

# Labour Market Update



Priority One  
Tauranga  
Moana



Ara Rau  
Pathways  
to Work

OCTOBER 2021

## Common issues for engaging youth in work

Career  
awareness

Mental  
health

Access to  
transport

**185 placements**

### Ara Rau skills and employment hub

Access to transport, mental health and lack of career awareness are common issues which are affecting some of our local youth accessing employment.

Launched in November 2020, Ara Rau is a skills and employment hub developed by Priority One in partnership with MBIE and industry. Ara Rau often deals with those who may have fallen out of traditional employment channels and has been successful in placing 185 job seekers into employment or training during the first 10 months of operation.

## Salary increases to keep staff becoming the norm

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



### Professional Services

Salary increases are becoming the norm to retain talent, as staff are being approached by recruiters, and new candidates often receive several offers.

The sector is increasingly looking outside of Tauranga to attract the talent needed to fill their skill shortages.



### Construction

It's a busy time for the industry and most companies are booked up months if not over a year in advance.

Delays in accessing building materials are causing the biggest problems and some are having to go back and forth from different jobs to manage the shortage of materials.



### Manufacturing

Manufacturers tell us they are struggling to fill both skilled and entry level roles. The challenges include both the low number of applicants and applicants not following through with communication after applying.

Due to labour constraints, some employers have had to make the decision to sacrifice their growth.



### Education

There has been an increase in student enrolments across higher education providers locally and nationally.

The government Fees Free scheme has seen an increase in people studying vocational qualifications. Online learning is now a common option for students.



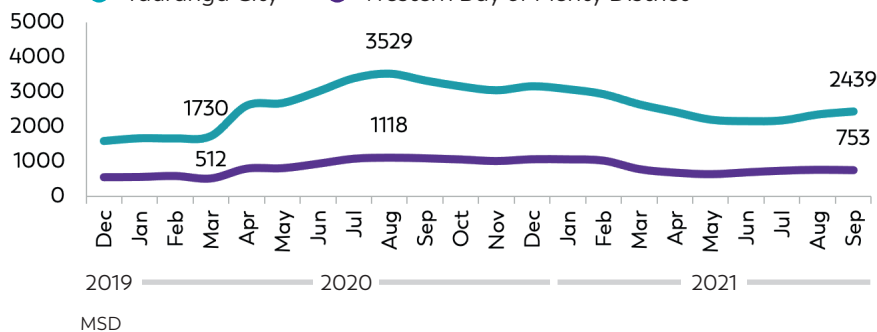
## Businesses encouraging staff vaccinations

Local businesses are getting behind the Covid-19 vaccination drive with initiatives to incentivise their staff to get the jab. A gifted day's annual leave, providing transport for teams to go together to vaccination centres, gift vouchers and lottery prize draws are among some of the clever ways businesses are showing their support.

# Employment indicators were promising in September

## JOBSEEKER SUPPORT - WORK READY

● Tauranga City ● Western Bay of Plenty District

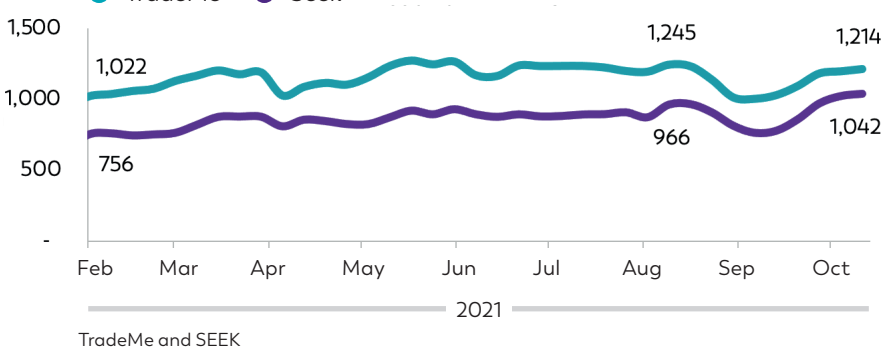


In August during lockdown, numbers of people requiring Jobseeker Support increased by almost 200 across the Western Bay, with the majority in Tauranga.

