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1.0 Introduction

UniJobs.com.au is now in its fourth year of operating.

It is Australia's University Job Website, a niche website for Australian universities and higher education job seekers.

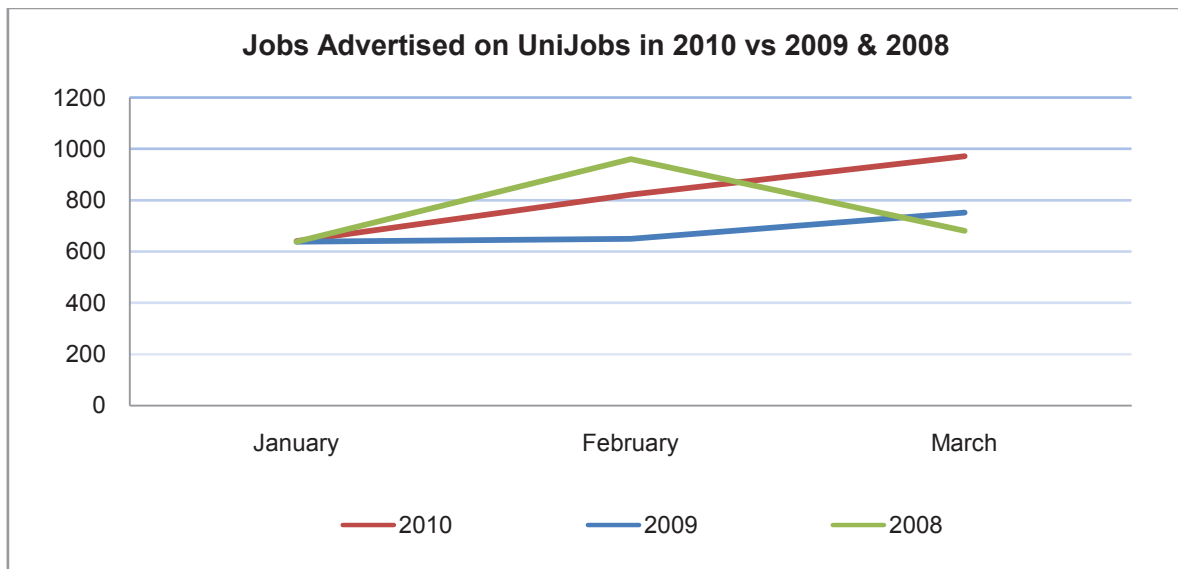
This report provides an analysis of jobs advertised and traffic to UniJobs during the first quarter of 2010.

2.0 General Statistics

2.1 Advertisements

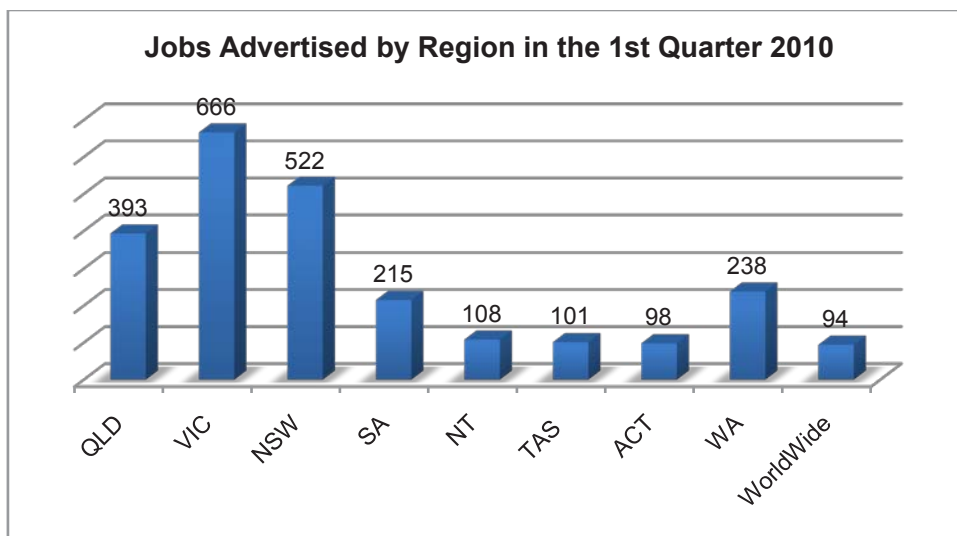
2.11 Number of Jobs Advertised

2,435 jobs have been advertised on UniJobs this quarter. This is more than the number of jobs advertised in the first quarter of the previous year, 2009 (2,039) and in the first quarter of 2008 (2,279).



