

The logo for UniJobs.com.au is displayed within a large orange circle. The text "UniJobs" is written in a white, casual script font, and ".com.au" is written in a smaller, white, sans-serif font below it. To the right of the text are three small white circles of varying sizes, arranged in a slight arc.

UniJobs
.com.au



UNIJOBS STATISTICAL QUARTERLY REPORT
3RD QUARTER SEPTEMBER 2009

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UNIJOBS IS
RANKED NUMBER ONE
IN GOOGLE FOR KEYWORD
SEARCHES RELATING TO
"UNIVERSITY JOBS"

1.0 Introduction

UniJobs.com.au is Australia's University Job Website.

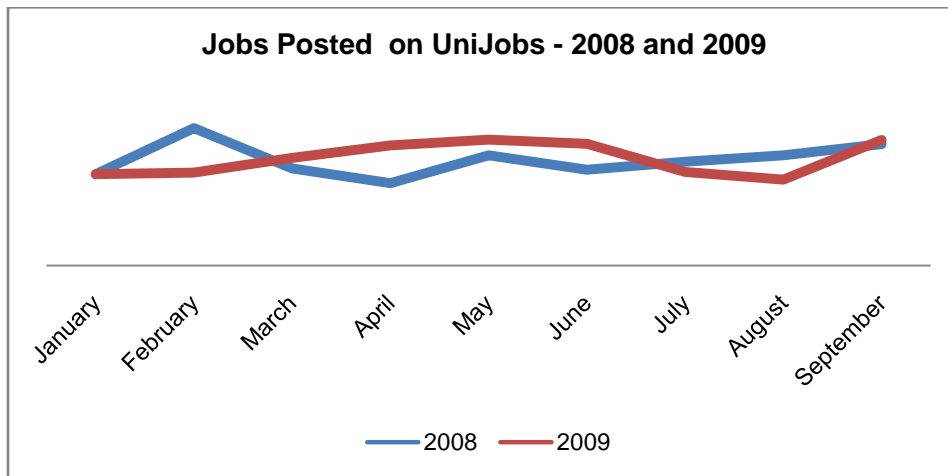
UniJobs is a niche website for job seekers in Higher Education and advertises more University jobs than Seek, My Career & Career One.

UniJobs is ranked number one on Google for keyword searches related to 'University Jobs'.

2.0 General Statistics

2.1 Jobs Advertised

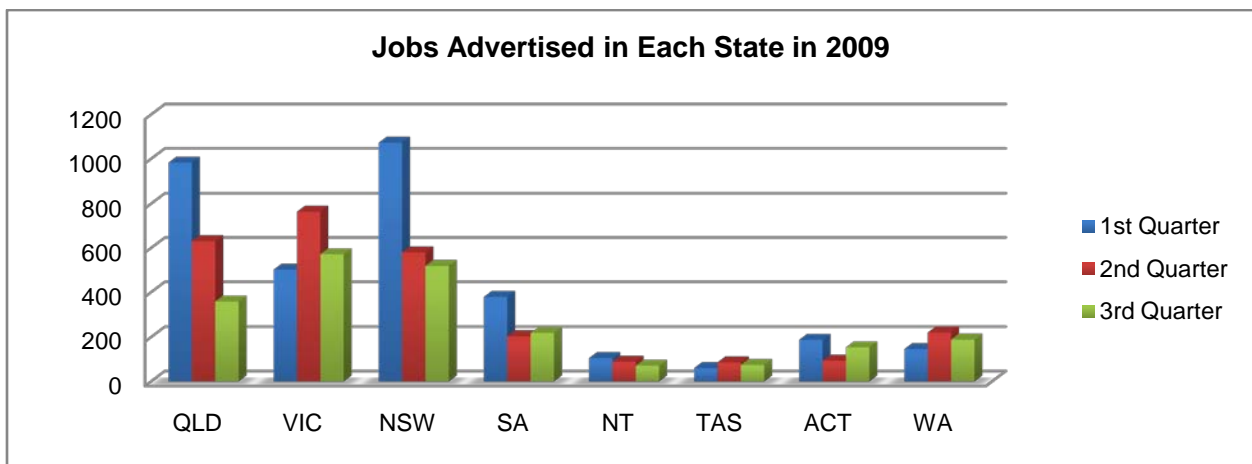
6,743 jobs have been advertised on UniJobs this year. 2,133 jobs were advertised this quarter. As you can see below, there have been fewer jobs advertised this quarter than in the third quarter of 2008 (2,346).



