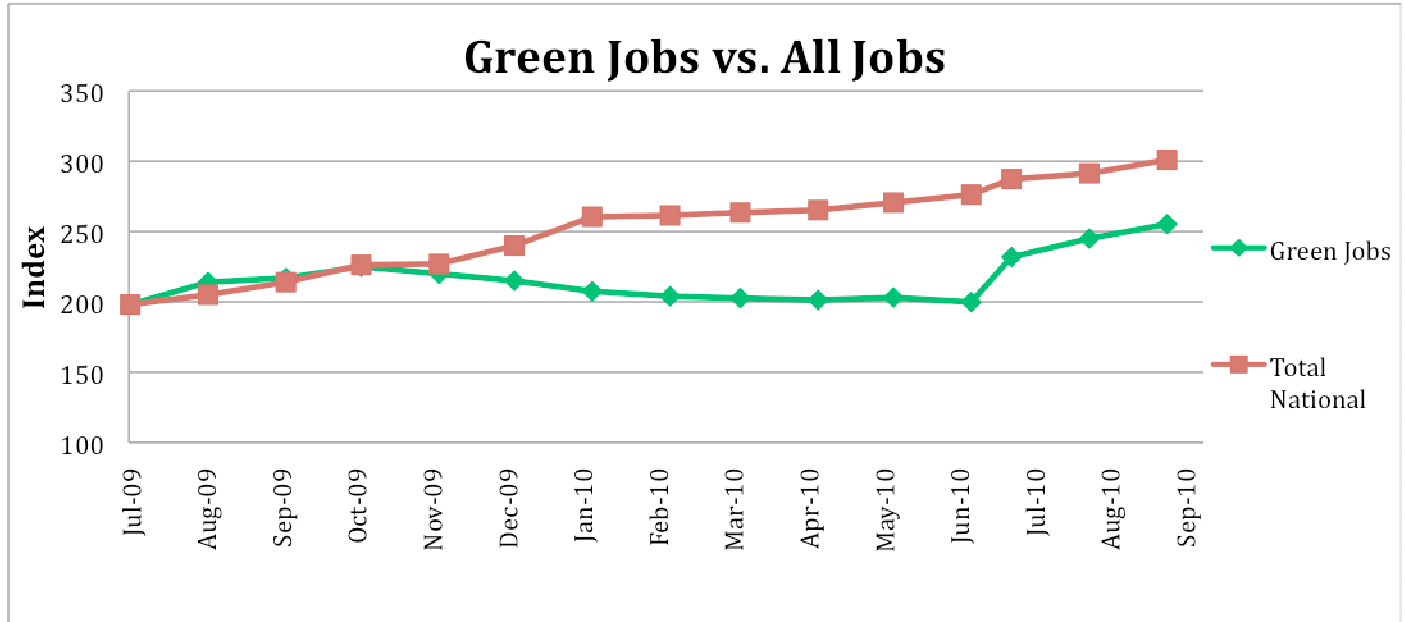


Three Months of Joy!

Green Job Index vs. All Job Index, September 2010

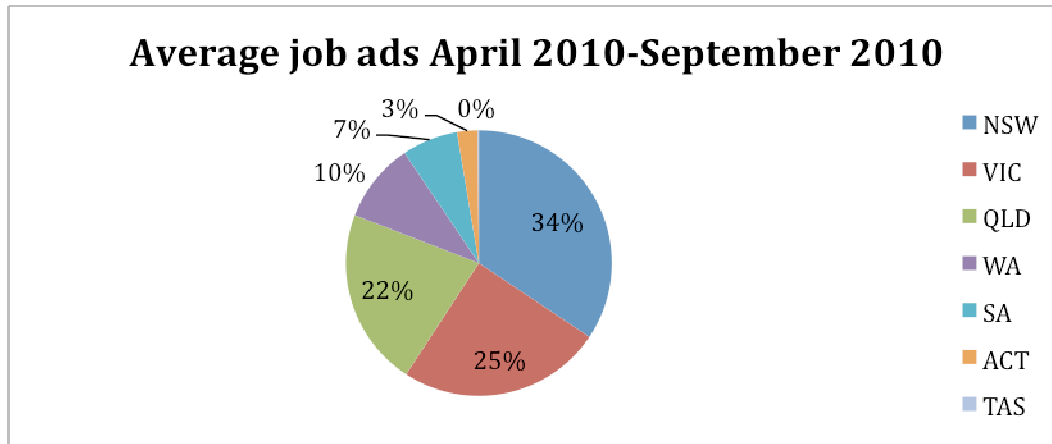
Source: Green Collar Talent



**Sydney October 4<sup>th</sup>, 2010:** Slowly, but surely, September saw a continued increase of 4 per cent in ads for green jobs versus the wider Australian market. This is a continuation of the confidence the market has shown since the federal election, despite no major policy announcements. However, It is worth noting that the green jobs market is still underperforming compared to the entire Australian market since November 2009, which has had a staggering 13 consecutive months of growth.

