

Labour Market Update



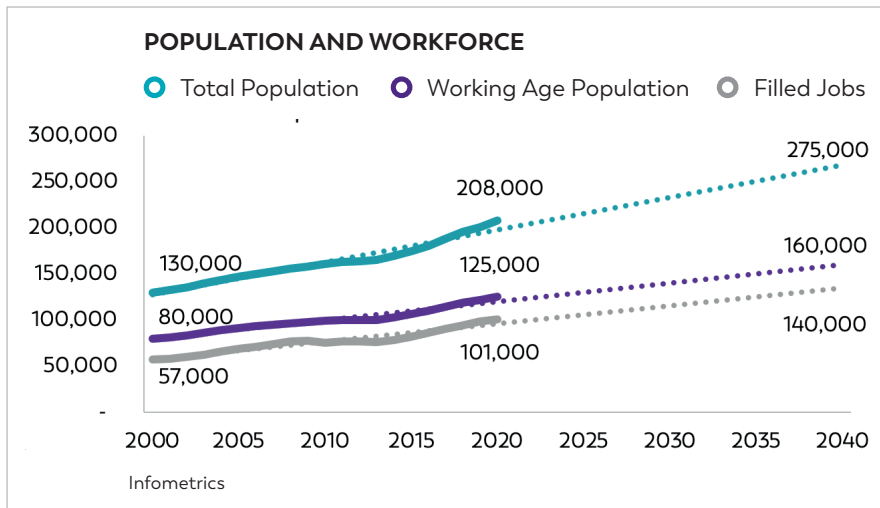
Priority One
Tauranga
Moana



Ara Rau
Pathways
to Work

SEPTEMBER 2021

Skills shortage not going away any time soon



As a region our labour market population growth is not keeping pace with our job creation.

It is projected that by 2040 we will create 40,000 new jobs, yet are projected to gain only 35,000 people of working age.

This is why Priority One is committed to initiatives that support the growth of our local labour market and increase workforce participation.

Staff wellbeing is key to keeping good people

We spoke to businesses in July about their challenges and opportunities. The need to retain staff and the importance of wellbeing were key factors, including the current challenge of finding talent.

Retention and staff wellbeing

“We can’t afford to lose the good staff we have. So we need to do what we can to make sure they are happy and want to stay with us.”

“We make it our duty to look after our staff and help them with both work and life. Our philosophy is based around people and changing lives. We make sure they are emotionally well too.”

Current talent shortages

“We have so much potential work but we can’t take it all on as we don’t have the people.”

“COVID has definitely changed the landscape. It’s got even harder to find skilled and experienced people.”

“We wouldn’t be able to operate how we do without contractors. They’ve helped bring in the experience we need and can’t find elsewhere.”

Remuneration

“We are willing to pay more to get the best people. We see it as being worth the investment.”

“We keep a close eye on what the market rates are and make sure we are above those – and these are regularly looked at in performance reviews.”

Employing young people

“We encourage them to share their knowledge and ideas. There is stuff they can teach us – it’s not all a one way street.”

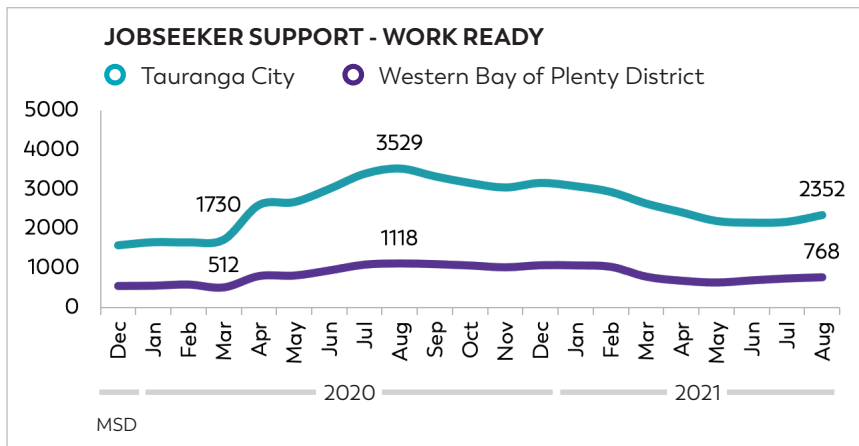
“We make sure they have clear pathways for where they can move to in the business. This helps them to see a future with us.”

Automation

“It’s about replacing the repetitive stuff for staff – so that they can focus on the more exciting stuff.”

“We are constantly looking at how we improve things and automation is key in that.”

