

Growth continues in Kiwi job market

The New Zealand employment market continues its year-on-year growth, according to an analysis of over 50,000 roles listed on Trade Me Jobs.

Head of Trade Me Jobs, Peter Osborne, said the number of job listings increased 9.8% over the same period last year, following double-digit growth from the last quarter. "We're becoming confident that the buoyancy in the Kiwi job market isn't a temporary affair, considering the 11% growth last quarter and 5.3% growth in the first quarter of 2013. It reflects an increasing confidence as employers look to boost investment in new staff."

The top part of the country was the "standout performer" while the rest lagged behind, Mr Osborne said. "There is a pretty clear divide between growth in the top half of the North Island and the rest of the country, though there are strong pockets scattered throughout. Agriculture, fishing and forestry is flying although farming has evened out after stellar growth in recent quarters. While the overall picture remains positive, fewer roles out on the pastures could be causing some pain in regional economies."

The national picture

Auckland has seen significant growth in job listings compared to the same period last year, Mr Osborne said. "The Super City is living up to its name, remaining the powerhouse of the nation with roles rising 13.5%. The two regions experiencing the largest growth spurts were North Shore which was up 19.8 %, and Papakura which saw a 24.6% lift in advertised roles.

Canterbury job listings were up 10.4 % on the same period last year, with Christchurch up 9.9%, led by trades and services (up 46%), transport and logistics (up 31%), healthcare (34%) and hospitality (31%). "Activity in the Garden City is being driven by the continued demand for people to drive the rebuild and economic recovery," Mr Osborne said.

The Wellington job market has been relatively subdued for some time but is showing signs of positivity, growing 3.1%. "According to September's [ANZ Monthly Business Outlook](#) survey, business confidence is at its highest since March 1999, and while Wellington has tended towards pessimism these past couple of years, it has now joined the fold and showing optimism," Mr Osborne said.

The Manawatu-Wanganui region showed promise, with roles increasing 17.7 %, while Bay of Plenty also grew, up 13%.

In the sectors

Mr Osborne said the labour market is in good shape with roles in manufacturing and operators up 26.5%, and increased supply in warehousing (up 72%) and process/assembly (up 47%).

"We're also seeing impressive growth in construction and architecture sector, with architects and machine operator roles up 81% and 90% respectively. Coupled with a 32%

year-on-year lift in trades and services roles, there are indications building and trades will continue to perform strongly," he said.

"Finesse with a pen is also highly sought after with roles in marketing, media and communications up 18.8% on last year," Mr Osborne said. "An increased appetite for designers is the big driver here, not to mention the salaries on offer for these positions."

Remuneration in the IT sector continues to climb, pushing other traditionally prominent professions further down the salary food chain. "When Trade Me Jobs first ran its salary survey, doctors and medical specialists were taking home the highest pay packets. Now they're barely hanging on in the top five, due to consistent increases in rock-star IT salaries."

Looking ahead

Kiwis looking for holiday jobs will see more seasonal roles become available and should apply early in the piece, Mr Osborne said. "These roles will fill quickly through October and November as employers staff up in readiness for the holiday season – job hunters should keep an eye out for summer opportunities in hospitality, tourism, retail and agriculture in particular."

Continued growth is also expected in the national employment market. "The ANZ research shows business confidence levels are at their peak since March 1999. We should continue to see a good period of market growth in the months to come."

He said the strong demand for jobs, measured by applications per role, is likely to slow. "Top-level workers will become harder to find and this will drive the currently benign wage inflation and see a slowdown in positions available at the top end of town."

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More info: The full Trade Me Jobs employment survey results are set out below.

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Trade Me Jobs employment survey results: July - Sept 2013

1. Listings growth by job: Q3/2013

Job	% change Q3/2013 vs Q3/2012	% change Q3/2013 vs Q2/2013
Accounting	- 2.4	14.1
Agriculture, fishing & forestry	14.5	9.0
Banking, finance & insurance	1.1	6.8
Construction & architecture	21.0	13.8
Customer service	13.0	6.6
Education	8.2	- 2.5
Engineering	- 15.5	2.4
Government & council	24.7	23.5
Healthcare	1.2	12.4
Hospitality & tourism	25.3	13.1
HR & recruitment	11.5	20.5
IT	- 8.3	12.2
Legal	- 21.4	- 23.4
Manufacturing & operations	26.5	7.0
Marketing, media & communications	18.8	31.6
Office & administration	- 2.9	11.5
Property	New category	- 15.2
Retail	2.6	9.9
Sales	2.1	7.3
Science & technology	- 16.3	- 2.9
Trades & services	32.2	8.4
Transport & logistics	32.3	8.7
Overall	9.8	9.6

2. Average rates of pay by job (full-time jobs only): Q3/2013

Highest paid		Pay rate (\$)
1	IT architects	135,358
2	IT project managers	130,865
3	IT managers	126,122
4	Doctors & medical specialists	125,123
5	IT sales & pre-sales	123,845
Lowest paid		Pay rate (\$)
1	Housekeeping	31,343
2	Kitchen staff	31,743
3	Reception & front desk	34,765
4	Retail assistants	34,784
5	Labourers	35,312

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3. Listings growth by region for Q3/2013

Region	% change vs Q3/2012	% change vs Q2/2013
Auckland	13.5	13.1
Bay of Plenty	13.0	1.1
Canterbury	10.4	8.2
Gisborne	8.2	7.7
Hawke's Bay	4.6	1.4
Manawatu / Wanganui	17.7	0.7
Marlborough	- 23.6	- 17.9
Nelson / Tasman	2.2	- 1.4
Northland	- 2.5	- 1.4
Otago	12.1	5.0
Southland	- 4.8	31.6
Taranaki	15.3	7.4
Waikato	10.8	11.8
Wellington	3.1	10.0
West Coast	- 3.0	42.4
National	9.8	9.6

4. Average rates of pay by region (full-time jobs only): Q3/2013

	Highest paid	Pay rate (\$)
1	Wellington	74,344
2	Auckland City	73,193
3	New Plymouth	60,017
4	Grey District	58,858
5	Central Hawke's Bay	58,099
	Lowest paid	Pay rate (\$)
1	Horowhenua	43,140
2	Waimakariri (Canterbury)	45,789
3	Napier	46,264
4	Hurunui (Canterbury)	46,578
5	Kapiti Coast	46,821

NB: Segments with less than 50 jobs excluded.

About Trade Me Jobs

More New Zealanders have visited Trade Me Jobs (www.trademe.co.nz/jobs) than any other NZ job site in 2013 according to Nielsen Online.

Full details of pay by profession for full-time jobs listed between January and June 2013 are in the [Trade Me Jobs Salary Guide](#).

*Nielsen NetView: Monthly Unique Audience Report