

TAFE JOBS

Australia's TAFE Job Website

TAFEJOBS QUARTERLY STATISTICAL REPORT
4TH QUARTER 2010

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1.0 Introduction

This report provides an analysis of jobs advertised and traffic to www.TAFEJobs.com.au during the fourth quarter of 2010, including statistics for the complete year of 2010.

TAFEJobs.com.au is Australia's TAFE Job Website (herein referred to as TAFEJobs).

Since launching on the 2nd of November 2009, TAFEJobs' popularity has grown rapidly. **Ranked #1 on Google** for TAFE Jobs searches, TAFEJobs attracted a total of **154,669 unique browsers*** this year, **49,159 of which were from this quarter**. For the year **74% of those browsers were new visitors** to TAFEJobs, illustrating the continuing growth of the website.

Jobs advertised on TAFEJobs are also posted to www.UniJobs.com.au Australia's University Job Website under the 'TAFE' positions categories.

2.0 General Statistics

2.1 Advertisements

2.11 Number of Jobs Advertised

918 jobs have been advertised on TAFEJobs this year. 369 of these jobs were advertised this quarter.

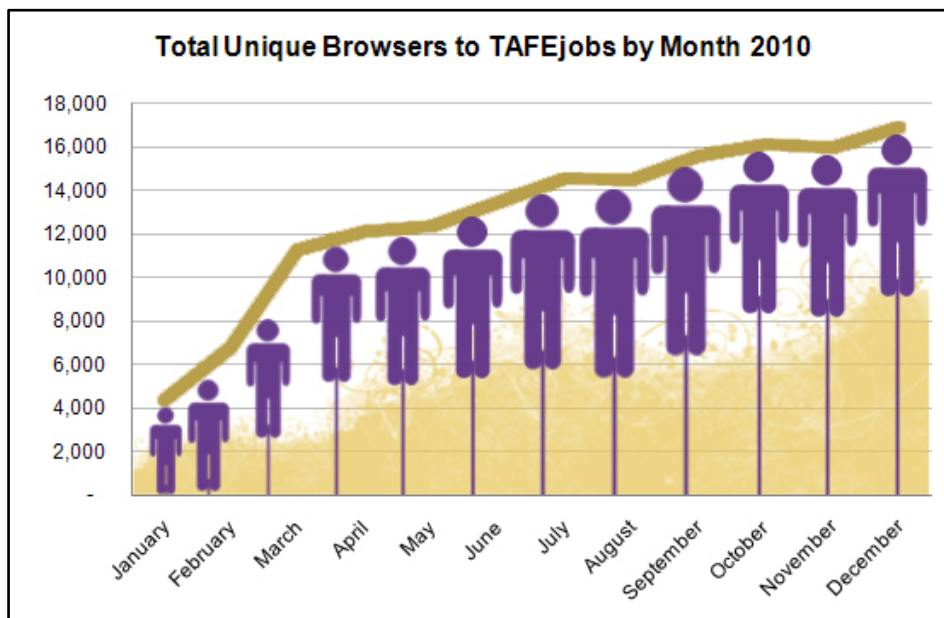
2.2 Traffic

2.21 Unique Browsers to TAFEJobs

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

There have been a total of 154,669 unique browsers to TAFEJobs this year, which is an average of **423 unique browsers a day**.

Of the total amount of browsers, 114,761 (74%) were new visitors to TAFEJobs. Over the last quarter, the average number of unique browsers a day was 534- the highest it's been all year.



* 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.

