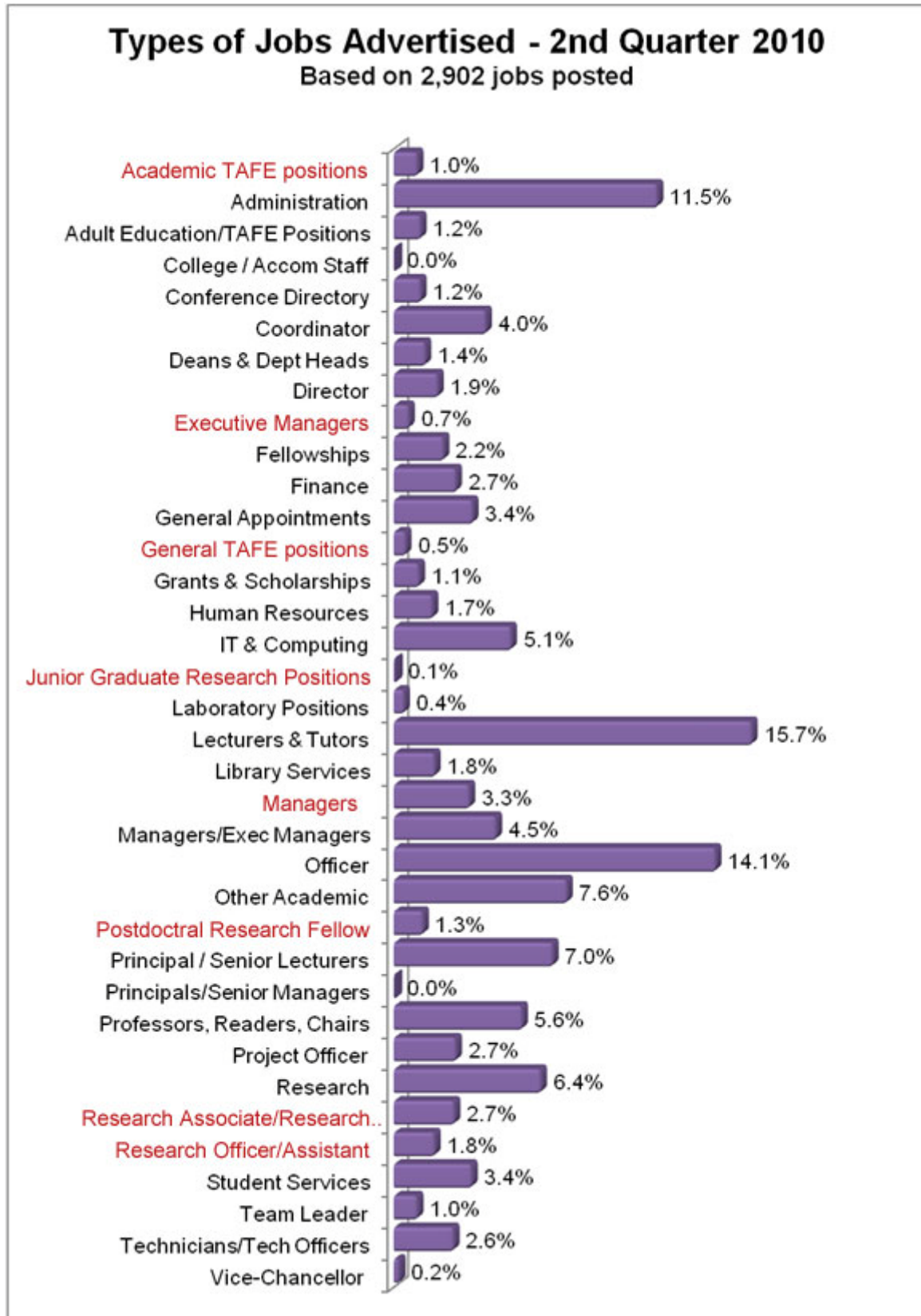
Please note that changes were made to UniJobs categories part way through this quarter. Therefore new categories are written in red in the graph below. The next quarter report will provide a more conclusive summary of what UniJobs job seekers are searching for as these new categories will have been implemented from the beginning of the quarter.



