

# Labour Market Update

NOVEMBER 2021



Priority One  
Tauranga  
Moana



Ara Rau  
Pathways  
to Work

## Record year for Western Bay labour market

This year has been characterised by highs and lows – high job listings and record low unemployment, which is good news for many job seekers, yet tough for employers.

Salary increases to keep or entice good people are commonplace, and businesses looking to grow are finding innovative ways to retain and attract people. This includes paying the living wage, focusing on company values, contribution outside the workplace, alternative recruitment practices and pastoral care.

We expect jobs to increase at a faster rate than the working age population, so it's critical we get as many people as possible ready for the jobs being created. Our student transitions data shows there is more work to do here.

High job  
listings

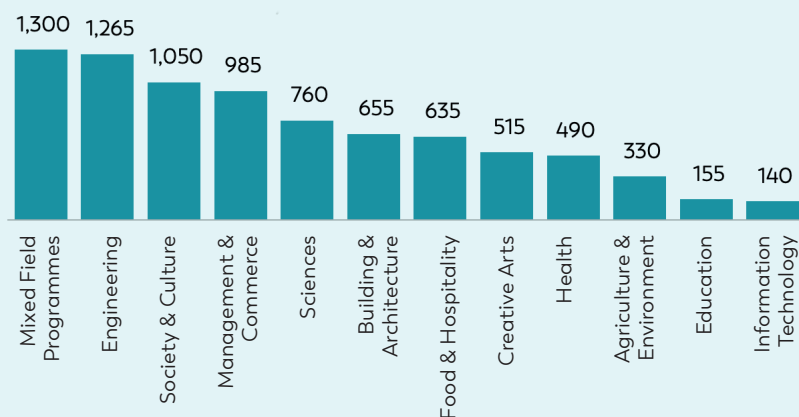
Skills  
mismatch

Salary  
increases

Low unemployment

## Covid hasn't affected student subject choices

Tertiary subject choices for the 5 years 2016-2020



Tertiary Education Commission

Transition data for 2020/21 shows in the 5 years from 2016-2020, 11,035 young people finished school in the Western Bay, and 76% or 8,300 students transitioned to tertiary education.

The most popular subject choices were Engineering, Society & Culture, Management, Sciences, Building & Architecture, and Food & Hospitality.

Notably, transitions into high need areas such as Health, Ag/Hort, Education and IT remain low.

## Workloads and confidence driving staff growth

Hays' [Salary Guide](#) measures trends and insights in hiring. Findings for New Zealand's North Island show employers expect to grow permanent staff numbers, but have concern around availability of skilled people.

68%

Businesses  
are in growth  
phase

63%

Optimistic about  
economy and  
job growth

79%

Permanent staff  
levels equal or  
above pre-Covid

47%

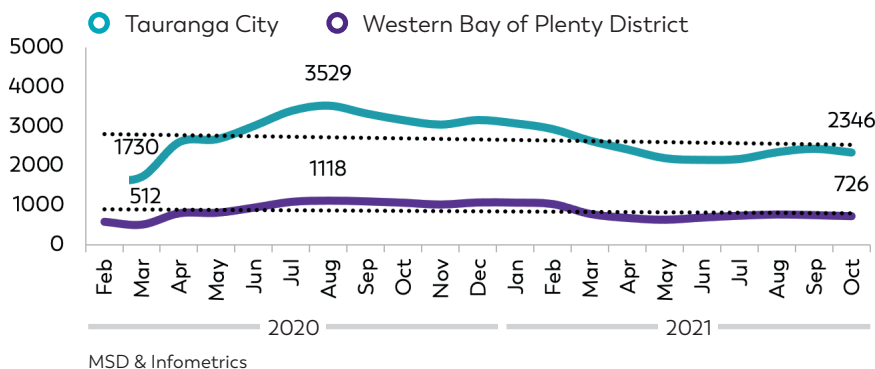
Expect permanent  
staff levels to  
increase

58%

Believe skills  
shortage will  
impact operation

## Skills shortage continues to bite with full employment

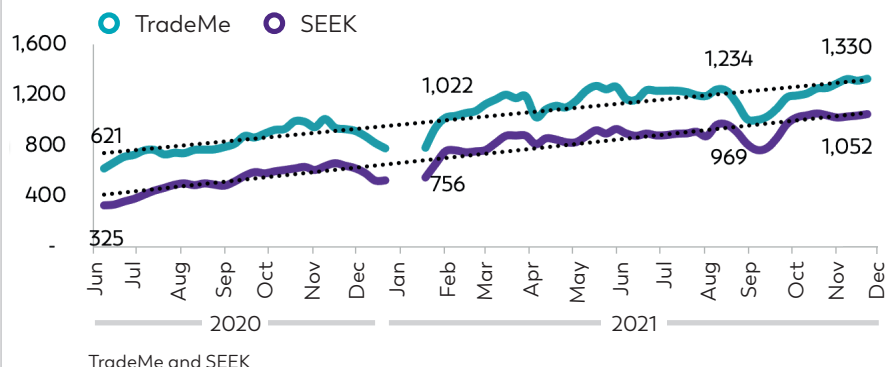
### JOBSEEKER SUPPORT - WORK READY



The number of people receiving Jobseeker Support (Work Ready) has been declining throughout 2021, with a slight blip of 150 new people in Tauranga City around the August lockdown.

The Unemployment rate is at a record low for New Zealand at 3.2% for the September quarter, and even lower for Tauranga City at 3.0% and Western Bay of Plenty District at 2.6%.