2.12 Jobs Advertised by Region

Over the quarter, Victoria posted the most jobs (666), then New South Wales (522), Queensland (393), Western Australia (238), South Australia (215), Northern Territory (108), Tasmania (101), Australian Capital Territory (98), and Worldwide (94).

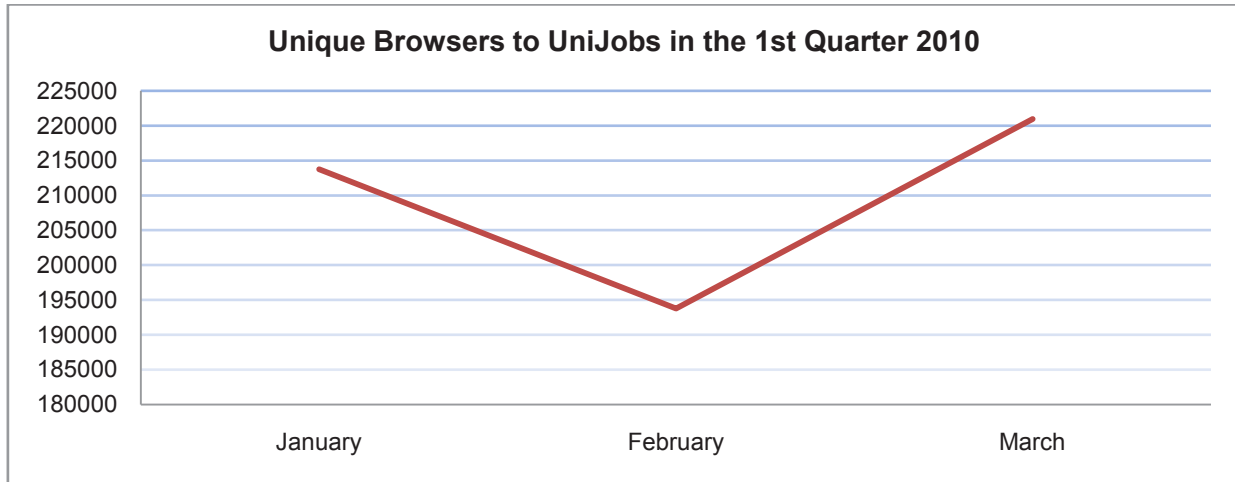


2.2 Traffic

2.21 Unique Browsers

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

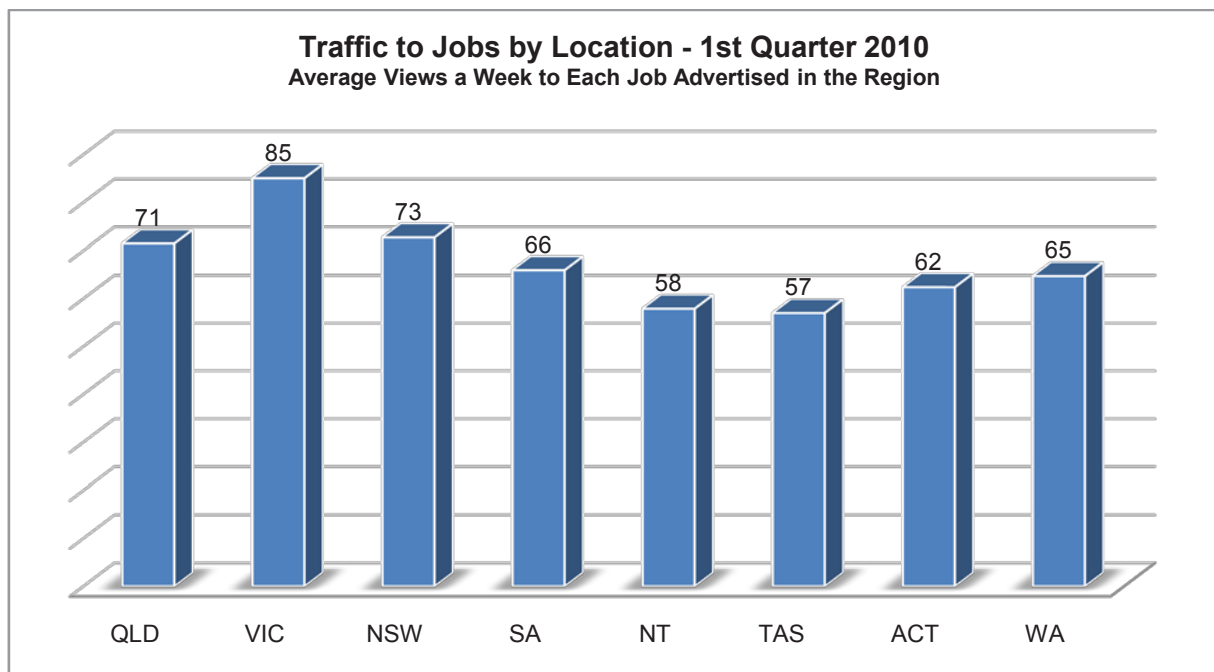
There have been a total of 628,473 unique browsers to UniJobs this quarter. That's an average of 6,981 unique browsers a day.



