

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

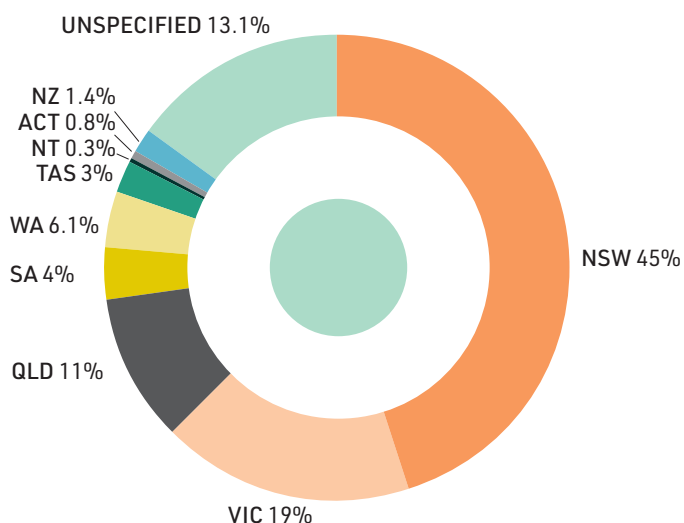
READERS PER JOB AD 2025 (avg)

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

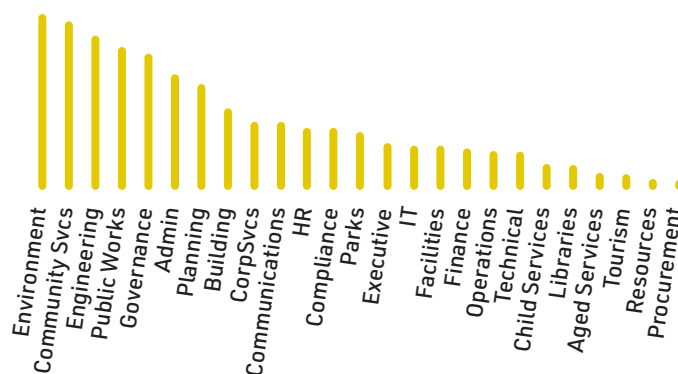
TOP 5 SUBSCRIBER CATEGORIES

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

