

Labour Market Update



Priority One
Tauranga
Moana

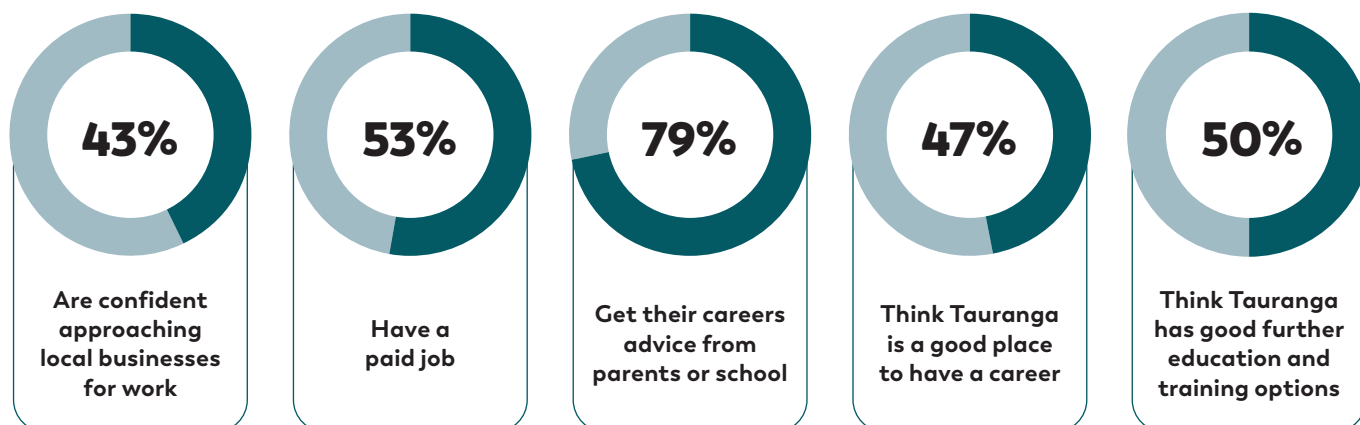


Ara Rau
Pathways
to Work

AUGUST 2021

Secondary students are quite confident in looking for jobs

At the recent Canvas Careers Expo, we asked over 300 students aged 14-17 about their career aspirations in the Western Bay. The majority get careers advice from their parents and school, or online.



Demand for talent puts upward pressure on salaries

We are hearing about pressures on market salaries across multiple sectors locally in the war for talent.



Professional Services

Traditional recruitment methods are not necessarily working as well as they used to. It is currently a candidate led market, so knowing your brand and attracting talent to want to work for you is now more important than ever.



Education

Returning kiwis particularly from Australia are a welcome addition to our workforce. We are hearing of teachers making contact wanting to return home to work in the New Zealand education system and particularly locally.

Current university students are in demand for internship opportunities. In some cases there have not been enough students to meet demand from local employers.



Technology / IT

NZ Tech has recently completed a survey to better understand the skills shortage in tech related fields.

The report stated that access to talent is overwhelmingly Tech's biggest challenge nationally, with many of the roles advertised seeking experience.

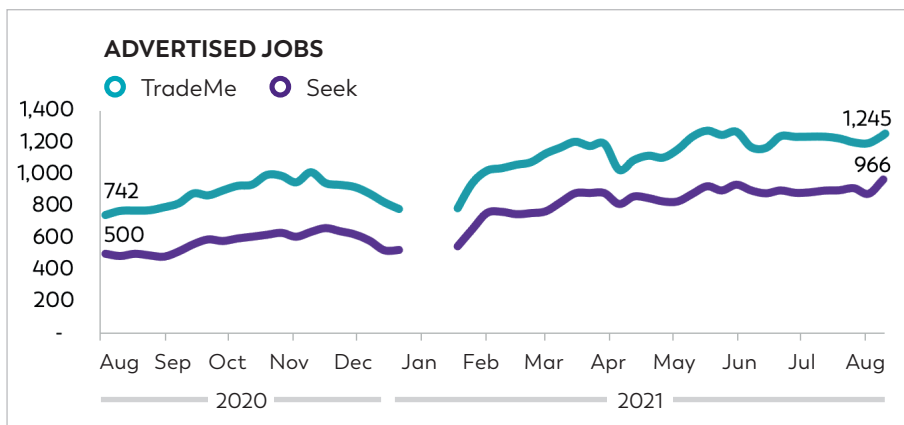
The local tech sector in Tauranga is starting conversations in collaboration with Priority One and education providers to work towards providing more internship opportunities to grow young local talent.



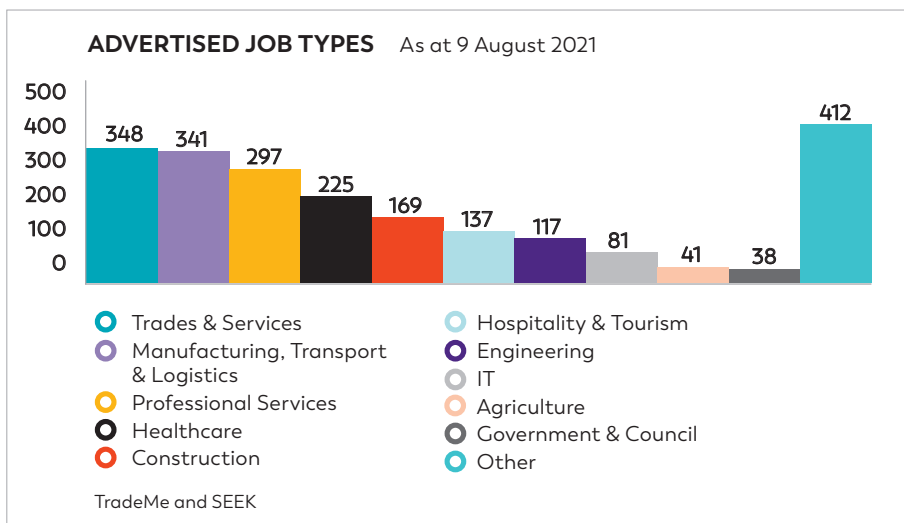
Talent Attraction

The closure of the Australian travel bubble could see implications for local businesses who had employed skilled workers who were ready to relocate.