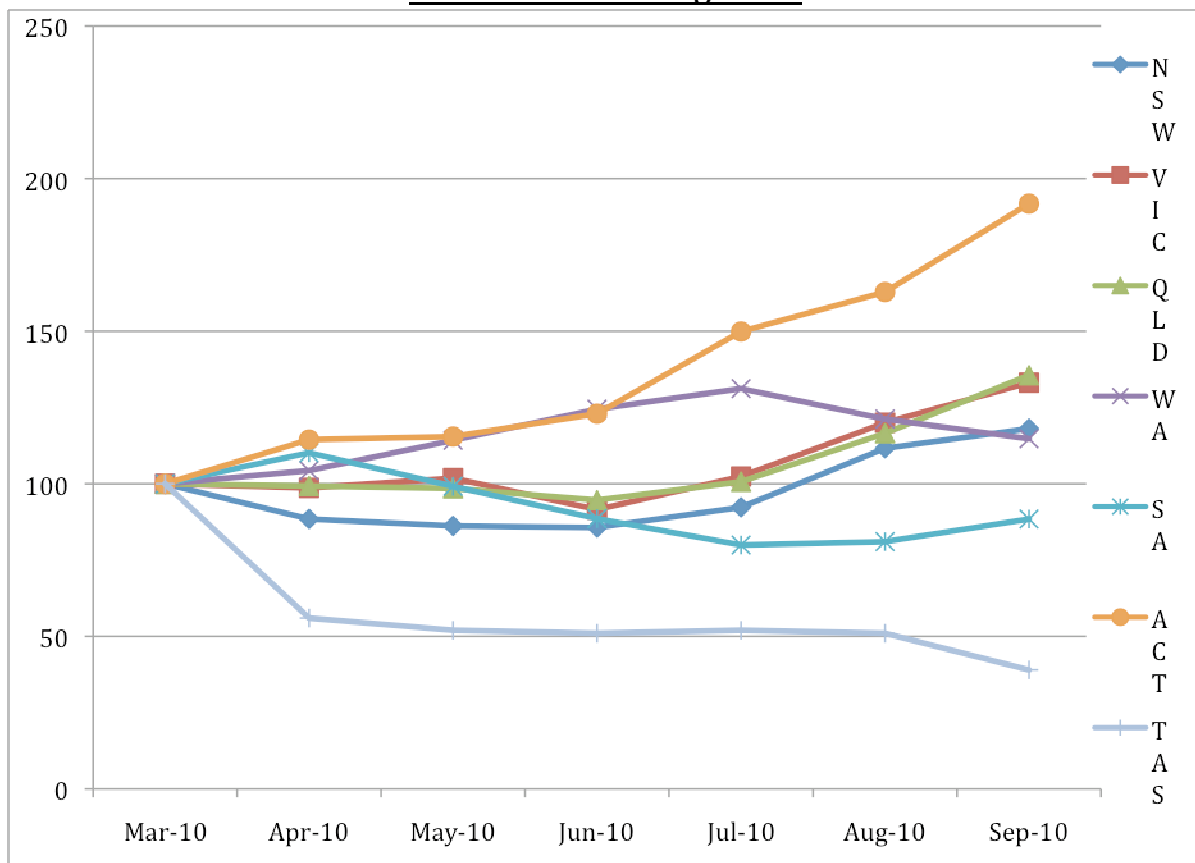
Will this newfound confidence remain? Peter Hooper from GreenCollar Talent is skeptical due to the lack of firm policy announcements. “It is not helping the market grow. For the past few months, there have been nothing but elections, and the entire investment community is still very nervous over the policy instability. Quite frankly, without investment in clean energy we won’t see major increases in the green jobs market.”

Where are the Jobs in Australia?



NSW is still leading the nation in green job ads in the month of September, while Victoria and Queensland follow behind respectively. NSW has recently taken over from Victoria as the state with the heaviest concentration of advertising in the green jobs base.

Performance Rating Chart



This chart represents a “state-by-state” performance rating. It describes how each state is growing or decreasing in terms of a percentage rating in comparison to the prior month.

The major eastern states of NSW, VIC, and QLD have shown steady September increases in green employment advertising.

Although it is has only around 8% of all green job ads in Australia, (and the small sample size can not theoretically be relied on) ACT is the only Australian state that has shown consecutive month by month growth.

Surprisingly WA’s job ad numbers have decreased the most, despite the promising outlook for renewable energy in the state.

**-ENDS-**

**Methodology:** When developing the index we conduct our research from the major online job boards only, which are Seek, CareerOne and MyCareer. Recruitment companies often post duplicate job openings across the job boards. Thus, the index utilizes a mathematical formula that subtracts the duplicates to ensure accuracy and integrity. We use the following search terms on these online job boards to populate the index: “Carbon or ESG or renewable or solar or wind or geothermal or ‘clean energy’ or tidal or biomass or sustainability.”

**What defines a “Green Job”:** The GreenCollar Job index only considers “pure green” roles as a “green job.” Green roles make significant and direct contributions to combating climate change. For example, wind engineering, a solar installer, or sustainability consultant would be an example of a “green job.” It excludes positions such as the secretary of a wind power company or a public transportation service worker.

**Interviews Available:** Peter Hooper, Director, GreenCollar Consulting Solutions. Please contact Mr. Hooper directly on [+61] 2 9994 8033 or at [peter.hooper@greencollargroupCS.com.au](mailto:peter.hooper@greencollargroupCS.com.au)

***About GreenCollar Talent:*** GreenCollar Talent is one of the industries leading recruitment businesses in sustainability, climate change, and renewable energy. Our staff takes pride in working on assignments that directly or indirectly impact society or the environment in a positive manner.

We are active members of the Australian Climate Change Community, the Environment Business Australia, and ANZ Sustain.