2.4 Supply

Supply of jobs (types of jobs advertised) over the quarter was highest under the following categories (in ranking order) 'Lecturers & Tutors', 'Officer', 'Administration', 'Other Academic', and 'Principal/Senior Lecturers'.

Note that new categories are written in red as mentioned on the previous page in notes under 2.3 Demand.



3.0 UniJobs Subscribers

A subscriber is a user who elects to receive a weekly 'Job Alerts' email from UniJobs. This is a free service. Subscribers select locations and job categories from which to receive job alerts.

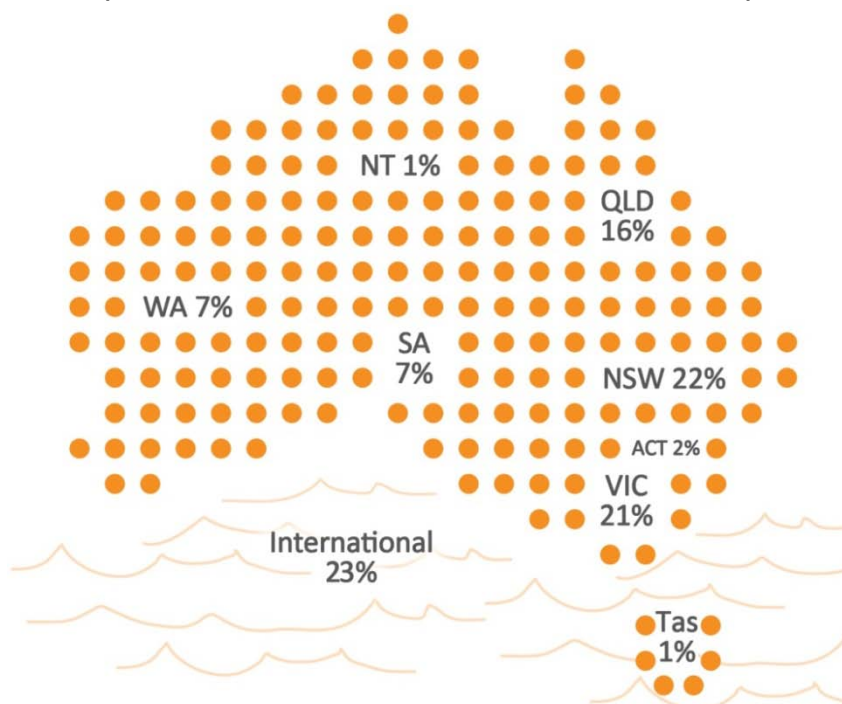
3.1 Subscriber Locations

At the end of the quarter (30th June 2010), 49,783 people were subscribed to receive 'Job Alerts'. This is a 29.1% increase from the number of subscribers at the end of the previous quarter (38,564).

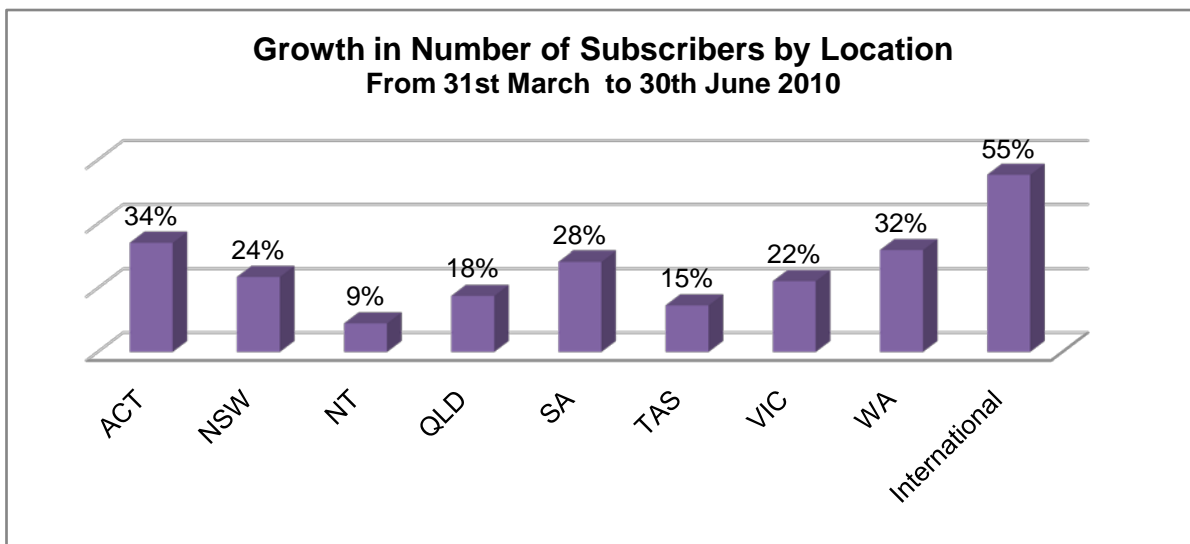
23% of these subscribers (11,403) are international subscribers.