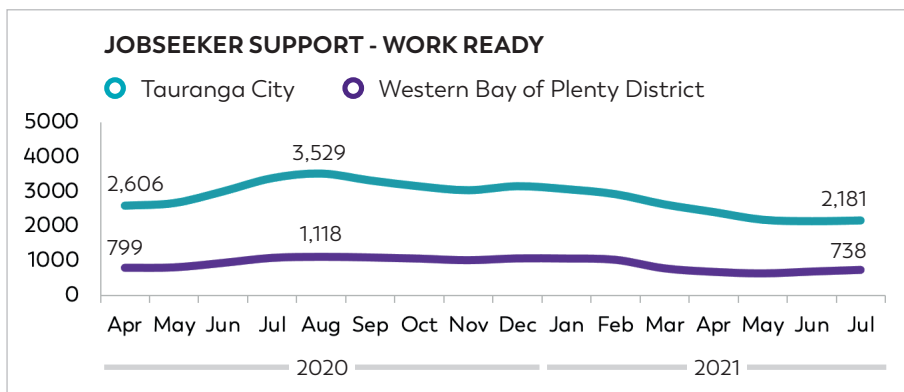
Advertised jobs have increased again this month



Job ads had eased off since June, as we understand employers have experienced difficulties recruiting talent through traditional job websites during this labour squeeze. Job ads jumped up again by 200 in early August.



Recent growth in jobs ads is across four main sectors – Manufacturing Transport and Logistics, Professional Services, Healthcare and Engineering.



Jobseeker Support Work Ready numbers have grown by a mere 69 in the month of July across the Western Bay, which is consistent with the traditional winter season when the kiwifruit season has ended, and more people are looking for work.

Sharp tightening in the labour market

A record fall in unemployment, high job ad numbers, record difficulty finding labour, record job churn, and record falls in labour market spare capacity mean that wage pressure will build further as firms pay more to attract and retain staff.

[Read more](#)

What are the jobs of the future?

In today's uncertain world everyone is trying to crystal ball their future. Our employability has never been more important, nor fragile. Enhancing your skillset and having a thirst for knowledge will be your competitive advantage.

[Read more](#)

Future of Work

The nature of work is changing rapidly both here in the Western Bay of Plenty and across the globe. Priority One stays on top of workplace trends and interesting examples of change as a part of our commitment to future proofing the labour market for the Western Bay of Plenty. Here are some of this month's top reads:

Fujitsu to permanently work from home

Fujitsu announced in 2020 they were shifting away from the conventional practice of working from a fixed office, towards a system that allows their 80,000 employees in Japan to freely choose the place they want to work. They have introduced the 'borderless office,' aiming to reduce their current footprint by 50% by the end of 2022. Options are to work solely from home, or hybrid styles including hub and satellite offices with hot desks. Their goal is to achieve a working style that allows employees to flexibly use their time according to the contents of their work, business roles, and lifestyle. Fujitsu anticipates that this will not only improve productivity, but also mark a fundamental shift away from traditional concepts of commuting to fixed offices leading to enhanced work-life balance.

[Read more](#)

Creating the foundation for a 21st Century workforce

The recent OECD employment outlook discussed how leaders need to reimagine work "not as a place and time, but an outcome" and take an individual

approach to determine what works best for each team member. Organisations need to focus on employee experience that will keep them ahead in the war for talent, and this experience may be largely defined by the types of technologies available to employees allowing them to work from anywhere. 3 ways for creating the foundation for a 21st century workforce are design for output, having a hybrid workplace, and innovative leadership.

[Read more](#)

Inspiring the Future programme

Inspiring the Future programme is funded by the Tertiary Education Commission (TEC). The aim of the programme is to broaden young people's horizons and challenge stereotypes and biases that limit aspirations and constrain young people from reaching their full potential. It is currently run in primary schools. TEC are in search of local people who are willing to share about their careers.

[Read more](#)

Gen Z workforce

Generation Z are our next workforce generation, born from the mid-1990s until 2010. They arrived well into an age of easy access to the internet and computers, and by the time

they were at primary school, mobile phones were a part of daily life. Differences between generations is nothing new, although understanding and recognising these differences is key to a successful future. TradeMe have created a list of what they believe these new digital natives will bring to and expect from the workforce.

[Read more](#)

Booming interactive media market

In 2020, video game development in Aotearoa employed more than 700 people, and brought in nearly \$325 million in revenue to the year 1 April 2020, an increase of \$121 million in one year alone. Covid-19 has seen a huge increase globally across most online platforms, and gaming has become even more popular. These types of careers show how transferable careers and skills will be across different sectors. Someone may have a passion for education, and the way in which they express that may be through developing gamified education based resources. 2018 data suggests that 35% of New Zealanders have used training games at work and 59% of New Zealand children have used educational games at school.

[Read more](#)