2.2 Jobs Advertised in Each State

Victoria posted the most jobs (572), then New South Wales (519), Queensland (358), South Australia (219), Western Australia (189), Australian Capital Territory (154), Tasmania (74) and Northern Territory (71).

Queensland, New South Wales and Northern Territory all advertised more jobs in the first and second quarters than in the third quarter of this year. Victoria, Western Australia and Tasmania all advertised more jobs in the third quarter than in the first quarter, but fewer jobs than in the second quarter of this year. South Australia and the Australian Capital Territory both posted more jobs in the third quarter than the second quarter, but fewer jobs than the first quarter of the year.

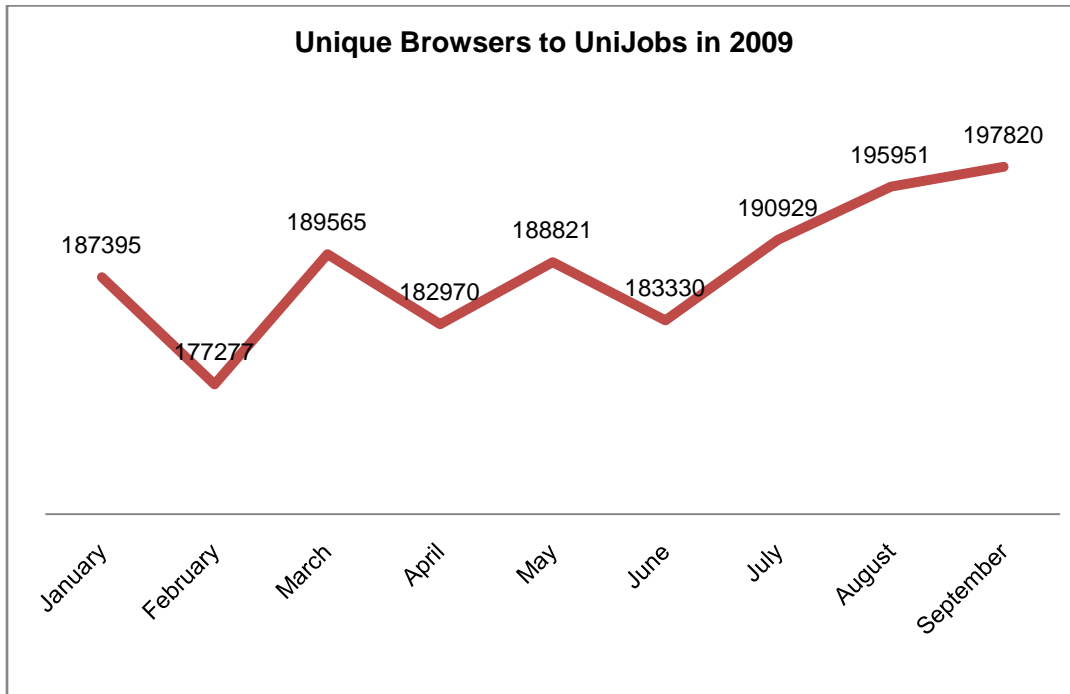


2.2 Traffic

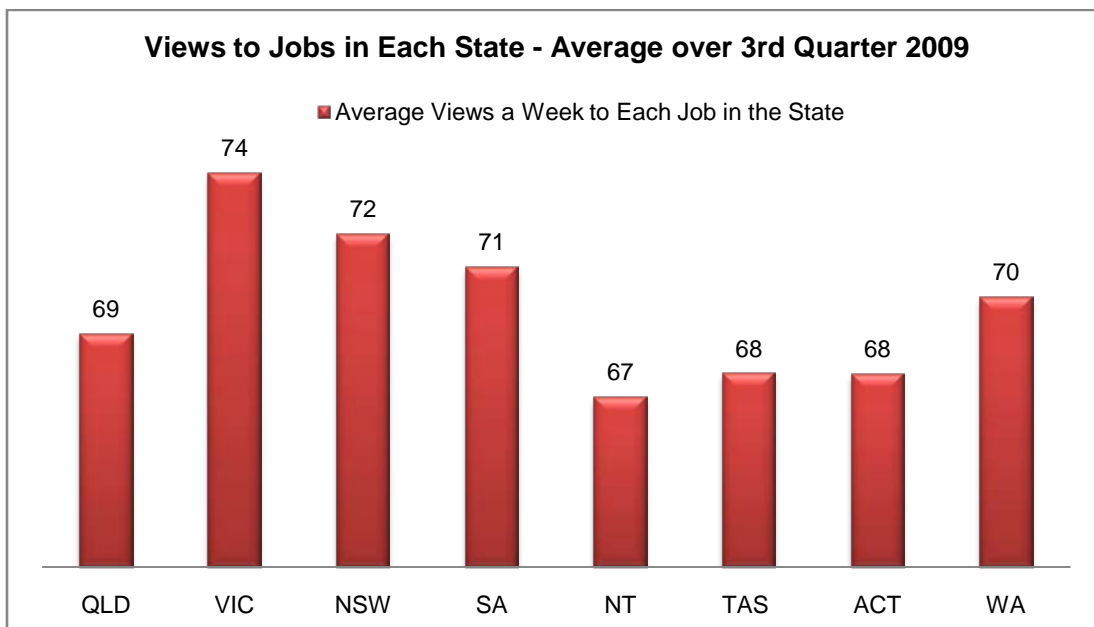
2.22 Unique Browsers

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

There have been a total of 1,694,058 unique browsers to UniJobs this year. Over the third quarter this year, the average number of unique browsers a day was 6,358.