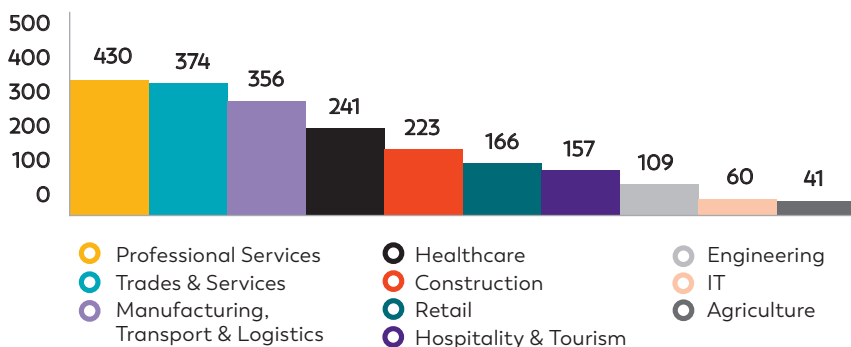
### ADVERTISED JOBS



The greatest indicator of the labour market skills shortage is number of advertised jobs, reaching a high of 2,382 listings on 22 November.

Listings on TradeMe and SEEK have been steadily climbing since June 2020, showing the difficulty employers are having in filling vacancies at all skill levels.

### ADVERTISED JOB TYPES As at 22 November 2021



Throughout the year, we have seen shifts in the popularity of different job categories. Trades & Services led job listings for much of the year, followed by Manufacturing Transport & Logistics.

However, in recent months Professional Services listings have rocketed up to take the top spot, Healthcare has overtaken Construction, and Retail and Hospitality have shown steady growth in listings.

## A global call for accountability and action

Younger generations want to work for companies with a purpose beyond profit. Business leaders should actively help their future workforce channel their determination and focus to help attract and retain talent.

The Deloitte Global 2021 Millennial and Gen Z survey canvassed 22,928 Gen Z and Millennials from across 45 countries.

[Read the full report here](#)

Empathetic organisations and leaders

Responsibility for the planet

Supportive of equality

Focus on diversity and inclusion

## Regional Workforce Plan underway

Priority One is represented on the Bay of Plenty's Regional Skills Leadership Group (RSLG) established earlier this year by the Government as part of a joined-up approach to labour market planning under the wider Reform of Vocational Education (ROVE).

The RSLG is tasked with preparing a regional Workforce Plan by June next year to help address challenges and opportunities in the region's labour market and support our workforce, education and immigration systems working together to better meet regional needs.

The RSLG has heard a wide range of views on the region's key workforce challenges – creating quality jobs, reducing seasonality, making the most of technology, the impacts of climate change and the importance of skilled migrants.

The RSLG have drafted a regional Aspirations Statement and now want to know what's important to you. Your feedback will help focus the efforts of the RSLG as it develops the regional Workforce Plan.



[View the Bay of Plenty regional Aspirations Statement and complete the feedback survey](#) 

[Click for more information about the RSLG, its membership and local insights reports](#) 

## Specialised roles increasingly difficult to fill

Priority One regularly speaks to employers to understand their workforce issues and opportunities.



### Health and Social sector

Recruiting and retaining staff has been difficult this year and pay inequities persist in the social sector.

There are increasing concerns around staff wellbeing, especially burnout in the health sector.



### Professional Services

The talent shortage has been challenging within the sector. Attracting talent, has been difficult, as has retaining talent as employees are being offered incentives to move to other companies.

Some firms have been reducing their workload by shedding non-strategic client work due to staff shortages and the increase in business.



### Manufacturing, Transport and Logistics

Specialised roles are increasingly difficult to fill.

Truck drivers are in demand as movement of goods and Port-related traffic increases.



### Construction and Infrastructure

Promising news within the sector is that apprenticeships and trades training has increased over the last year.

There are supply chain challenges and the ability to retain staff in the Western Bay is problematic with high demand and higher pay rates on jobs in Auckland.


With a lot of investment in infrastructure, the ability to deliver will depend on having skilled people available.



### Hospitality

The sector has bounced back relatively quickly over the last year, although the alert level changes in Auckland and Waikato are proving difficult for many in the sector.

Job listings are steady but management level roles in hospitality are proving difficult to fill. This sector has previously relied on overseas workers that are no longer readily available in the talent pool.



## Preparing our future workers


Our Future of Work campaign aims to ensure the next generation of young talent are informed about the future of work in the Western Bay.

[Check out our new campaign website](#)

## Talent attraction in the Bay

Wish You Were Working Here helps attract skilled talent to the region. We've updated sector stories and profiles in tech and agri-tech.

[Find out more](#)

 **Wish You Were Working Here**  
Tauranga Moana

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. Here are some of this month's top reads.

## The Great Resignation - how Covid has made us re-prioritise work

Workers across the globe are re-evaluating their lives post-pandemic, starting with the way we work. The way we work, particularly in offices, is left over from the 20th century. We worked in offices because no-one had a computer in their home. The Great Resignation is being dubbed as a once-in-a-generation opportunity to reconfigure work so that it's designed for today's world.

[Read more](#)

## Career aspirations of Kiwi kids

The Tertiary Education Commission's Draw Your Future report was made up of 7,700 responses from Kiwi kids aged 7 to 13. Students were asked to draw 'what they want to be when they grow up.' The most popular career aspiration for both girls and boys was to become a sportsperson. Other popular aspirations included a police officer, vet, teacher or lecturer. Most commonly children knew someone in the role they aspired to or were influenced through media or seeing an adult in the role.

[Read more](#)

## The push for more green jobs

Wind turbine technicians, electric bus designers and carbon assessors are all jobs that hardly existed a generation ago but are in hot demand as we begin to tackle climate change.

[Read more](#)



## We are excited to announce the new date for Priority One's Future of Work Forum.

This is a must attend event for employers keen to ensure they're prepared for the future of work.

**Wednesday 23 February 2022**

[Tickets on sale early January](#)

