

FIND

STATE OF THE MARKET

QUARTER THREE 2024



Kia ora,

It seems crazy that we are starting to think about Christmas holidays and how we are going to spend the summer break. After the year most of Aotearoa has faced, this break is one we are all looking forward to!

2024 has been characterised by (purposefully) stifling interest rates and significant budget cutbacks in both the private and public sectors. This has seen many businesses suffering through the year, and many households facing increasing expenses while incomes may have been significantly reduced or disrupted. It does feel like we have been in this recessionary environment for nearly two years.

The labour market is a key part of the economic equation and a dynamic instrument which reacts to the macro levers pulled. We have seen unemployment move from 3.2% in 2023 to its current 4.6%, as we head to a forecast 5.5% level expected by mid-2025. This increase in unemployment has seen some labour market groups more affected than others through this transition. Youth, the less skilled, and to a certain extent remote workers, are all bearing the brunt of the changes. Public sector workers have faced harsher cuts than the general trend.

There are some green shoots in the areas of dairy farming, tourism and builders of large-scale infrastructure, but other than that it has been a very tight year in the employment game. Interestingly, we are yet to see any significant shifts in the labour market due to AI improvements, but the general economic downturn may be masking some of this transition. The recent OCR cut by the RBNZ has helped sentiment somewhat (albeit mainly outside the Wellington region!), with hopefully more cuts to come.

As Australia's labour market conditions seem to be improving compared to NZ, we are seeing an increase in the migration of skills across the ditch, especially so in the young professional market.

At Find we are working hard to get alongside candidates frustrated with the progress (or lack thereof in the labour market) and those employers who are struggling to do more with less resources.

My pick for some trends for 2025 are – businesses will start to look to hire one or two new staff that can shift the dial and take pressure of the existing staff, that there will be significant renewed investment in business transformation and there will be a standardisation of hybrid working.

My hope is that we all get to the end of the year with our sanity intact, having looked out for each other and are able to reflect on getting through one of the toughest economic periods NZ has seen for a long time.

Finally, a big thanks to the Find family for their continuous hard work and resilience. Thank you to our clients who have supported us through this period, & a sympathetic nod to all those candidates out there waiting this out.

On behalf of the Find Recruitment group,



Rob Woodward, Director

[Read this issue online by clicking here.](#)



2024

A Snapshot



Recognised for exceptional leadership & policies for D,E&I

2024 RCSA Industry Awards



Find Tāmaki Makaurau moved to new premises

87 Albert Street



4 New Babies

& 2 more on the way!



36 Amazing People

Split across Auckland,
Christchurch, & Wellington

Cover imagery of Auckland, New Zealand sourced and
used with permission from New Zealand Tourism.

QUINTESSENTIAL KIWI COFFEE

FIND YOUR MOJO

New Zealand's pre-eminent coffee brand is finding its Mojo again after 5 years of difficult economic conditions. We caught up with John Holloway, CEO of Mojo, on his journey with Mojo and how the business has survived and is now poised to thrive after Covid, Inflation and the changing dynamics of the workforce.

Founded as a boutique roastery café in Wellington by Steve and Julie Gianoutsos in 2003, Mojo Coffee is now one of New Zealand's most experienced independent coffee roasters and café operators. Starting from humble beginnings on Wakefield Street, Wellington they've grown like a family, working with passionate individuals along the way.



Mojo started its journey back in 2003, founded by Steve and Julie Gianoutsos. Steve was big in the hospitality scene but decided that traditional cafes and kitchens weren't for him, so had a crack at coffee instead. The first Mojo espresso bar opened on the corner of Wakefield and Taranaki Streets and started serving its signature Flat White Blend - Dr Mojo's Medicine - which is now our Classic Mojo. Steve mastered the blend in just 2 days and has stood the test of time.

Over the next 6-12 months, Steve steadily grew the business, bringing on some fantastic team members who are still with the business today. The GFC of 2008 presented a slight hiccup as capital began to dry up, however this is where I (John) entered the scene. I was his day one customer (and coincidentally have the #1 Loyalty Card). I became friends with Steve and then eventually joined him and Michael Bale to form the first Board for Mojo. Thankfully we got through the GFC reasonably unscathed.

Coffee is a funny thing in that it has to be a balance between cheap enough to justify, but nice enough to feel like a treat. Even in economic downturns - like we're having now - a good coffee is something that people still justify - similar to chocolate. We were soon joined by Katie Ellis who was a real game-changer. She could take Steve's ideas and workflow them into successful outcomes. By 2012, Mojo had grown to include 2 cafes in Auckland and about 11 in Wellington. International expansion to Tokyo and Chicago quickly followed.