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

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, South Australia, Western Australia, Australian Capital Territory, Northern Territory and then Tasmania.



* 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.

2.23 Country of Origin of Traffic

Of 628,473 unique browsers to UniJobs this quarter, 130,722 were International browsers, accounting for 20.8% of the total traffic flow this quarter.

The largest source of international traffic for the quarter comes from United Kingdom (5.1% of UniJobs traffic), United States (2.5% of UniJobs traffic) and New Zealand (2.3% of UniJobs traffic).

**Origin of International Browsers to UniJobs
1st Quarter 2010**
(Based on a total of 635,393 browsers, 20.8% (130,722) are 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 'Professors, Readers, Chairs'. See appendix 1 – top 5 categories are highlighted in red.

2.4 Supply

Supply of jobs (types of jobs advertised) over the quarter was highest under the following categories (in ranking order but excluding General Appointments) 'Officer', 'Lecturers & Tutors', 'Other Academic', 'Administration' and 'Research'. See appendix 2 – top 5 categories (excluding General Appointments) are highlighted in red

3.0 UniJobs Subscribers

Subscribers are job seekers who elect to receive weekly 'Job Alerts' from UniJobs via email.

This is a free service which lets subscribers select locations and categories from which to receive job advertisements.

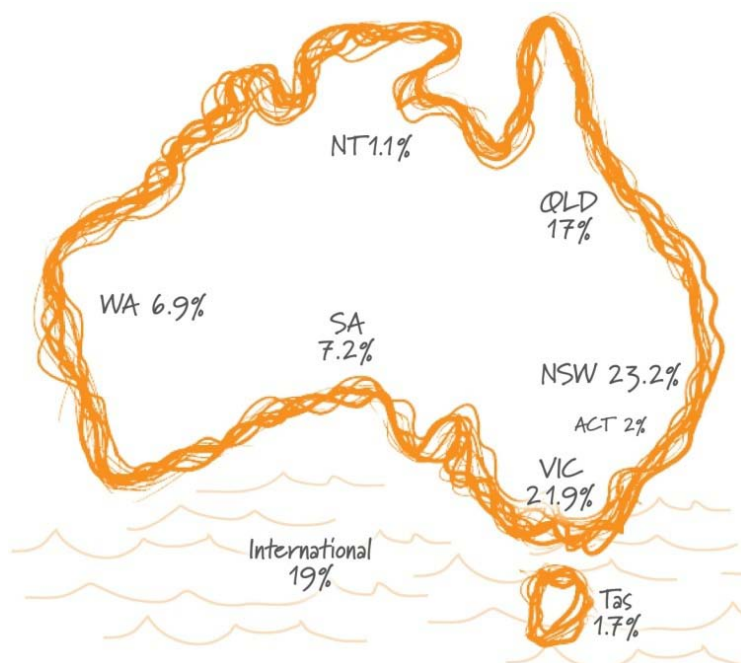
3.1 Subscriber Locations

At the end of the quarter (31st March 2010), 38,564 people were subscribed to receive these 'Job Alerts'. This is a 46.8% increase from the number of subscribers at the end of the previous quarter (26,272).