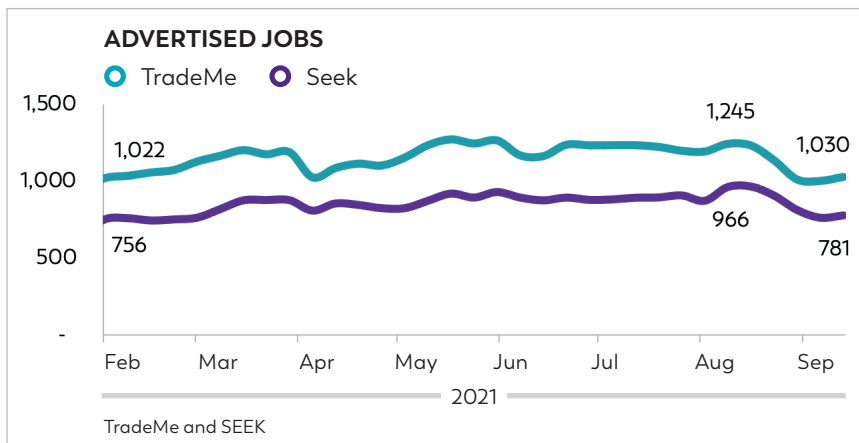
Encouraging employment indicators despite lockdown



Jobseeker Support Work Ready numbers had been steadily declining since peaking in August 2020 due to last year's lockdown.

A year later in August 2021, only 200 new people have joined Jobseeker Support in Alert Level 4.

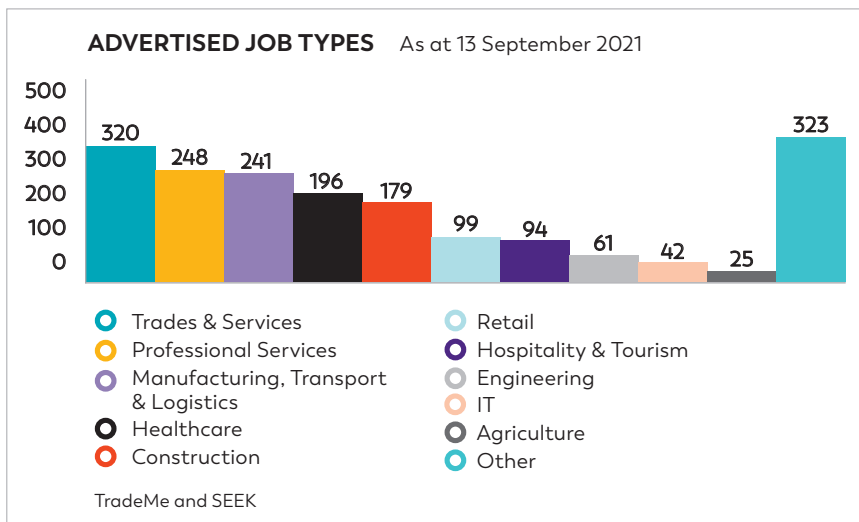
We saw a much higher 1,160 new Jobseekers in April 2020, so this is a positive indicator of employees being retained.



Advertised job numbers had been at 2,200 per week in the first half of August.

Job ads understandably dipped by 150 and 200 in the first two weeks of lockdown, steadying as we reached Alert Level 3 and more businesses opened.

Numbers are now sitting at 1,800 jobs in early September, another encouraging employment indicator.



This month we revisited advertised jobs by category, and see an interesting change.

For a while we have heard about a shortage of good people in Professional Services. This category has now overtaken Manufacturing, Transport & Logistics to be second in demand.

Otherwise, Trades & Services, Healthcare and Construction make up the top 5 categories as usual.



The **Ara Rau** – Pathways to Work hub has the purpose of supporting our people in the community to better connect to employment or up-skilling opportunities.

Local artist **Sam Allen** transformed this purpose into a work of art depicted on the Ara Rau hub walls. You can view the full video interview of the Ara Rau team and its mural artist [here](#).

Save the Date



Talent
Future of
Work

FUTURE OF WORK FORUM

Tuesday 30 November
10.30am to 4.00pm

Tickets on sale soon

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:

The Metaverse and its new reality

As New Zealand begins to think about heading back to the office many of our friends, family and colleagues overseas have been out of their offices for well over a year. The way people work remotely is transforming. The Metaverse is the next hot topic where people spend their whole work days with their interactive avatar in a virtual office space where having team meetings, attending events and after work socialising all happens in this new virtual world.

[Read more](#)

Hiring in a digital world

PWC UK are using this new online world to recruit and interview graduate employees for their UK teams in their own virtual hiring park.

[Read more](#)

Businesses asking their employees how they want to work

Hybrid workspaces and flexibility are the new buzz words in business. There is no one size fits all approach, so to get the future of work right, many businesses are now starting to ask their employees how they want to work.

[Read more](#)

Reskilling our workforce to stay relevant

Reskilling the workforce is essential in the changing nature of work. Digital revolutions will likely never end, they will continue to evolve, and the ability to train and retrain workers is key. Work and education are becoming intertwined and will be a continual process.

[Read more](#)

Big business gifting staff a week off

Brand giants such as Nike, Bumble and LinkedIn have given their staff in head offices a week off to support their mental health, putting wellbeing of their staff at the centre of their pandemic responses.

[Read more](#)

Open hiring: recruitment with no questions asked

Could this be the future of recruitment? Open hiring is the practice of hiring anyone who applies for a job, no questions asked, no interviews, no CVs, no background checks. A bakery in the United States is well known for this practice and most recently The Body Shop have introduced the method.

[Read more](#)