In 2015, I officially joined the business. Steve needed help with business plans and raising capital for expansion. Steve has always been a visionary leader and was something of a pioneer with placing proper coffee shops into foyers of large office towers - something which he introduced to Japan and the USA also. This was a foreign concept for Chicago landlords and office workers but one that they quickly grasped. Within 6 months, they stopped asking for takeaways to eat at their desks and shifted to sitting and spending time in the quality fitouts that Mojo is known for. Mojo had planned to expand to 25 cafes in the USA by 2025, and so we set about raising more capital. New Zealand was sitting on a comfortable 40 or so Mojo cafes.

During this time I convinced Steve about the potential wholesale market. It was an untouched aspect of the business, and he gave me free reign to pursue it, so I started pushing that and hired sales people in Auckland and Christchurch, and by 2020 around 58% of our coffee consumption was through external customers. All was looking good, until the pandemic hit. I won't linger too long on COVID-19, but it had a profound effect on our business. It stopped our expansions, closed 15 of our New Zealand cafes, wrote off assets from the balance sheet and we split off the international stores into stand-alone, separately owned entities that now have nothing to do with the NZ business.

It was a rough time but by 2022 we had a clear runway for survival - we just needed to find our mojo again. We had to adapt to the significant change in foot-traffic, as New Zealand founds its feet amid the balance of work in the office / work from home scenario's. We ran a strategy session and decided to diversify the business even more into the wholesale model. We bought additional roasters, and had some additional brands join the Mojo Group including Emporio in Wellington, Prima in Christchurch and Kōkako from Auckland. Kōkako is the most respected Certified Fair Trade Organic coffee roaster in New Zealand and is a phenomenal brand which we are excited to support in its growth.

We're committed to our customers - especially our loyal ones and provide them with a 10% discount on all hot drinks by downloading our Mojo Loyalty App. Yes, the cost of coffee is increasing globally - mostly held up by bean traders - but we won't pass this onto our customers as we serve them multiple coffees a day. Our secret to enduring success is our commitment to our people - we have the largest training regime for baristas in New Zealand and offer career pathways from floor staff through to management - in fact over 11 different roles you can progress through. We see coffee as a craft that takes time, skill and patience to master and we guide hundreds of people through the process each and every year. We are also very proud that our own Max Cui is the current NZ Barista Champion for 2024, and heading to Globals. We're also very proud to have staff at Mojo who have been with us for over 20 years.

Going forward, our focus is consistency and on continuing to deliver excellence as we see people returning to the city. Working with businesses nationwide, we're starting to roll out in-house coffee solutions including machines and offering an experience that is in-line with what you'd expect in our cafes - from the flavour to the volume of coffee in the cup! We're seeing more opportunities to get our coffee into the hands of consumers - whether it's in corporate office environments, beans for at home, or cold-brew solutions for on the go. We'd love to chat to other businesses to see how we could help them.



John Holloway
Chief Executive Officer



On the Ground with Auckland IT & Digital

It's hard to believe that we're almost at the end of 2024. As we swiftly approach the end of the year we're seeing the market continue to remain in a hesitant state, fuelled by a year of economic uncertainty. Moving into 2025, we're optimistic that things will start to return to normal and business confidence will increase following a well-deserved holiday period.

Market Trends: Realignments & Paused Programmes

Across the Auckland market, we've observed a number of organisations pressing the pause button on major programmes of work or cancelling certain project streams. This is due to funding constraints and/or strategic realignments. Some of these initiatives are now delayed, with talks suggesting that activity will pick back up in February or March next year.

These realignments have left many tech contractors in limbo, uncertain of when or whether their next engagement will resume. For businesses, this temporary halt presents an opportunity to reassess priorities and optimise for the future. While it's a challenging moment for the industry, it's important to prepare for the bounce-back. When these programmes restart, there will be a sharp increase in demand for contractors and project leaders, making this an opportune time to begin talent mapping and pipeline development.

What areas have we seen growth in?

We continue to see growth in the software development contracting space across Insurance and Retail sectors. These are led by transformation initiatives which is also driving a need for Project Managers and Business Analysts in digital.

Top 3 growth areas in tech for Auckland

- Contract Developers (.net)
- Contract Senior PM's and BA's (digital)
- Permanent Product Managers

The Application Flood: Is Your Team Overwhelmed?