However, in September only 75 new people were added, indicating employers are focused on retaining staff.

## ADVERTISED JOBS

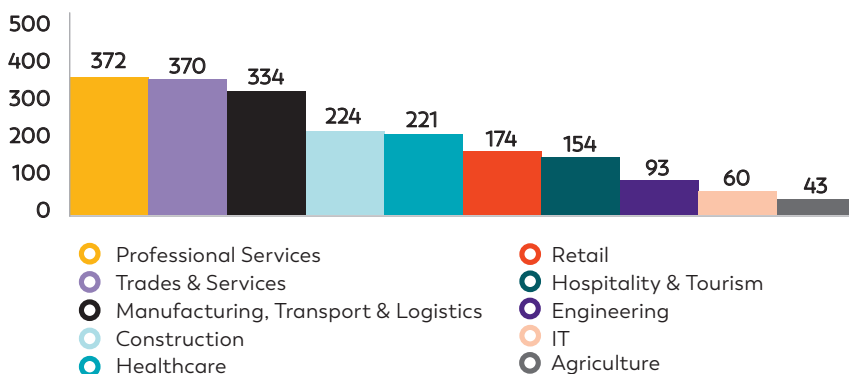
● TradeMe ● Seek



In the 2 weeks prior to August lockdown, advertised jobs were sitting at around 2,200 per week.

Listings slowed for 2 weeks during higher Alert Levels 4 and 3, then bounced back to over 2,200 jobs per week, showing demand for all levels of talent remains high across all industries.

## ADVERTISED JOB TYPES As at 11 October 2021



Professional Services job listings have now surpassed all other categories to be highest in demand, equal with Trades & Services, and closely followed by Manufacturing Transport & Logistics.

On a par are Construction and Healthcare, with Retail and Hospitality jobs showing recent growth at Alert Level 2.

The Western Bay of Plenty will create 25,000 new jobs by 2038 and a staggering 40,000 by 2050

## The future of work in the Western Bay of Plenty is changing.

We need to build a new generation that is curious, imaginative, and resilient.

People who are confident and determined to create their own employment and manage their careers in a new way.



# The 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:

## TikTok Resumés – social media giant enters the recruitment game

TikTok is the latest social media craze. They have recently launched TikTok Resumés as a pilot in the United States. Interested candidates are encouraged to creatively showcase their skillsets and experiences via a TikTok video resumé to apply for a range of roles across selected companies.

[Read more](#)

## Leaving employees Net Better Off

If leaders are to create a work environment where people thrive, they need to be focused on helping people feel like they belong. The idea of leaving employees net better off is a concept led by the leaders of an organisation.

[Read more](#)

## Phased transitions from work to retirement

Is the traditional idea of retirement becoming an outdated concept? As we face an ageing population and talent shortage, reimagining retirement and work is key.

[Read more](#)

## Overcoming the innovation readiness gap

Innovation is a key driver for businesses to stay up to date. Innovation is now within most organisations' top priorities, but are most organisations ready to rise to the challenge?

[Read more](#)

## 2021 top performing B Corps

See a list of the top-performing B Corps for 2021. B Corps are organisations that are driving positive social and environmental impact through business. See the list of businesses ranked by category creating impact for their community, customers, environment, governance and workers

[Read more](#)

## Gender equality at work

Engaged managers and leadership who are committed to taking everyday actions to break down common barriers that lead to inequality in the workplace are the secret weapon to creating diverse and equal workplaces where all employees thrive.

[Read more](#)



Save the Date



**Talent**  
Future of  
Work

### FUTURE OF WORK FORUM

Tuesday 30 November  
10.30am to 4.00pm

[Tickets on sale soon](#)