3.0 Subscribers

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

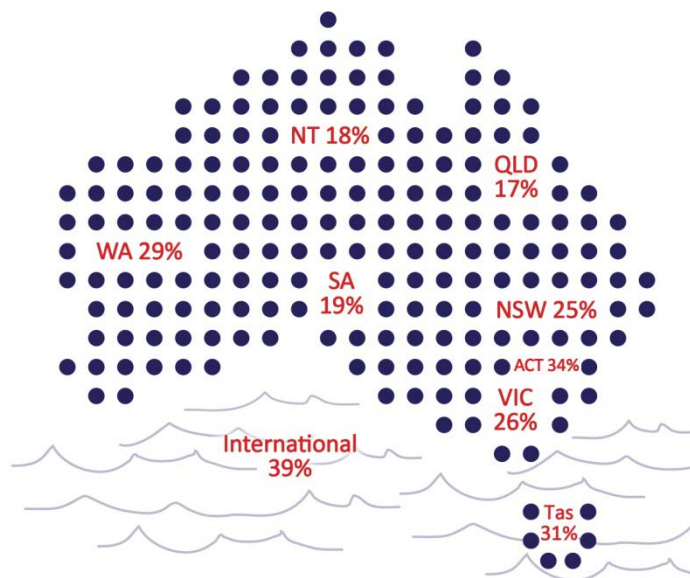
3.1 Subscriber Locations

At the end of the year (31st December 2010), 2,683 people were subscribed to receive 'Job Alerts'. This is a 313% increase from the number of subscribers from the start of year (2010).

3.2 Subscriber Growth

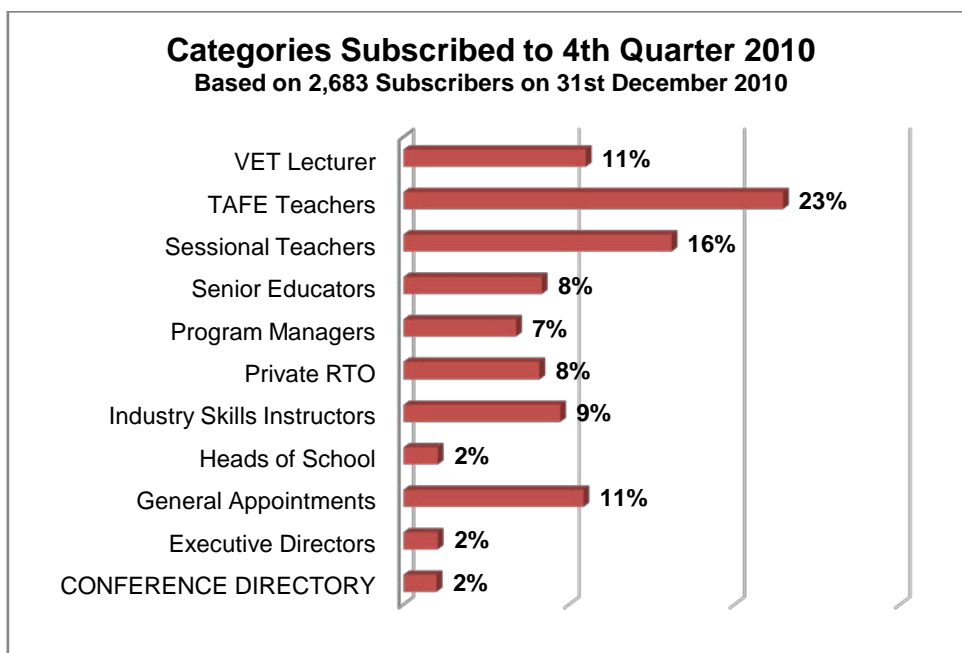
Subscriber numbers have grown robustly across all Australian states and internationally. The average growth rate was 27% for the quarter.

Growth in Subscribers by Location
(From 3rd to 4th Quarter 2010)