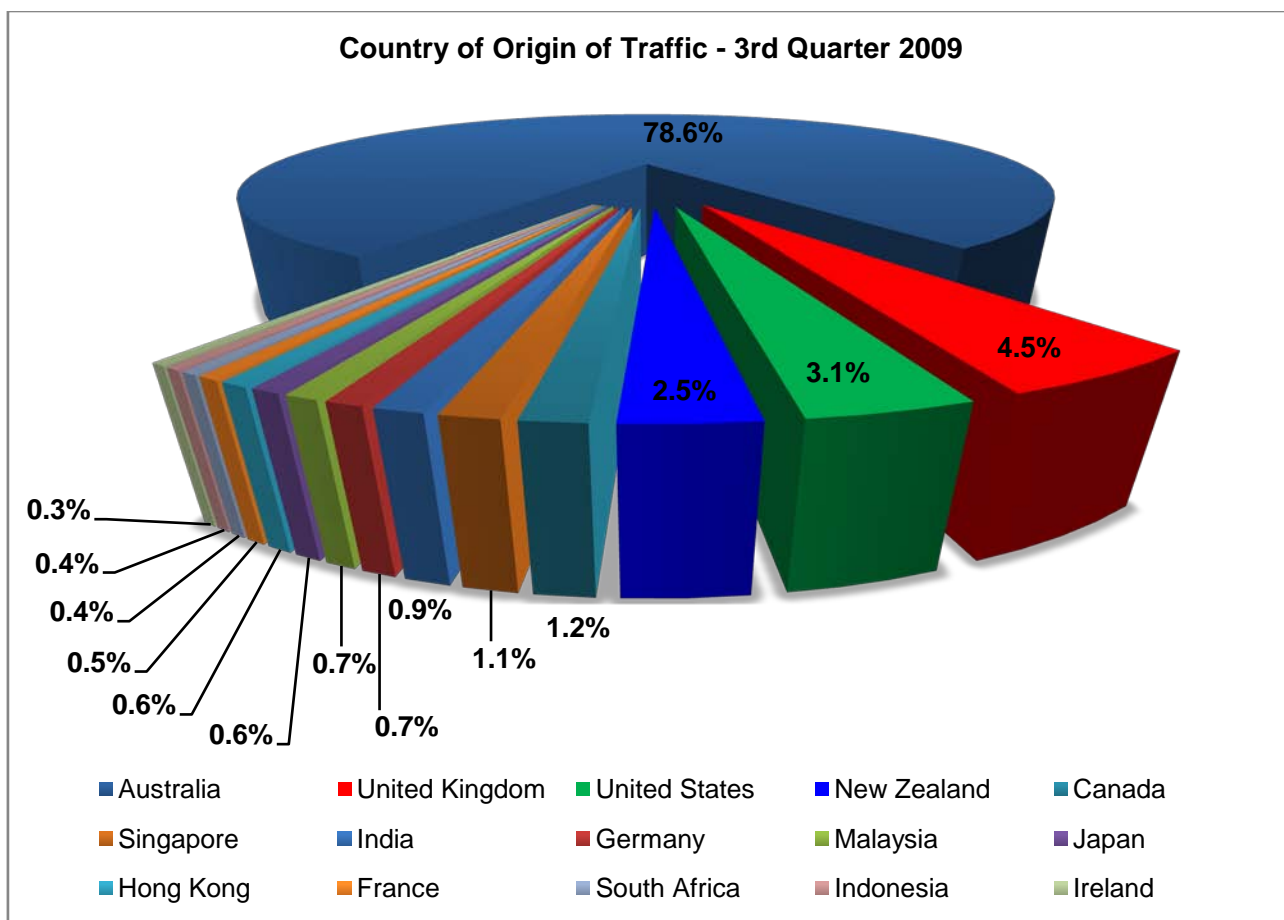


By measuring the number of unique browsers to jobs in each state we can hypothesize which are the most popular states for job seekers. As can be seen below, jobs advertised in Victoria, New South Wales and South Australian received the most views followed by jobs in Western Australia, Queensland, Australian Capital Territory and Tasmania and finally Northern Territory.



2.23 Country of Origin

International traffic to UniJobs has increased further to 21.4% of the total traffic to UniJobs during this quarter. United Kingdom, United States and New Zealand are still the biggest contributors of traffic flow from outside Australia. Based on the average daily audience of 6,358 unique browsers, 4,997 are from Australia, 286 are from United Kingdom, 197 are from United States and 159 are from New Zealand.



2.3 Demand

