

# Labour Market Update



Priority One  
Tauranga  
Moana



Ara Rau  
Pathways  
to Work

JULY 2021

## Competition for talent

The Western Bay is currently facing a skills and talent mismatch across most of our key employment sectors.

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

There is demand for people at all stages, with current university students in demand for internship opportunities. In some cases there have not been enough students to meet demand from local employers.

## Now and in the future

Most jobs in the last 5 years were created in:



Construction



Administration



Health Care



Hospitality



Professional, Scientific & Technical Services

When we look at subjects Western Bay school leavers are going on to study in higher education, there are significant gaps when compared to our current and future growth:



Education



IT



Agriculture



Health

## Future proofing our workforce

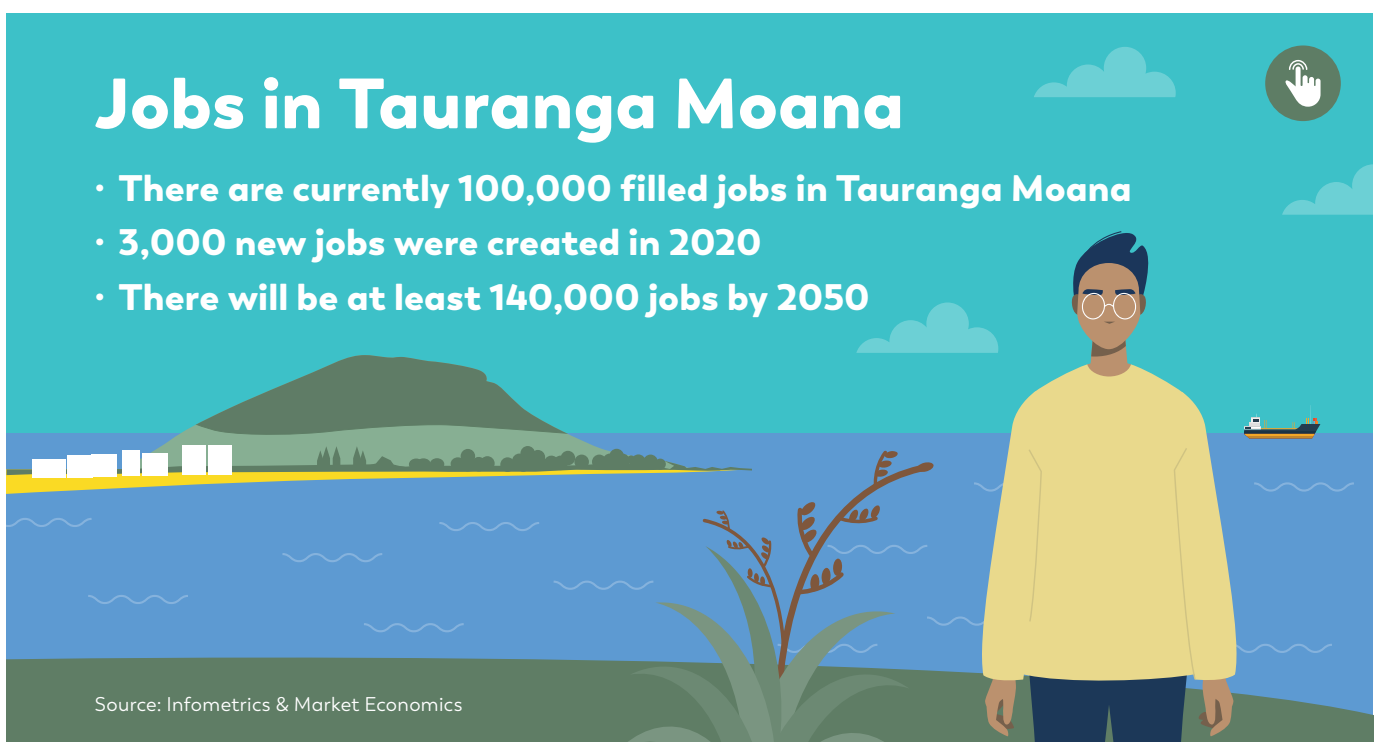
Priority One's Future of Work campaign aims to ensure the Western Bay's current and future workforce is equipped to adapt and fill predicted labour shortages.

It is projected the Western Bay will create 25,000 new jobs by 2038 and a staggering 40,000 new jobs by 2050.

The campaign focuses on showing young people that Tauranga Moana is a great place to have a fulfilling career now and in the future.

