

MEDIA RELEASE
3 October 2014



Kiwi job market has a strong pulse

The New Zealand employment market continued its solid growth over the past quarter, continuing the growth trend of the past year according to analysis of almost 60,000 roles advertised on Trade Me Jobs.

Head of Trade Me Jobs, Peter Osborne, said the number of job listings nationwide was up 16.4% on the same period last year. Every region except Gisborne and Taranaki saw growth, and most areas experienced double-digit jumps throughout the quarter.

“It’s been wonderful to see job ad numbers go from strength to strength for a whole year now, and most of New Zealand has benefitted from the ongoing trend. It’s interesting to see the average number of applications has dipped, meaning that all things being equal, it would have been slightly easier for people to find work over recent months.

“While that’s great news for job hunters, it does make it tougher for advertisers to find staff, especially in hard to fill sectors like IT where application rates went down 20% on the previous quarter.”

The national picture

Mr Osborne said the three main centres were “full steam ahead” this quarter. “We’ve become used to Auckland maintaining trajectory, and there’s no change on that front with job ads rising 18% year-on-year. The recent top form of both Wellington, up 13%, and Canterbury, up 15%, hasn’t abated either.”

Nelson/Tasman (up 12.5%), Otago (up 30%), and Southland (up 32%) all achieved a solid increase in jobs advertised, but the highest lift over the quarter was a stellar 54% increase in Marlborough.

In the sectors

The ongoing demand for skilled technology workers is “as strong as ever”, with more than 6,000 IT roles advertised on Trade Me Jobs, but Mr Osborne said a structural skills shortage meant employers were often left unable to fill vacancies.

“IT ads went up 20% year on year, but some of our advertisers say they simply can’t find the staff to fill them. While it’s blue skies for qualified IT boffins negotiating a good package – for employers, finding quality staff is proving a real challenge.”

The effects of a burgeoning job market were reflected in some administrative sectors. “A lift in jobs also means a lift in processing applications and wrangling interviews, so unsurprisingly the demand for HR and recruitment staff is also on the rise, up 25% on last year.”

Roles in construction and architecture (up 41%), property (up 40%), and agriculture, fishing and forestry (up 29%) made the highest jump in jobs listed compared to this time last year.

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Mr Osborne said the national average pay ticked up 3% year on year to \$62,736. “We’ve seen pay levels hold firm for most of the past year only to rise in the past quarter. This may be a reflection of upwards wage pressure caused by a growing job market, and jobs being slightly harder to fill.”

Looking ahead

Mr Osborne said the lead-up to the holiday season will change the nature of jobs advertised. “The tail-end of the year typically sees the number of temporary and seasonal jobs ramp up substantially, and the number of permanent roles begins to ease off. This is a normal cycle.

“Anyone looking for work over the holidays should think about looking soon, because that’s when we see the vacancies open up. Starting to look a week out from Christmas is too late.

“If you are looking for a permanent role, don’t stop just because the market slows down. It’s easy to think the job search might be futile until the new year, but while there are fewer roles being advertised leading up to the holiday season, there will still be opportunities.”

-ends-

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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 - September

1. Listings growth by job: Q3/2014

Job	% change Q3/2014 vs Q3/2013
Accounting	-9.3
Agriculture, fishing & forestry	28.7
Banking, finance & insurance	-7.8
Construction & architecture	41.5
Customer service	24.6
Education	20.3
Engineering	22.7
Government & council	-20.7
Healthcare	-1.0
Hospitality & tourism	17.8
HR & recruitment	24.7
IT	19.9
Legal	-18.5
Manufacturing & operations	26.0
Marketing, media & communications	-6.1
Office & administration	7.7
Property	40.1
Retail	19.4
Sales	9.1
Science & technology	19.5
Trades & services	21.3
Transport & logistics	17.0
Overall	16.4

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

	Highest paid	Pay rate (\$)
1	IT architects	139,206
2	IT project managers	132,420
3	IT managers	129,530
4	IT sales & pre-sales	116,331
5	IT data warehousing & business intelligence	115,529
	Lowest paid	Pay rate (\$)
1	Kitchen staff	36,892
2	Caregivers	37,056
3	Bar staff & baristas	37,358
4	Reception & front desk	38,214
5	Cleaners	38,519

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3. Listings growth by region for Q3/2013

Region	% change vs Q3/2012
Auckland	18.3 %
Bay Of Plenty	13.0 %
Canterbury	15.1 %
Gisborne	- 10.7%
Hawke's Bay	15.3 %
Manawatu / Wanganui	16.7 %
Marlborough	54.0 %
Nelson / Tasman	29.5 %
Northland	19.9 %
Otago	30.0 %
Southland	32.0 %
Taranaki	- 7.6%
Waikato	12.5 %
Wellington	12.9 %
West Coast	17.3 %
Grand Total	16.4 %

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

	Highest paid	Pay rate (\$)
1	Wellington City	77,772
2	Auckland City	75,020
3	Waikato	62,986
4	Whakatane	60,966
5	New Plymouth	59,026
	Lowest paid	Pay rate (\$)
1	Mackenzie (Canterbury)	46,587
2	Hurunui (Canterbury)	47,730
3	Porirua	48,278
4	Upper Hutt	48,534
5	Waitaki (Otago)	48,817

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 over the past year (August 2013 to July 2014) according to Nielsen Online.

Full details of pay by profession for full-time jobs listed between January and June 2014 are in the [Trade Me Jobs Salary Guide](#).

*Nielsen NetView: Monthly Unique Audience Report