

# AUSTRALIA & NZ SUBSCRIBER PROFILE

## OCT 2025

## HIGHLIGHTS



### SUBSCRIBERS

Now 10,350 active jobseekers

- 81% tertiary &/or diploma qualified
- 94% experienced in council

### WEBSITE VIEWS

Now over 133,000 per month

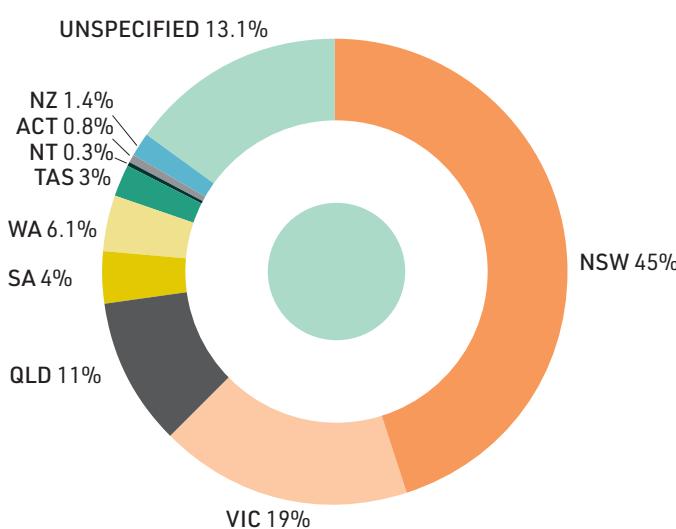
### READERS PER JOB AD 2025 (avg)

- 315 directly from CouncilJobs aerts
- 27 for all other jobs via organic search

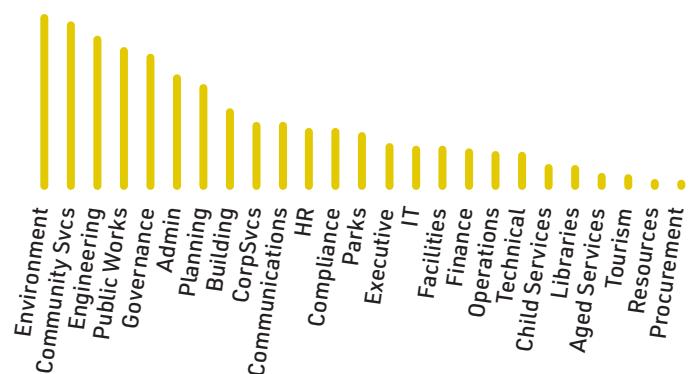
### TOP 5 SUBSCRIBER CATEGORIES

- Engineering
- Environment
- Planning
- Community Services
- Corporate & Governance

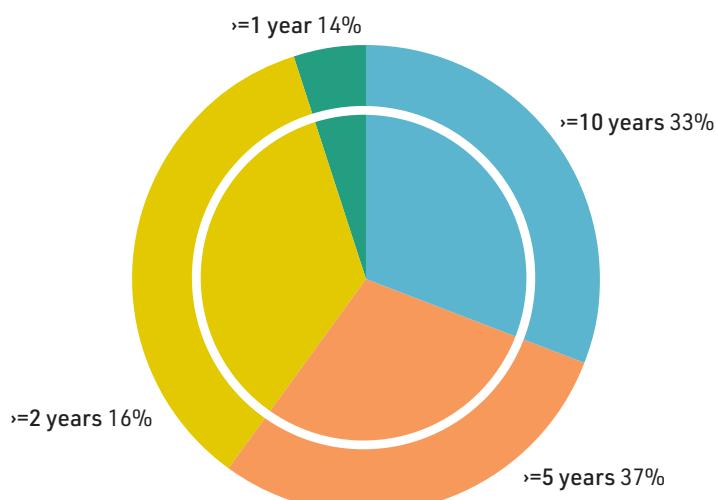
### STATE



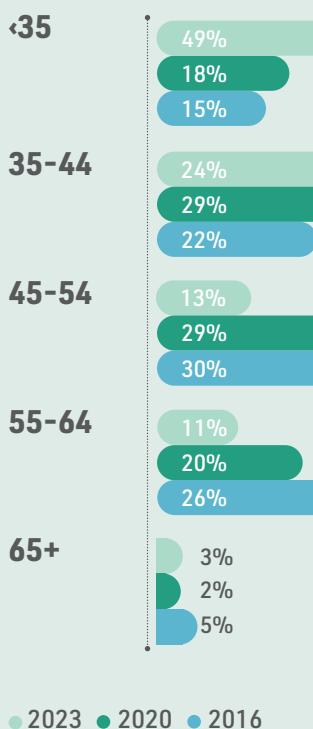
### SKILLS



## LOYALTY



## SUBSCRIBER AGE



## LG EXPERIENCE

LESS THAN 5 YEARS

5-10 YEARS

11-20 YEARS

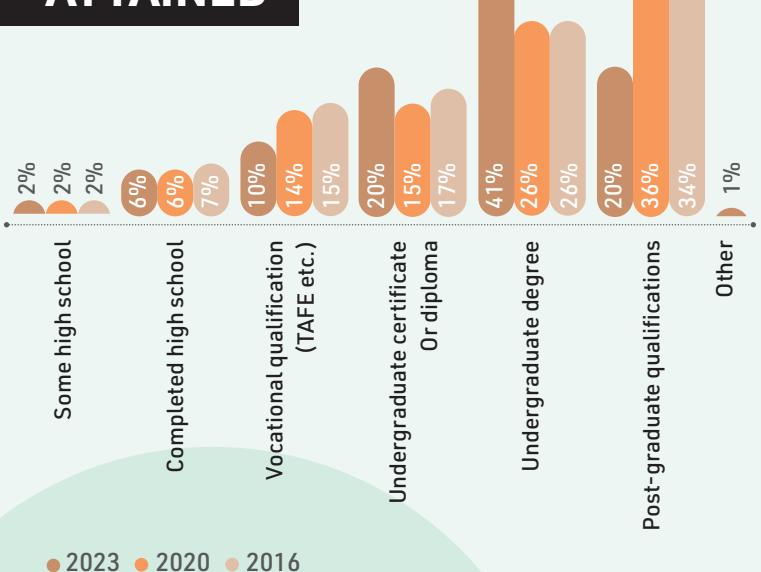
MORE THAN 20 YEARS

PREVIOUSLY WORKED IN LOCAL GOVERNMENT

HAVE NEVER WORKED IN LOCAL GOVERNMENT

● 2023 ● 2020 ● 2016

## HIGHEST LEVEL OF EDUCATION ATTAINED



CONTACT US FOR MORE DETAILED INFORMATION [info@counciljobs.com](mailto:info@counciljobs.com)  
PO BOX 621, Broadway. NSW 2007 Australia Ph: +61 401 004 004

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