19% of these subscribers (7,339) are international subscribers.

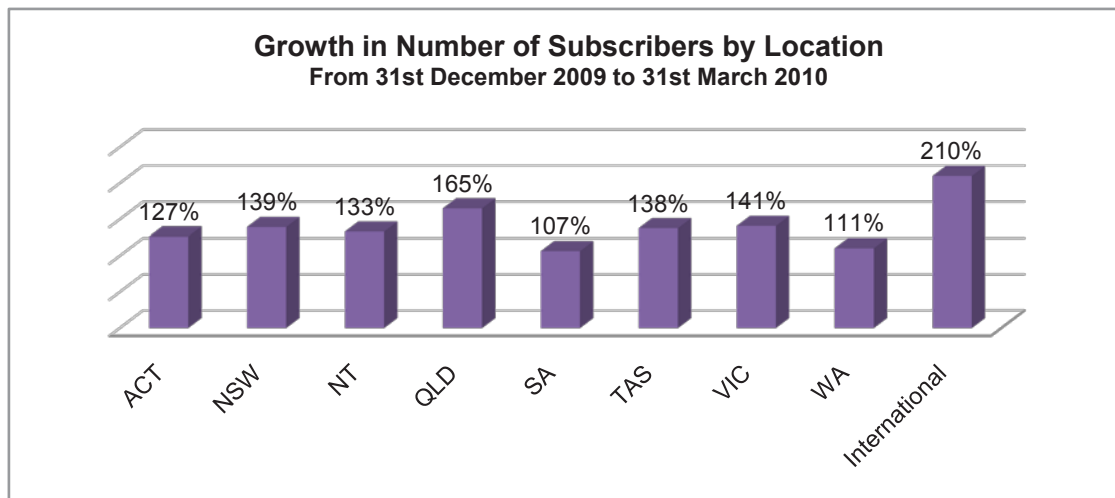
Of the Australian subscribers the majority are from New South Wales, Victoria and Queensland. This is followed by (in ranking order) South Australia, Western Australia, the Australian Capital Territory, Tasmania and Northern Territory.

Subscriber Locations (Based on 38,564 subscribers as of 31st March 2010)



Subscriber numbers have grown robustly across all Australian states and internationally.

International subscribers showed the greatest growth this quarter (210%), with the number of subscribers in all Australia states increasing more than 100% from the previous quarter.



3.2 Subscriber Categories

The top five categories job seekers elected to receive job alerts from are 'Lecturers & Tutors', 'Research', 'Administration', 'Fellowships', and 'General Appointments'. See appendix 3 – top 5 categories are highlighted in red.

3.3 Source of Traffic

Source of traffic defines how browsers access the UniJobs website.

The majority of browsers this quarter accessed the site either **directly** (40.6%) or through **Google** (34.5%).

A large portion of browsers (11.2%), accessed the site from their weekly 'Job Alert' **subscriber email**.