Of the Australian subscribers the majority are from New South Wales, Victoria and Queensland. This is followed by (in ranking order) South Australia, Western Australia, the Australian Capital Territory, Tasmania and Northern Territory.

Subscriber Locations - 2nd Quarter 2010
(Based on 49,783 subscribers as of 30th June 2010)



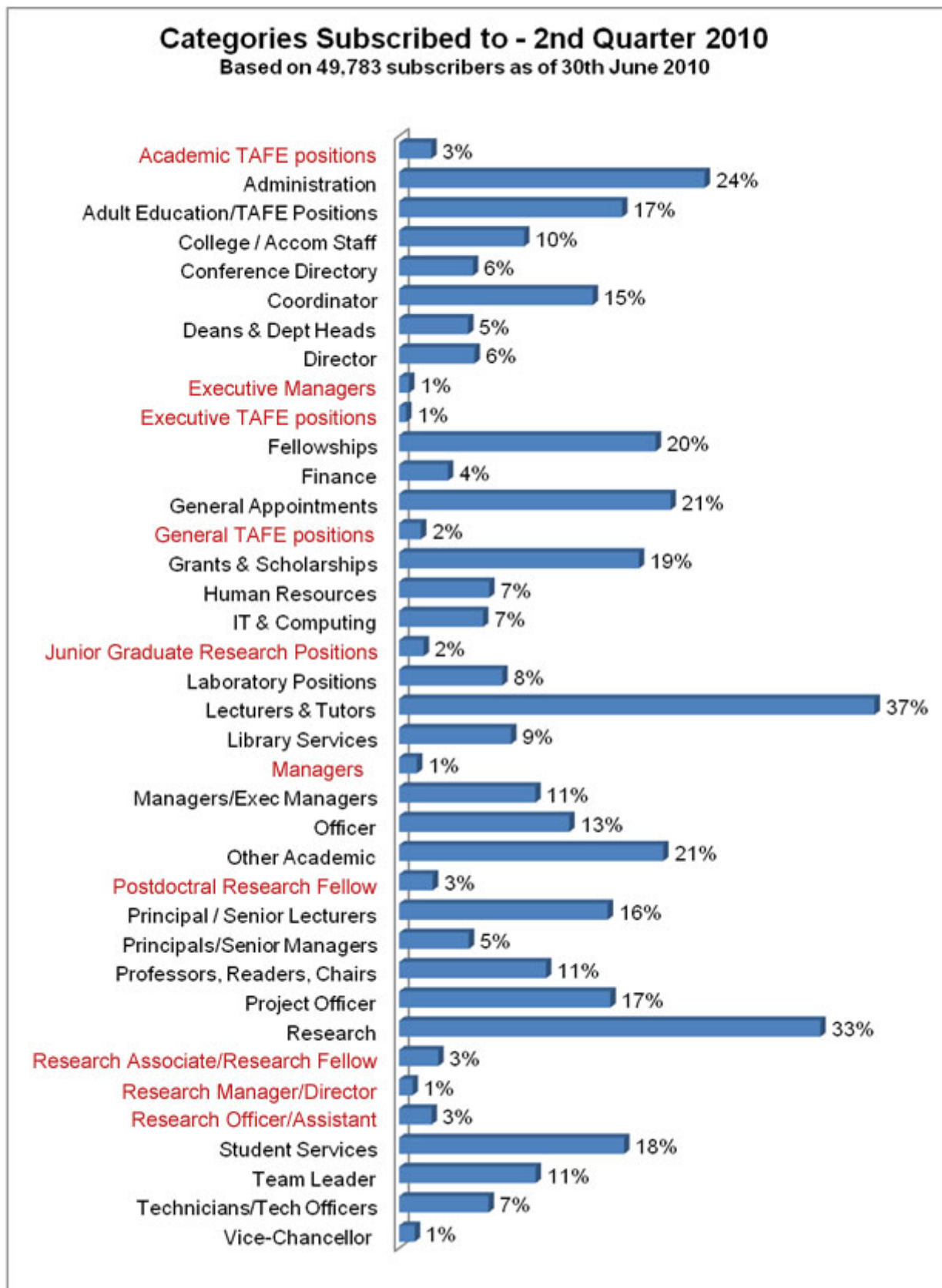
Subscriber numbers have grown robustly across all Australian states and internationally. International subscribers again showed the most growth at 55%. The average growth rate for Australian states was 23%.