Demand (searches) during the second quarter was highest for job advertisements under the following categories (in ranking order) 'Conference Directory', 'Research', 'Lecturers & Tutors', 'Fellowships' and 'Principal/Senior Lecturers'. See appendix 1

The five categories where demand has increased the most over this quarter are, 'Principal/Senior Lecturers', 'Fellowships', 'Vice-Chancellor', 'Conference Directory' and 'Project Officer'.

2.4 Supply

Supply of jobs (jobs posted) during the second quarter was highest under the following categories (in ranking order) 'General Appointments', 'Officer', 'Lecturers & Tutors', 'Administration', 'Other Academic' and 'Research'. See appendix 1

The five categories where supply has increased the most over this quarter are 'Deans & Dept Heads', 'Grants & Scholarships', 'General Appointments' 'Team Leader' and 'Lecturers & Tutors'.

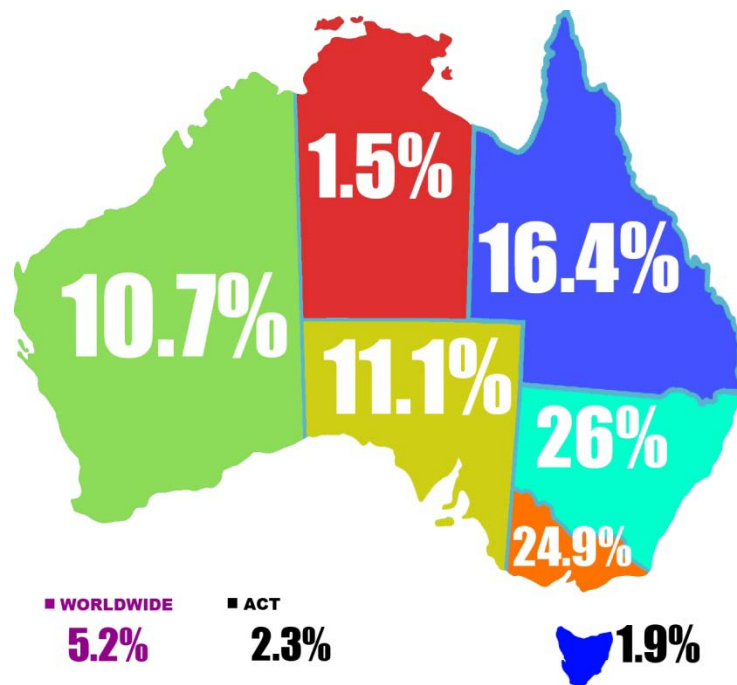
3.0 UniJobs Subscribers

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.