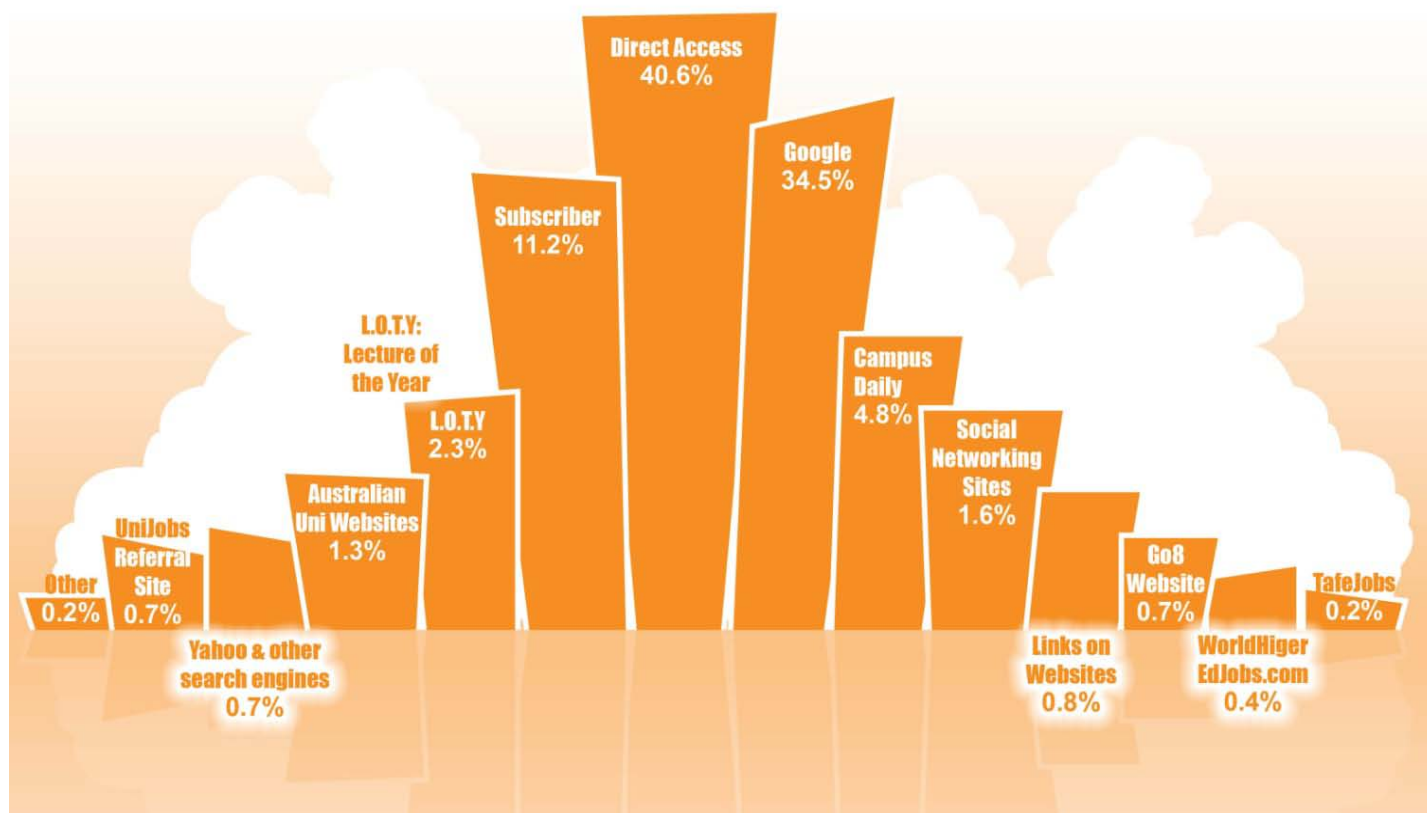
www.**CampusDaily**.com.au, Australia's University News Website (a UniJobs initiative) drove 4.8% of browsers to the site.

www.**LecturerOfTheYear**.com.au, another UniJobs initiative to reward Australian Lecturers contributed 2.3% of the quarter's browsers.

Social networking activities on sites such as Twitter and Facebook, accounted for 1.6% of browsers.

Other sources of traffic this quarter included: links from Australian university websites (1.3%), links on other higher education industry websites (0.8%), other search engines i.e. Yahoo & Bing (0.7%), Go8 website (0.7%), UniJobs referral sites (e.g. www.AcademicJobs.com.au and www.CampusCareers.com.au) (0.7 %) WorldHigherEdJobs.com (a UniJobs initiative) (0.4%) and TAFEjobs.com (a UniJobs initiative) (0.2%)

Source of Traffic to UniJobs - 1st Quarter 2010



4.0 Conclusion

UniJobs advertised more jobs this quarter (first quarter of 2010) than in the first quarter of the two previous years (2009 and 2008). A total of 2,435 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 half a million unique browsers coming to the site. The average number of unique browsers a day to the site was 6,981. Of the 628,473 unique browsers to UniJobs this quarter, 20.8% 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 'Research' and 'Lecturers & Tutors'. Other categories frequently searched and subscribed to were; 'Fellowships', 'Professors, Readers, Chairs', 'General Appointments', 'Administration' and the conference directory.

The most commonly advertised jobs were 'General Appointments', 'Officer', 'Lecturers & Tutors', 'Other Academic', 'Administration' and 'Research'.