3.2 Subscriber Categories

The top five categories job seekers elected to receive job alerts from are 'Lecturers & Tutors', 'Research', 'Administration', 'Other Academic'/'General Appointments' and 'Fellowships'.

Note that new categories are written in red as mentioned on page 6 in notes under 2.3 Demand.



3.3 Source of Traffic

Source of traffic defines how browsers access the UniJobs website.

The majority of browsers this quarter accessed the site **directly** (36.5%).

Google accounted for 30.6% of the traffic over the quarter and **subscriber emails** for 9.6%.

www.CampusDaily.com.au, Australia's University News Website (a UniJobs initiative) drove 7.3% of browsers to the site (up from 4.8% last quarter).

UniJobs Referral Sites (e.g. **www.AcademicJobs.com.au** and **www.CampusCareers.com.au**) sourced 3.4% of the traffic.

www.LecturerOfTheYear.com.au, another UniJobs initiative to reward Australian Lecturers contributed 3% of the quarter's browsers (up from 2.3% last quarter).

Other search engines i.e. Yahoo & Bing provided 2.1% of traffic (up from 0.7% last quarter).

Social networking activities on sites such as Twitter and Facebook, accounted for 1.9% of browsers (up from 1.6% last quarter).

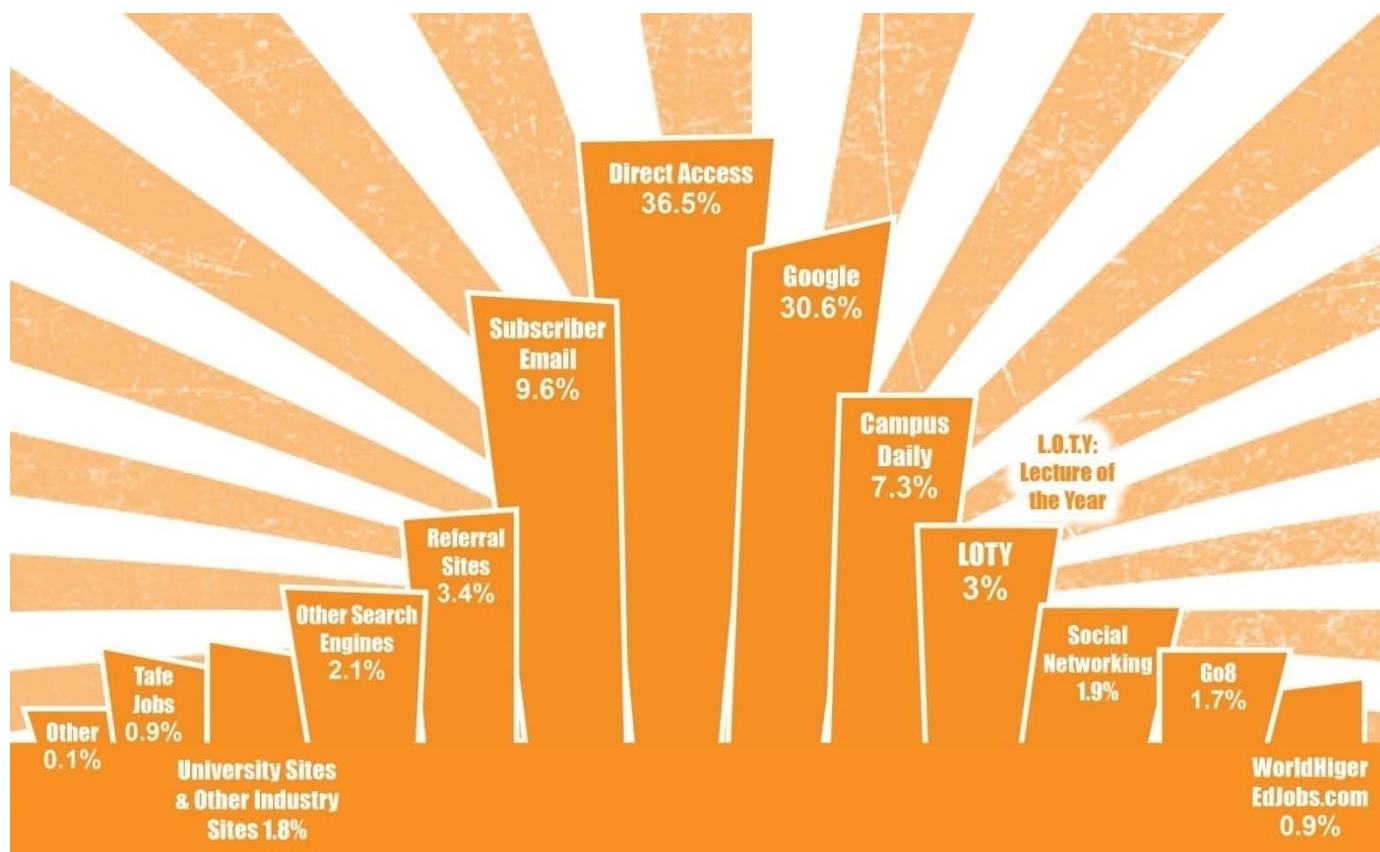
Links on University Sites & Other Industry Sites provided 1.8% of the traffic.

1.7% of traffic came from the **Group of Eight (Go8)** website (up from 0.7% last quarter).

WorldHigherEdJobs.com and **TAFEjobs.com.au** (both UniJobs initiatives) accounted for 0.9% each of the traffic.

0.1% of traffic came from **other** sources.

Source of Traffic to UniJobs – 2nd Quarter 2010



4.0 Conclusion

UniJobs advertised more jobs this quarter (second quarter of 2010) than in the second quarter of the two previous years (2009 and 2008). A total of 2,902 jobs were posted this quarter with most positions advertised in Victoria, New South Wales or Queensland.