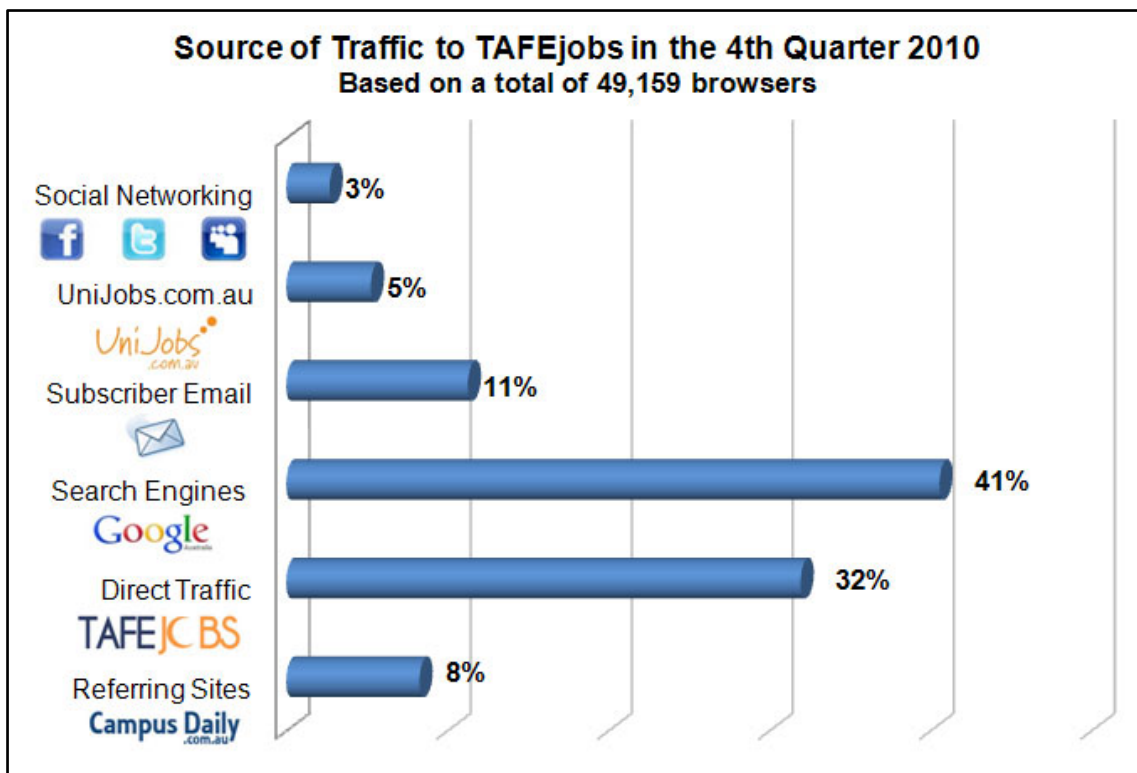
3.3 Subscriber Categories

The top five categories job seekers elected to receive job alerts from are (in ranking order) 'TAFE Teachers', 'Sessional Teachers', 'General Appointments', 'Vet Lecturers' and 'Industry Skills Instructors'.



4.0 Source of Traffic

Source of traffic defines how browsers access the TAFEJobs website.



5.0 Conclusion

TAFEJobs average audience during this quarter was between 500 and 550 unique browsers daily (a total of 49,159 unique browsers over the quarter). **Traffic increased enormously to the site over the year ending with a total of 154,669 unique browsers for 2010; that's an average of 423 views a day.**

A total of 918 jobs were posted over the year, 369 of those for this quarter. Most positions were advertised in New South Wales and Victoria.

The most popular categories searched and subscribed to are; 'TAFE Teachers', 'General Appointments', 'Teacher and Lecturer Jobs', 'Sessional Teachers' 'Vet Lecturers' and 'Industry Skills Instructors'.

The most commonly advertised jobs were 'TAFE Teachers' and 'General Appointments'.

TAFEJobs concluded the year with 2,683 job seekers subscribed to receive weekly updates. This is a 313% increase in the number of job seekers subscribed at the start of the year.

Most browsers accessed through Google or other Search Engines (41%). With 74% of this year's browsers being new visitors; it illustrates the importance of ranking well on Google and other Search Engines. Direct Access accounted for the second largest portion of traffic flow for the quarter (32%) which is testimony to the effectiveness of TAFEJobs' marketing activities thus far.

All jobs posted on TAFEJobs also appear in the TAFE category on our university jobs site, UniJobs.com.au. UniJobs.com.au advertised a total of 11,566 jobs, attracted over 2.7 million unique browsers* and has 46,084 subscribers at the end of 2010. 7% of searches were for the 'TAFE' categories (532 people a day) and 20% (9,217) of subscribers were subscribed to the 'TAFE' categories.