UniJobs subscribers grew substantially by 47% to 38,564 subscribers by the end of the quarter. International subscribers grew the most by 210% but all Australian states showed remarkable growth, all over 100%.

Most unique browsers accessed UniJobs directly (40.6%) or through Google (34.5%) which is great proof of the effectiveness of UniJob's marketing and importance of ranking number one on Google searches to drive such large amounts of traffic to the site.

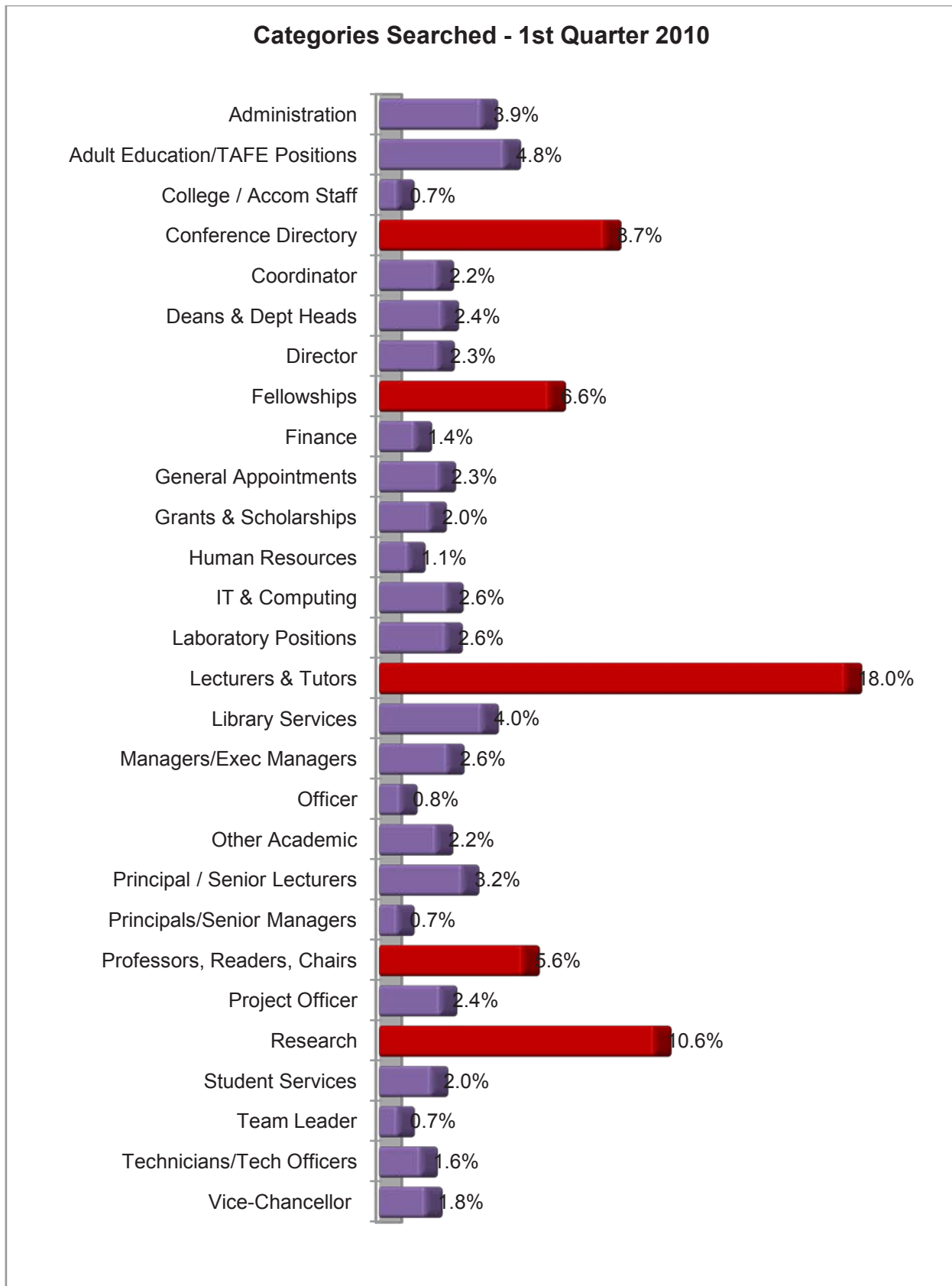
Subscriber emails, UniJobs' Campus Daily website and UniJobs' Lecturer of the Year website contributed a combined 18.3% of traffic flow.