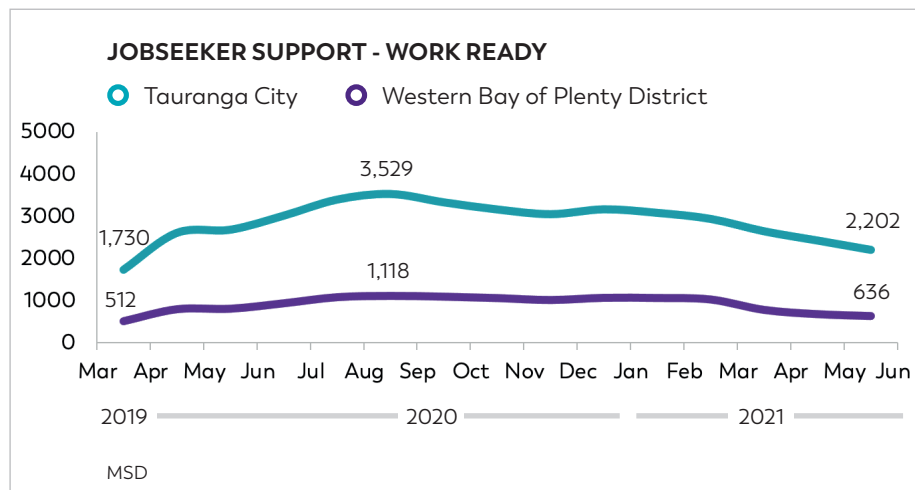
## Jobs in Tauranga Moana

- There are currently 100,000 filled jobs in Tauranga Moana
- 3,000 new jobs were created in 2020
- There will be at least 140,000 jobs by 2050

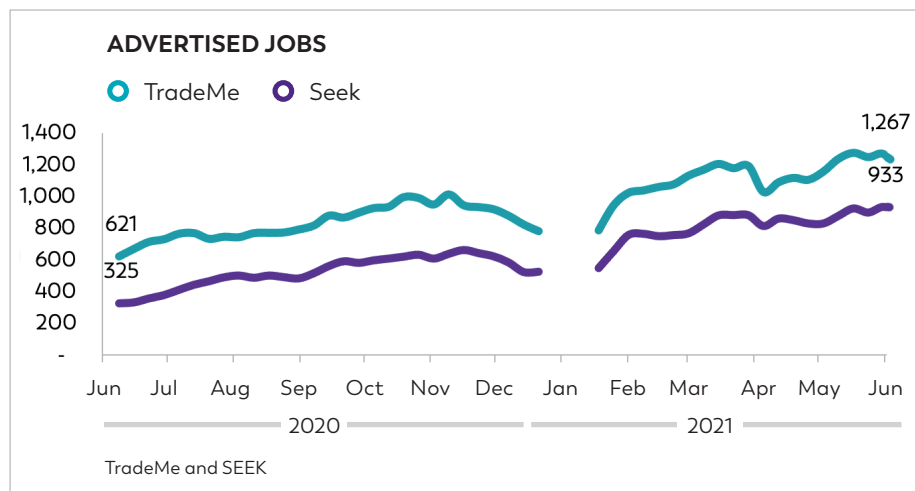


Source: Infometrics & Market Economics

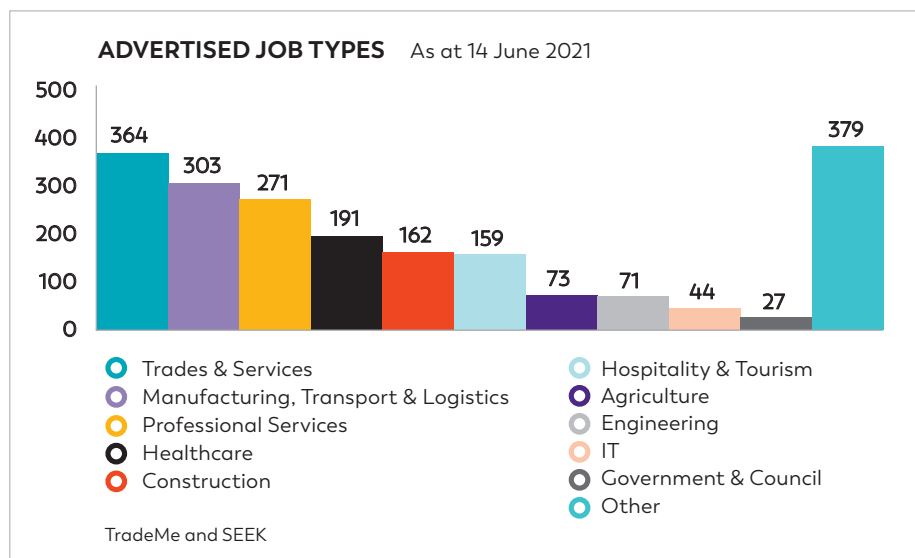
# Western Bay is approaching full employment



Jobseeker Support benefit numbers have been steadily dropping. The total of 2,838 people in May 2021 for the Western Bay is only 600 more than in March 2020, showing almost all have been re-employed.



Local job ads continue to climb, as we hear about skills shortages across all industry sectors. Our recent business survey found that recruiting skilled and experienced staff is the greatest challenge.



Each time we analyse job types being advertised, proportions by sector remain the same. Trades, Manufacturing, Professional Services, Healthcare, Construction and Hospitality are in greatest demand.



## Tauranga job perks on offer as market heats up

We are hearing about pressures on market salaries across multiple sectors locally in the war for talent. It is currently a candidate led market, and traditional recruitment methods are not necessarily working as well as they used to.