Another critical trend we've observed is that companies are facing a deluge of job applications. With the slowdown in certain sectors, many job seekers are sending in their CV's en masse in response to job advertisements. While it's encouraging to see so much talent eager to engage, for many of our clients this volume can quickly become overwhelming. Sifting through hundreds of applications to find the right candidates is a daunting task, and one that requires careful attention to detail to avoid missing out on top talent.

If your team is struggling to keep up with application volumes, we can help streamline the process, saving you time and resources while ensuring you don't miss any golden opportunities.

Preparing for 2025: What's Next?

As we approach the end of the year, it's essential to look ahead to the opportunities and challenges 2025 will bring. While this year has seen some pauses and slowdowns, particularly in government and large-scale transformation projects, we anticipate a strong rebound in the new year. Companies will need to be agile in their hiring strategies, ready to scale their teams quickly when work picks back up.

We encourage our clients to begin planning now for the influx of talent needs expected in the middle to end of the first quarter of 2025.



Looking ahead with Wellington IT & Digital

The Wellington technology and transformation recruitment market is still facing tough conditions, reflecting the broader economic trends and evolving industry demands.

Despite these challenges, there's a strong demand for skilled technical professionals in roles that are essential to maintaining and enhancing tech infrastructure. Positions like Developers, Site Reliability Engineers (SREs), Architects, and Security Experts are still in demand, as companies focus on keeping their digital operations stable and secure. It's clear these tech experts play a vital role in both day-to-day operations and long-term planning.

On the other hand, the demand for transformation specialists, like Business Analysts and Project Managers remains low. This is largely due to the slowdown in planned project activity, especially in the Government sector. With organisations being more cautious about investing in new initiatives, there's been a noticeable delay or reduction in the launch of new projects. As a result, there are fewer opportunities for those working in the transformation space.

It's important to remember that everything in the recruitment market is cyclical. While right now we're seeing a shift towards permanent and fixed-term roles, the contract market will rebound at some stage. We've seen it before—after the 2008 Global Financial Crisis, it took around three years for the market to fully recover here in Wellington.

We anticipate that when the market rebounds, it will shift towards a much more outcomes-focused contractor environment, with an emphasis on meeting deadlines and staying within budget.

As interest rates hopefully continue to fall and more confidence returns to the market, we can expect to see a resurgence in project activity. This will naturally drive-up demand for contract resources, particularly as companies look to scale quickly and bring in specialised skills for time-sensitive projects. The agility and expertise that contractors offer will always be highly valued, so while the market may be slow now, it's only a matter of time before the pendulum swings back in their favour.

At Find IT Wellington, we're here to help you navigate these tricky times. We get how complex the current market can be and we're all about partnering with our clients to ensure successful outcomes. Whether you're on the hunt for top tech talent or figuring out your next move with project resources, our expertise in the Wellington technology recruitment market means we can find the right solutions for your business. We love connecting you with the best candidates to help your organisation thrive!

Nick, Josh, Gheronika, Adam, Kylie & Norm





FINDX

Where New Zealand's Technology Leaders are Found

In August we proudly announced the launch of FINDX, a new and dedicated offering within our recruitment services, tailored specifically for tech and digital leaders across NZ.

FINDX is a candidate-centric service that focuses on providing unparalleled support to leaders as they take the next step in their careers. Our deep knowledge of the tech landscape and extensive network of professionals uniquely position us to offer a seamless recruitment experience for both candidates and employers.

FINDX has hit the ground running. Pete Thompson and Nick Calavrias have had the opportunity to engage with some of the most prominent candidates in this space, racking up some impressive coffee numbers that are certain to spur the Auckland and Wellington hospitality sectors on. As our network of leaders continues to grow, we're excited to see FINDX positioning itself as the market-leader and go-to solution for companies seeking to connect with top-tier technology leaders.