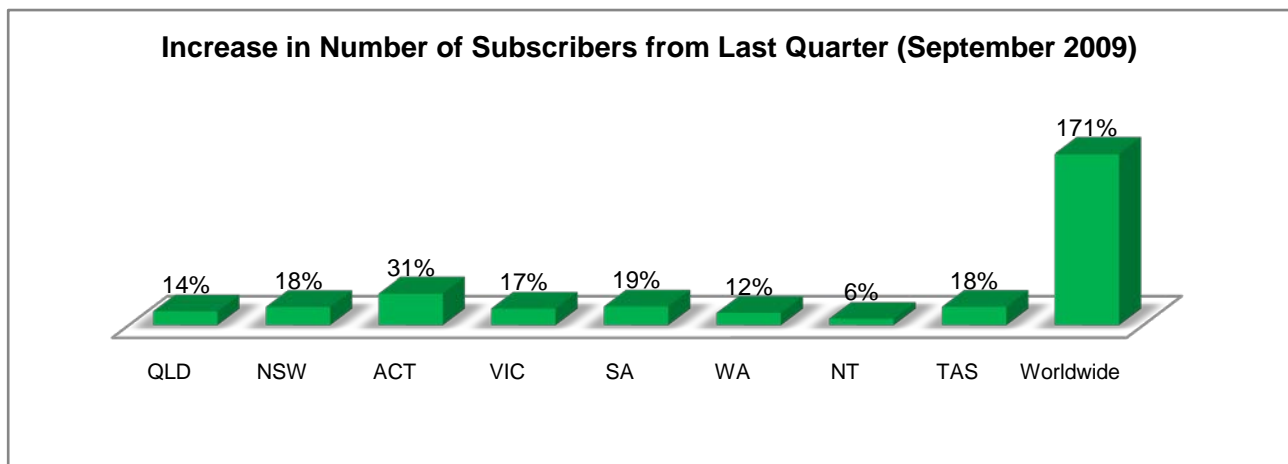
3.1 Subscriber Locations

On September 30th 2009, 18,182 people were subscribed to receive these 'Job Alerts'. This is a 20% increase in number of subscribers from the last quarter.

New South Wales and Victoria continue to have the largest number of subscribers followed by (in ranking order) Queensland, Western Australia, South Australia, the Australian Capital Territory, Tasmania and Northern Territory.



International subscribers (worldwide) showed the greatest growth for this quarter, increasing 171% from June 2009. The Australian Capital Territory was the largest growing state in Australia (31% growth) followed by South Australia (19% growth), Tasmania & New South Wales (18% growth) and Victoria (17% growth).



3.2 Subscriber Categories

The top five categories subscribed continue to be 'Lecturers & Tutors', 'Research', 'Administration', 'General Appointment' and 'Fellowships'. See Appendix 2.