The remaining 6.6% 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 referral sites, UniJobs initiatives WorldHigherEdJobs.com and TAFEjobs.com.

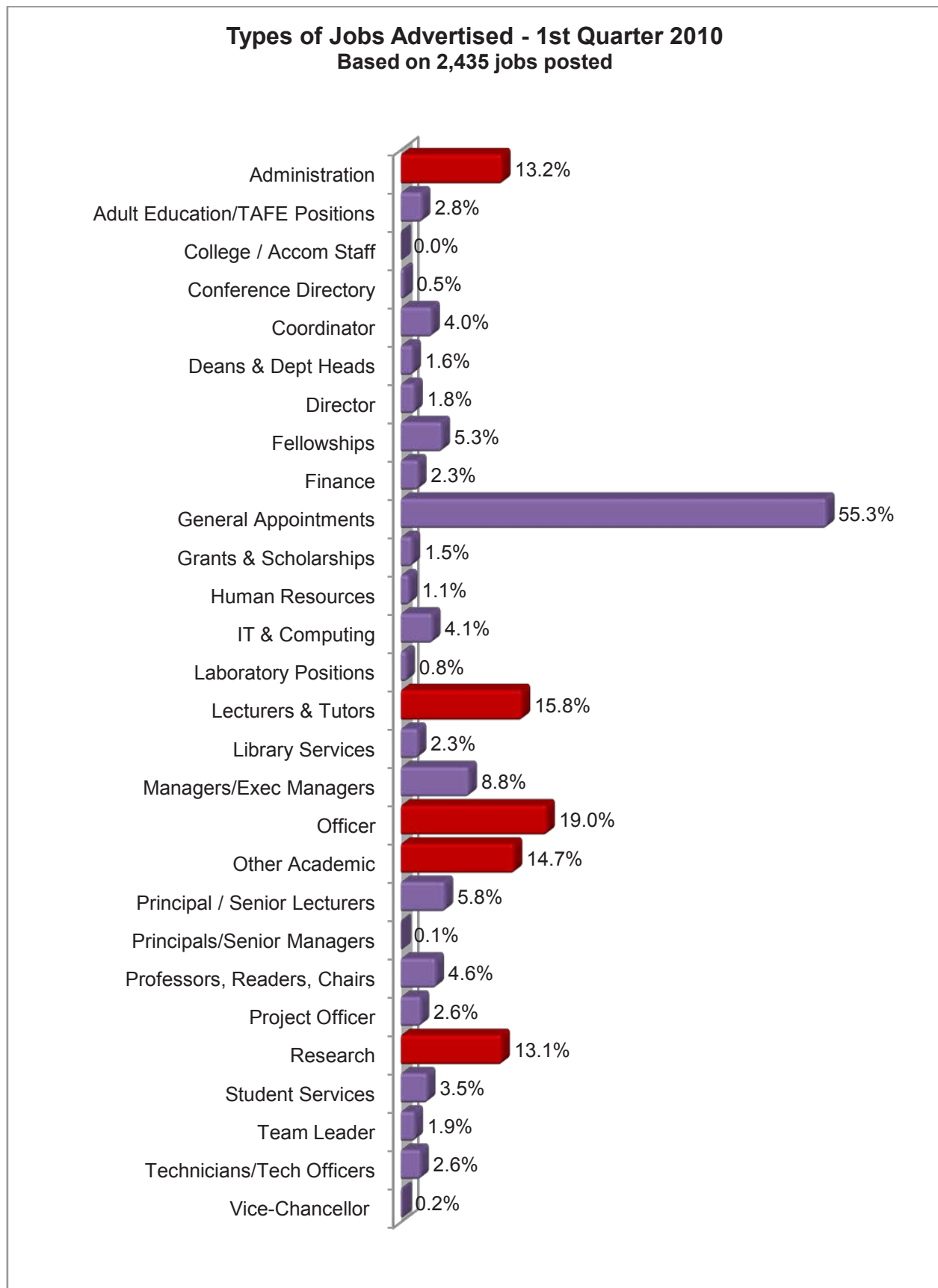


5.0 Appendices

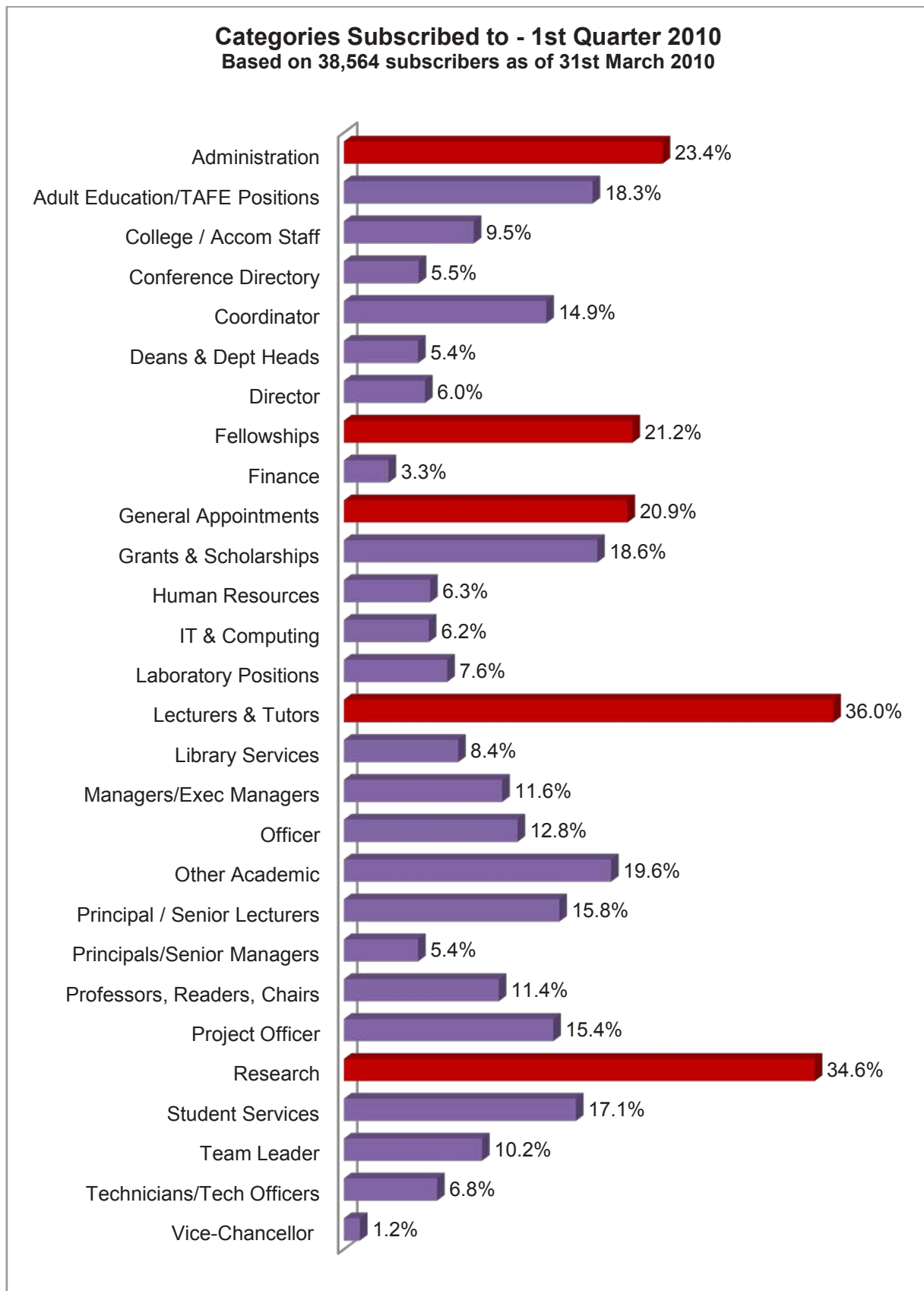
5.1 Appendix 1



5.2 Appendix 2



5.3 Appendix 3





OPPORTUNITY KNOCKS