Traffic to UniJobs was at an all time high this quarter with more than 700,000 unique browsers coming to the site. Over 280,000 of these browsers were visiting for the first time. The average number of unique browsers a day to the site was 6,981. Of the 771,183 unique browsers to UniJobs this quarter, 21.6% were of international origin.

Jobs advertised in Victoria, received the most viewers compared to other Australian states.

The most popular categories searched and subscribed to are; 'Lecturers & Tutors', 'Research', 'Administration', 'Other Academic', 'General Appointments', 'Fellowships', 'Library Services' and the conference directory.

The most commonly advertised jobs were 'Lecturers & Tutors', 'Officer', 'Administration', 'Other Academic', and 'Principal/Senior Lecturers'.

UniJobs subscribers grew by 29% to 49,783 subscribers by the end of the quarter. International subscribers grew the most by 55% however all Australian states showed impressive growth.

Most browsers accessed UniJobs directly (36.5%) which is testimony to the effectiveness of UniJob's marketing activities. Google was responsible for the second largest portion of traffic flow for the quarter (30.6%) and with 37% of this quarter's browsers being new visitors, it illustrates the importance of ranking as number one on Google.

Subscriber emails, UniJobs' Campus Daily, Referral Websites and Lecturer of the Year website all contributed a combined total traffic flow of 23.3% of the total traffic for the quarter.

The remaining 9.6% of browsers accessed the site via: Social networking sites, links from Australian university websites, links on other higher education industry websites, other search engines, Go8 website, UniJobs initiatives WorldHigherEdJobs.com and TAFEjobs.com.