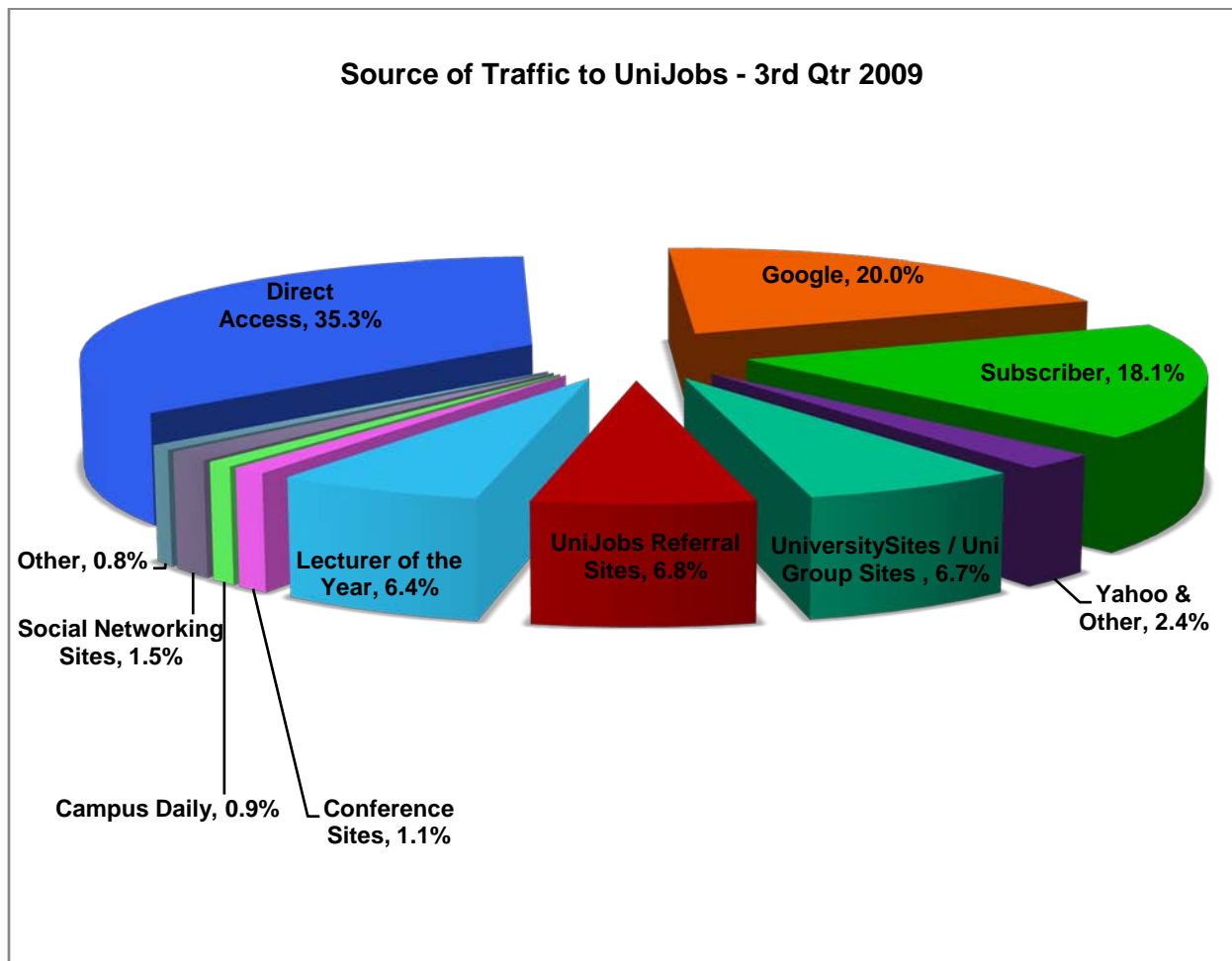
'Vice Chancellor' 'Professors, Readers, Chairs', 'Research', 'Project Officer' and 'IT & Computing' showed the biggest increases in categories subscribed to during the quarter.

3.3 Source of Traffic

The most popular way for people to reach UniJobs continues to be through direct access. Direct access accounts for 35.3% of total traffic to the site. Google is the second most popular source of traffic at 20%. Google will continue to be a large contributor of source of traffic as UniJobs is ranked number 1 in Google keyword searches related to 'university jobs'. Subscriber emails also accounts for a majority of source of traffic, contributing 18.1%.

UniJobs referral sites also assist in attracting a targeted audience to UniJobs.com.au and contribute 6.8% of traffic flow. With more than 40 referral sites some key contributors are; www.academicjobs.com.au, www.campuscareers.com.au and www.unijobs.co.nz, launched in January 2009.

UniJobs now participates on social networking sites such as Twitter, Facebook and Myspace and traffic from such activities has accounted for 1.5% of traffic to UniJobs this quarter. www.CampusDaily.com.au, Australia's University News Website, launched in September 2009, is a new UniJobs initiative that accounted for 0.9% of traffic flow.



4.0 Conclusion

UniJobs has posted 6,743 jobs this year, 2,133 of those jobs were posted during this quarter, the third quarter of 2009. Victoria advertised the most positions during this period, followed by New South Wales then Queensland.

UniJobs has received 1,694,058 unique browsers this year. 584,700 of these unique browsers came to the site during this quarter. This equates to an average daily audience of 6,358 unique browsers.

'Research' and 'Lecturers & Tutors' continue to be the two most popular categories of jobs advertised, searched for and subscribed to. Job seekers interest has increased the most in the following categories; 'Conference Directory', 'Principal/Senior Lecturers', 'Fellowships', 'Vice Chancellor' 'Professors, Readers, Chairs', 'Research', 'IT & Computing', and 'Project Officer'

UniJobs subscribers increased to 18,182 by the end of the quarter. International subscribers grew the most by 171% from last quarter. Subscribers within Australia grew the most in the Australian Capital Territory 31%, South Australia 19% and Tasmania & New South Wales 18%. Overall New South Wales and Victoria have the greatest number of subscribers.

Direct access, Google and subscriber emails are still the three most common way browsers reach UniJobs. UniJobs now receives traffic from online social networking activities and a newly launched news website CampusDaily.com.au.

FYI...