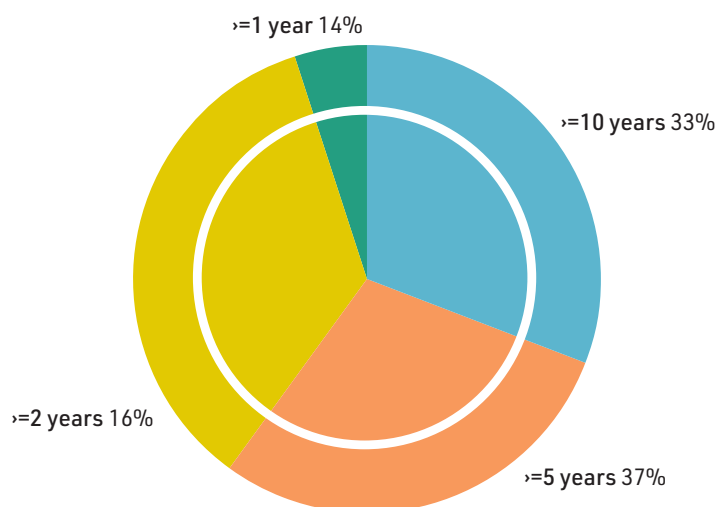
STATE



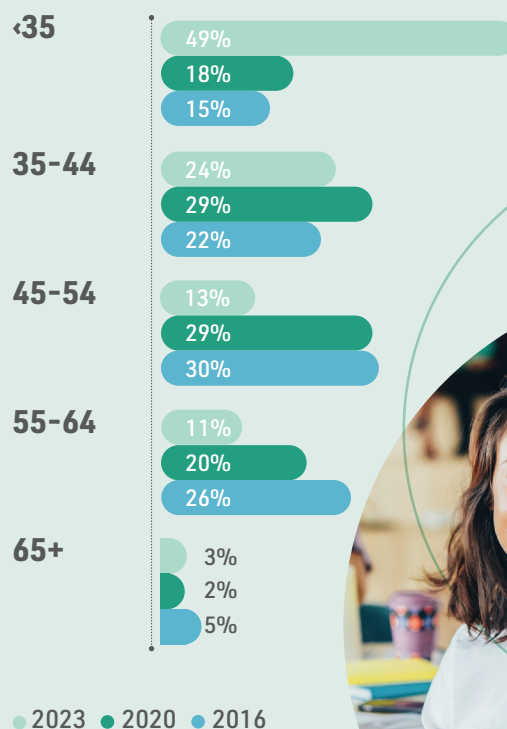
SKILLS



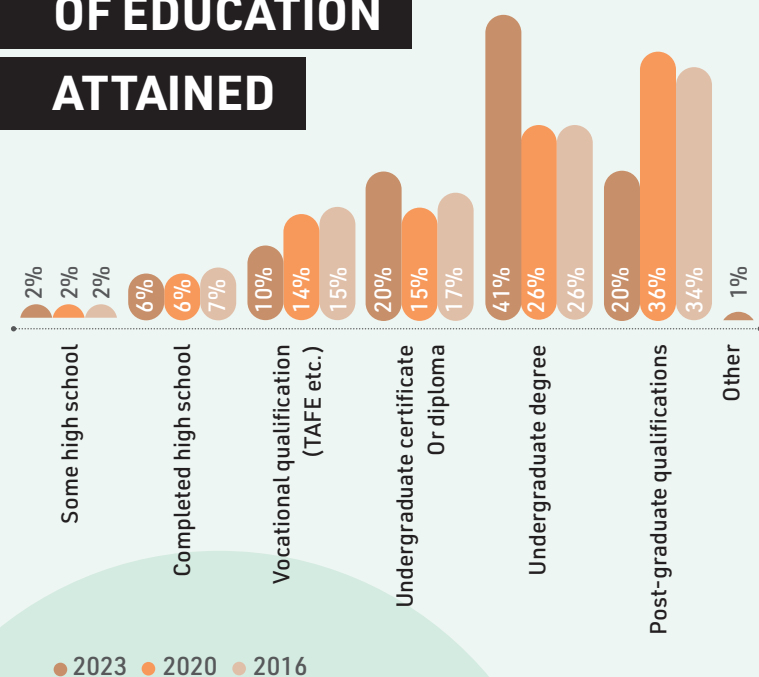
LOYALTY



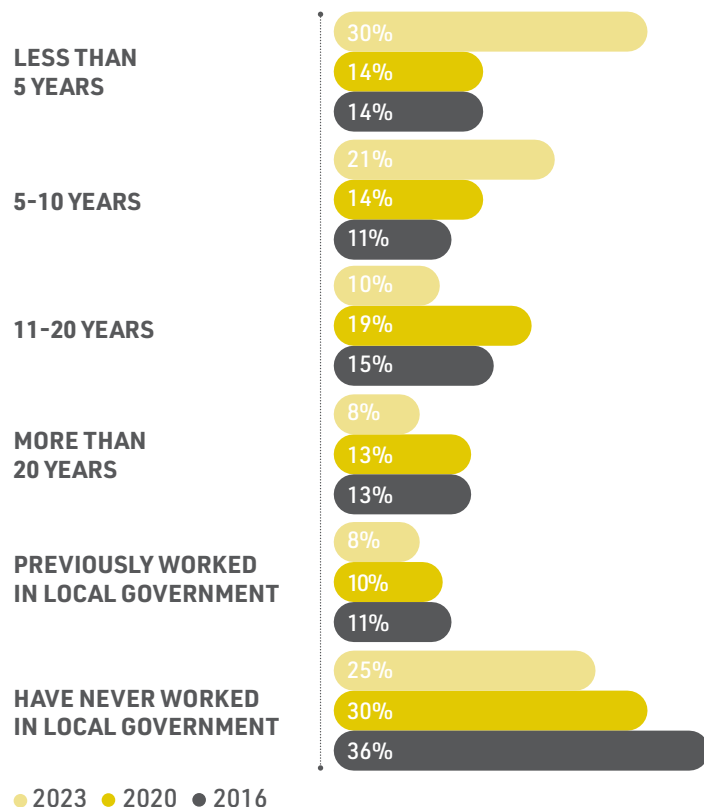
SUBSCRIBER AGE



HIGHEST LEVEL OF EDUCATION ATTAINED



LG EXPERIENCE



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