[Visit our website](#)

Or get in touch to learn more,

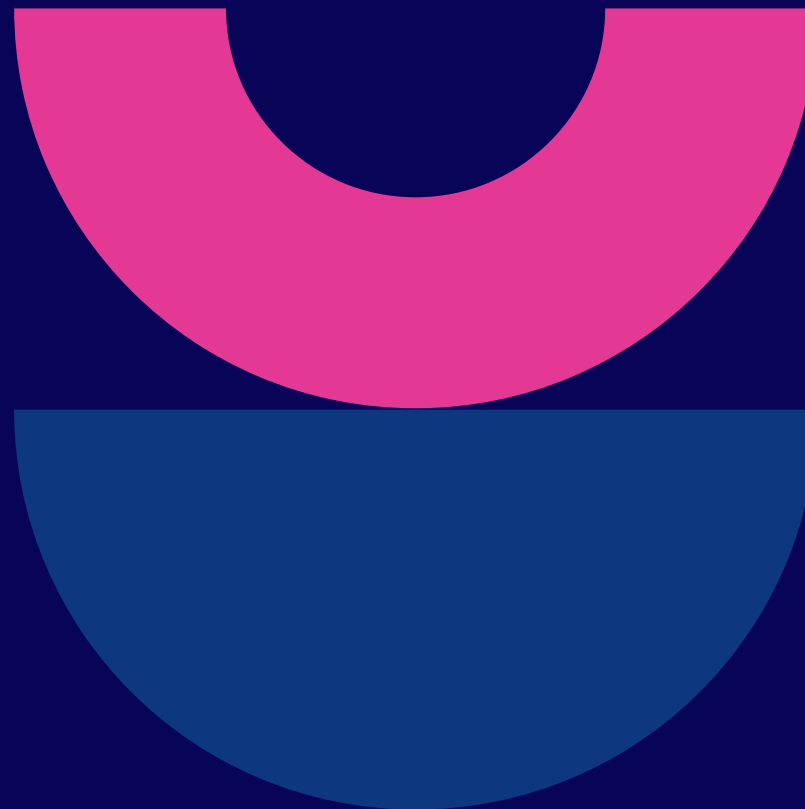
For Auckland call Pete on 027 477 7136

For Wellington call Nick on 027 589 9522

NZ Industry Insights

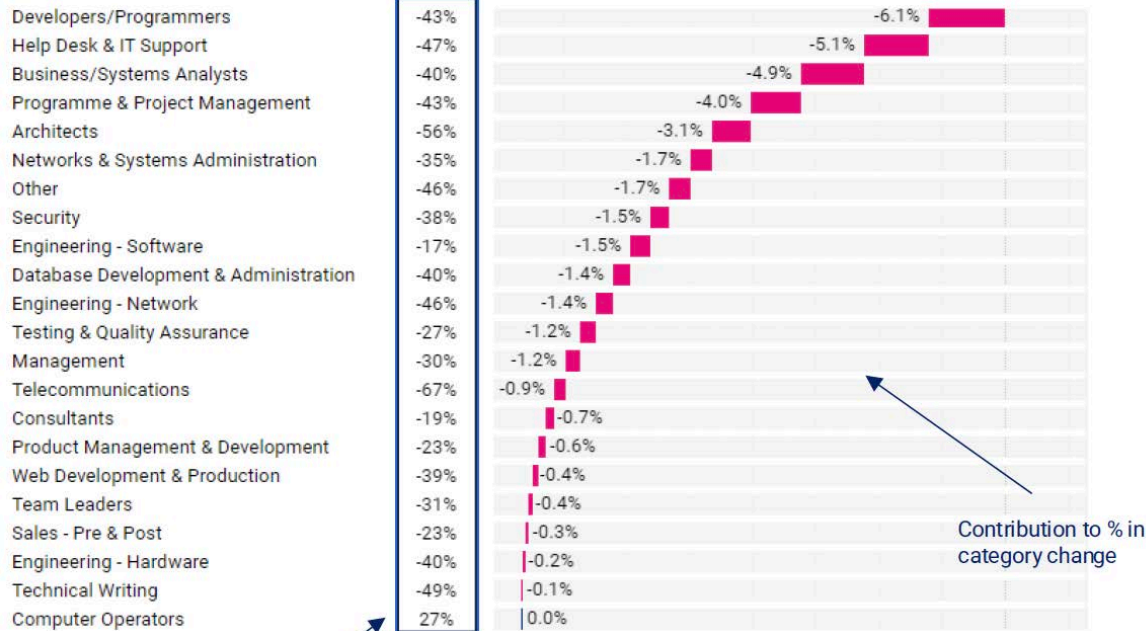
Information & Communication Technology

 **seek** and you shall find



Information & Communication Technology Total Job Ad Growth: -38.3%

Contribution to Job Ad Growth

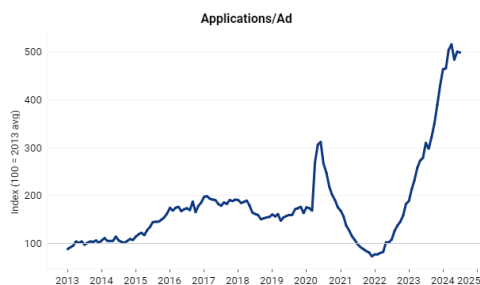
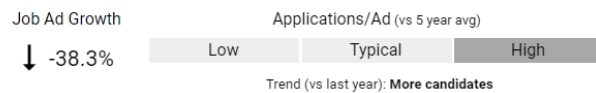


