

Labour Market Update



Priority One
Tauranga
Moana



Ara Rau
Pathways
to Work

JUNE 2021

Priority One Business Survey

The availability of work ready skills and talent is a key constraint on business, exacerbated by current border restrictions.

Priority One recently surveyed the local business community to better understand business confidence and employment intentions.

The tight labour market is the primary constraint to business growth, in an otherwise optimistic outlook for local businesses.

- 90%** of businesses surveyed are confident about their businesses future
- 70%** believe the local economy is on the way up
- 76%** have hired new staff over the last 12 months
- 59%** faced difficulties filling vacancies in the last 12 months
- 70%** are planning on hiring more staff in the next 12 months
- 43%** say recruitment and retention of staff is the biggest challenge facing their business

Identified challenges include:

“Finding good qualified staff with the right experience.”

“Getting candidates for application, let alone converting candidates to employees.”

“Inability to bring people in from overseas.”

The top 5 skills that have been difficult to fill in the past 12 months:

1. IT and Software Development
2. Marketing and Sales
3. Engineering of all types
4. Business Management
5. Manufacturing and Industrial

There are opportunities to fill some of the employment gaps with younger people and an opportunity to support our local talent to re-train to meet these skills needs. 64% of businesses said they would consider hiring and supporting a young person to grow the skills to succeed in their team which shows a positive future for the Western Bay.

Each month we gather intel from local businesses around what they are seeing happening in their sector.



Professional Services

Professional services businesses are struggling to fill skilled roles. Traditional job listings are not attracting as many applications – this is forcing a re-think beyond traditional recruitment methods.



Business Support

Business support services are receiving numerous questions about how best to manage and support teams who are working from home. There has been a significant uplift in flexible working practices within the region – firms are now looking at how best to maximise the upside while ensuring teams and company culture are maintained.



Technology / IT

Recent remuneration reports for the IT/Tech sector show that the Bay of Plenty has lower median salaries than Auckland and Wellington. Retention is now one of the main focuses of employers, with salaries and benefits rising sharply in Auckland and Wellington to keep their staff.

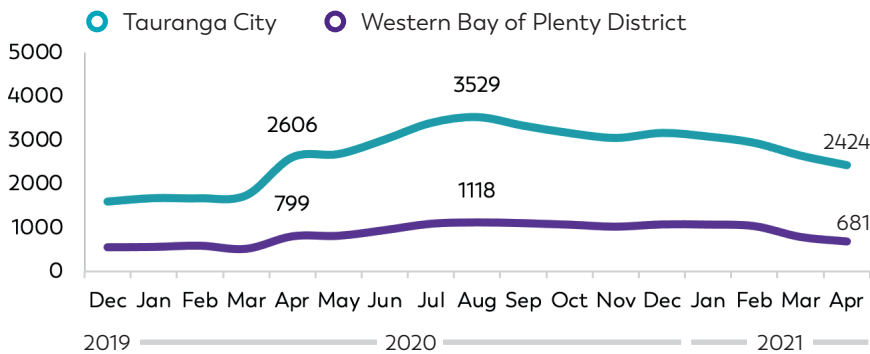


New Zealand

While the Western Bay of Plenty continues to outperform most other regions economically, other regions are also seeing growth in their local economies and are experiencing skills shortages. Like Tauranga, housing affordability (and availability) is impacting on the ability to entice staff to move from their current locations.

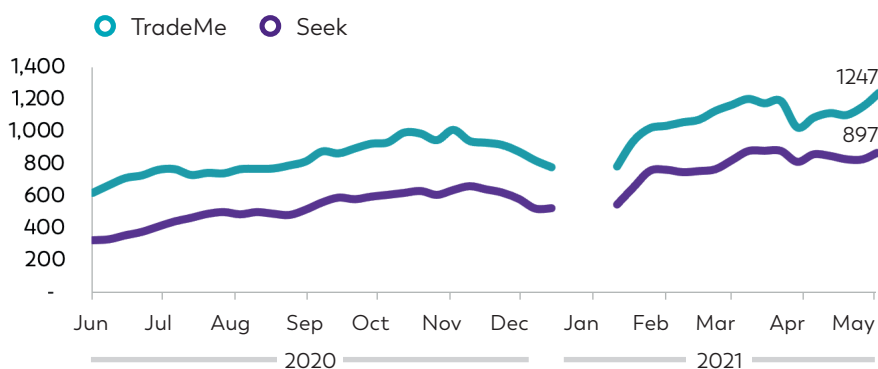
Job listings are still growing and Jobseekers are still going down

JOBSEEKER SUPPORT - WORK READY



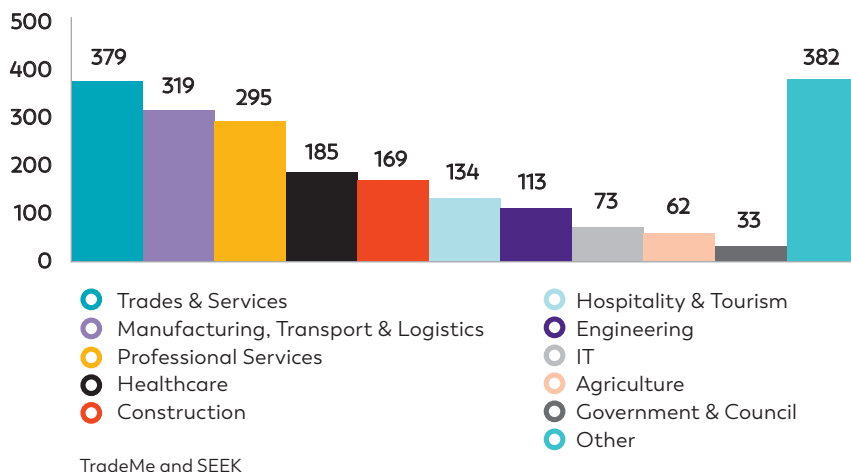
Numbers of people on MSD's Jobseeker Support benefit dropped again in April by 321. Local unemployment is at 3.9% for the March quarter, back to where we were prior to last year's lockdown.

ADVERTISED JOBS



Advertised jobs continue their upward trajectory, with 2,144 jobs listed on TradeMe and SEEK in late May. Ongoing growth implies some positions are not being filled in a timely fashion.

ADVERTISED JOB TYPES As at 24 May 2021



Each time we count the advertised job categories, Trades, Manufacturing and Professional Services are the top 3, followed by Health, Construction and Hospitality at consistent levels.



Record drop in numbers moving to New Zealand

New Zealand recorded its bigger ever drop in net migration in the year to March 2021. There were only 6,600 net migrant arrivals in the year, compared with 92,000 in the year to March 2020, a drop of 93%.