

10 January 2017

Kiwi job market ends 2016 on a high

The New Zealand employment market is in great shape for the New Year according to analysis of more than 65,000 job vacancies on Trade Me Jobs in the three months from October to December 2016. The number of new job listings across the country rose by 16.4 per cent compared to the same period last year.

Head of Trade Me Jobs Jeremy Wade said the New Zealand job market was showing “outstanding signs” for the year ahead. “Kiwi employers seem pretty confident about 2017, with every region and all but four job categories across the country having more new listings than a year ago.

“We don’t see this kind of consistent nationwide growth often, so it’s really encouraging for the 2017 job market as well as the economy as a whole”

Mr Wade said the average salary was down 0.4 per cent. “Wage inflation in the last quarter of 2016 appears low, but we expect this to rise in 2017 as demand for candidates increases.”

Job hunters in the box seat

Mr Wade said the large increase in listings meant job seekers had more choice and employers would need to work harder to get the best people. “Applications per listing dropped by 14 per cent in the last quarter of 2016 which is good news for job seekers.

“Applications are down due to a combination of high demand for candidates and talent shortages which means there are great roles to be found if you’re looking for one. Employers can still find great candidates but they need to make sure they promote themselves in their listing.

“Job seekers want to know they’re applying to a workplace that meets their needs in terms of development, culture and opportunity, not just pay, and they gravitate to listings that sell the organisation and the opportunity well.”

Auckland construction powering on

Auckland ended 2016 on a very strong note with listings up 17.5 per cent on the same time last year, and average salaries up 0.8 per cent.

Mr Wade said Auckland’s strength continues to stem from construction and trades which were up 27.1 per cent and 24.6 per cent respectively. “The housing and building boom in the Super City is translating into massive numbers of jobs and really pushing the Auckland job market forward.

“The recruiters we work with are very positive about the Auckland market for 2017, many of them are increasing their presence in the city as the job boom continues.”

He also said IT listings in Auckland were up 27.2 per cent as well, led by growth in programming and telecommunications roles.

BOP and Waikato surge

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Mr Wade said every region around the country saw listings grow in the last three months of 2016, but the Bay of Plenty and Waikato continue to be “the stand-outs” with 38.9 per cent and 31.8 per cent listing increases respectively.

“The phenomenal growth in these regions has been driven roles across the Transport & Logistics, Trades & Services and Construction industries, coupled with the halo effect stemming from their proximity to Auckland.”

Elsewhere there was huge growth too, including major moves in Gisborne (up 50.3 per cent), Nelson/Tasman (up 28.7 per cent) and Otago (up 27.2 per cent). Canterbury had the smallest change with just a 0.9 per cent lift on last year.

“Canterbury’s market continues to stabilise following the rebuild. The number of construction listings is flat year-on-year but hospitality listings have jumped 22.6 per cent.”

In the sectors

The last three months of 2016 were very positive for almost every sector, with just four seeing a decrease in listings. Sectors that did particularly well were Property (up 54.4%), Science & Technology (34.4 per cent) and Management (53.7 per cent).

One category which experienced a significant decrease was Banking which saw listings fall 26.7 per cent.

IT continues to be the most lucrative career option on Trade Me Jobs, with all five of the top salary spots taken by IT roles. IT architects were number one again with an average salary of \$142,028.

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MORE INFORMATION:

- **Interviews and regional data:** Jeremy Wade is available for interviews. To lock in an interview with Jeremy or for regional data, please contact Logan Mudge by emailing mediaenquiries@trademe.co.nz or phoning (027) 477 9486.
- **National data:** The full Trade Me Jobs employment survey results are set out below. Please let us know if there’s any regional data we can look into for you.

Table 1: Listings growth by job: Q4 2016 v Q4 2015

Category	Year-on-year % change: Q4 2016 vs Q4 2015
Accounting	0.7 %
Agriculture, fishing & forestry	26.3 %
Architecture	- 21.6%
Automotive	28.6 %
Banking, finance & insurance	- 26.7%
Construction & roading	29.0 %
Customer service	23.9 %
Education	29.0 %
Engineering	- 4.1%
Executive & general management	53.7 %
Government & council	8.1 %
Healthcare	12.0 %
Hospitality & tourism	27.7 %
HR & recruitment	6.5 %
IT	5.0 %
Legal	10.7 %
Manufacturing & operations	16.9 %
Marketing, media & communications	9.3 %
Office & administration	16.2 %
Other	4.6 %
Property	54.4 %
Retail	27.9 %
Sales	- 4.3%
Science & technology	34.4 %
Trades & services	18.1 %
Transport & logistics	21.9 %
Total	16.4 %

Table 2: Average pay by job (full-time only): Q4 2016

	Highest paid	Pay rate (\$)
1	IT architects	142,028
2	IT project managers	129,238
3	IT functional consultants	126,108
4	IT managers	126,010
5	IT data warehousing & business intelligence	122,471

	Lowest paid	Pay rate (\$)
1	Housekeepers	37,056
2	Caregivers	38,060

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3	Kitchen staff	38,947
4	Retail assistants	39,035
5	Bar staff & baristas	40,330

Table 3: Listings growth by region Q4 2016 v Q4 2015

Region	Year-on-year % change: Q4 2016 vs Q4 2015
Auckland	17.5
Bay Of Plenty	38.9
Canterbury	0.9
Gisborne	50.3
Hawke's Bay	17.8
Manawatu / Wanganui	15.5
Marlborough	26.3
Nelson / Tasman	28.7
Northland	19.7
Otago	27.2
Southland	7.2
Taranaki	15.8
Waikato	31.8
Wellington	12.9
West Coast	20.8
Total	16.4

Table 5: Average pay by region (full-time only): Q4 2016

	Highest paid	Pay rate (\$)
1	Wellington City	71,245
2	Auckland City	69,939
3	West Coast	58,544
4	Christchurch City	58,479
5	South Waikato	58,032

	Lowest paid	Pay rate (\$)
1	McKenzie (Canterbury)	47,500
2	Horowhenua	48,996
3	Porirua	50,270
4	Southland	50,293
5	Waitaki (Otago)	50,392