UNIJOBS FEATURES

MORE UNIQUE UNI
JOBS THAN

SEEK

- NO DUPLICATE JOBS
- TARGETED AUDIENCE
- UNIVERSITY NEWS

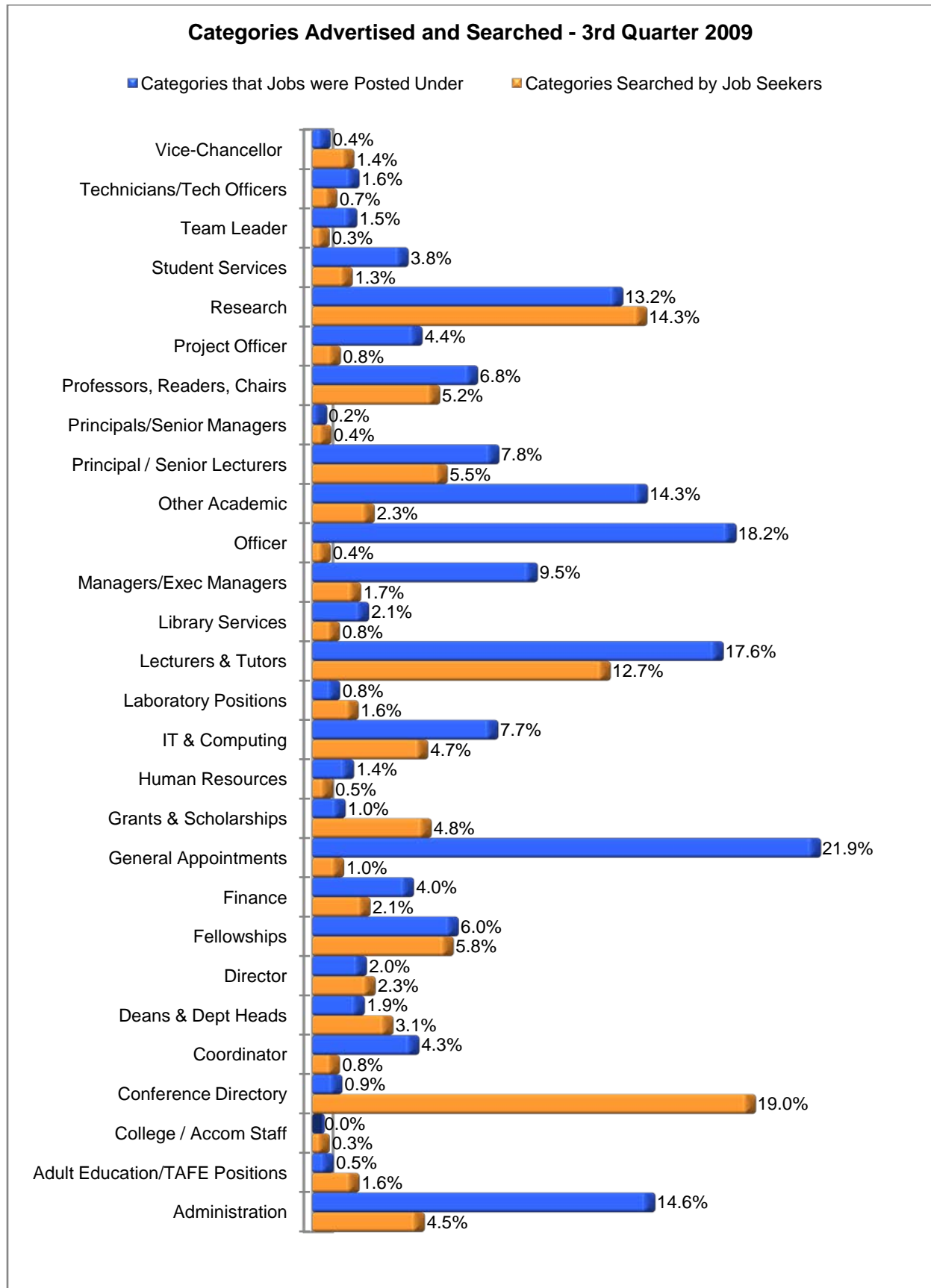
NEW UNIJOBS
INITIATIVE

WWW.CAMPUSDAILY.COM.AU

AUSTRALIA'S UNIVERSITY NEWS WEBSITE

5.0 Appendices

5.1 Appendix 1



5.2 Appendix 2

