




MyCareer 

incorporating search  jobs
Always working for you in paper and online



MyCareer.com.au

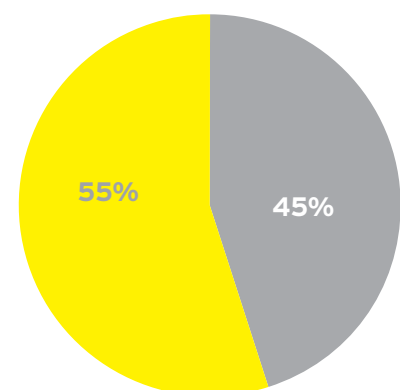
NEW SOUTH WALES QUICK STATS

OCTOBER 2011

- There are currently almost 4 million people within NSW's workforce[^]
- In October 2011, **MyCareer.com.au** attracted over 1.6 million Unique Browsers (UBs)
- 55% of **MyCareer.com.au**'s UBs did not visit seek.com.au in October - that equates to over 917,000 exclusive visitors (see chart at right)
- 66% of **MyCareer.com.au**'s UBs did not visit CareerOne.com.au in October - that equates to more than 1.1 million exclusive visitors
- NSW residents love **MyCareer.com.au** - within October we welcomed over 600,000* NSW UBs to the site, with an average of more than 30,000** NSW UBs visiting the site every day
- The **MyCareer.com.au** mobile application has been downloaded more than 225,000 times[#]



MyCareer.com.au October 2011 Exclusive UBs - Total



- MyCareer.com.au exclusive UBs
- MyCareer.com.au UBs who visited seek.com.au

Source: Nielsen Market Intelligence October 2011; Total traffic *NSW traffic
 **Based on ave. daily UBs ^Morgan June 2011; National Database; total workforce (employed/looking for work) # Fairfax internal data November 2011