- Of the -38.3% mentioned, most subclassifications have seen a decline this period.
- Although there was a 49% decrease for Technical Writing roles, due to less ad volume this only contributed -0.1% to the overall category.

Industry Advertised Salary Trends



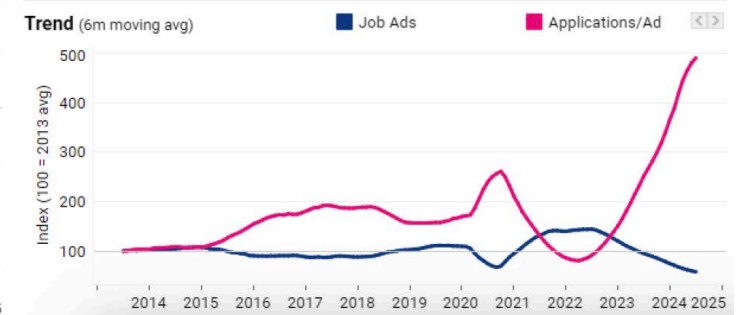
Overview



Job Ads



Trend (6m moving avg)



SEEK'S Laws of Attraction research

An ongoing study conducted by SEEK to understand what Kiwi candidates want from their next job.

Uniquely New Zealand intel from over 4,500 surveyed candidates looking to change roles in the next two years

Uncover specific insights for your organisation and/or role with deep industry & demographic filters

Fresh data delivered in a self-serve online portal, enabling organisations to find relevant data

THE TOP DRIVERS OF ATTRACTION IN ICT

1. Salary & compensation – 15.7% (vs. 13.7% total)

Includes sub-drivers like base salary, salary review period, overtime, benchmark/market rate.

2. Work life balance – 15.3% (vs. 14.9% total)

Includes sub-drivers like the ability to work from home, flexible working hours and time in lieu.

3. Career development – 11.3% (vs. 10.4% total)

Promotion opportunities, on –the-job skill development/coaching, in-house training, internal transfer/secondments.

4. Management – 10.5% (vs. 10.6% total)

Includes sub-drivers like respectful, supportive, transparent, inclusive and stable, collaborative.

5. Working environment – 10.2% (vs. 11.1% total)

Includes sub-drivers like working from home, working in a team, working autonomously and office space.

6. Culture of the organisation – 9.4% (vs. 9% total)

Similar to the culture of the Management a focus on respect, support and transparency.



WANT MORE DATA?

Let your consultant at Find know and we can send you a full report.

What do candidates value from their working environment?

Based on 'Must have' or 'Delighted if' responses.

89%

On the job skill development/
coaching

88%

Promotion opportunities

82%

In-house training

79%

Mentoring programs

The Work from Home Debate is Heating Up!

Julian Greaves

Until recently it seemed that work from home, or even work from anywhere was a Covid-19 created employee policy that had settled into present workforces nicely. We had generally agreed that 2 days from home and three days in the office was a good balance, and seemed to be well received by employees and employers alike. But no! these headlines began to appear this year:

Elon Musk at Tesla “Anyone who wishes to do remote work must be in the office for a minimum (and I mean *minimum*) of 40 hours per week or depart Tesla”. Bob Iger at Disney “Workers must return to the office from Monday through to Thursday to improve the company’s creativity and culture”. David Solomon at Goldman Sachs “Employees must now return to the office five days a week”

It seems this lead has been taken by large companies in USA and UK, and in many cases met with significant employee push-back (I believe there would be infinitely more pushback should we still be in a candidate short market). New Zealand companies are beginning to respond (must more subtly though). Most notably a recent strong message from Nicola Willis was for Government leaders to bring their employees back to the office 5 days per week. We find it interesting that the government sector, who created the broadest flexibility around work from home, now has the biggest challenge and the most work to do to complete a U-turn on this policy.

Find Recruitment believe that work from home for at least one or two days a week is a great idea for a number of reasons.

1. It builds trust between an employer and employee – one of the main reasons WFH was slow to come was the situation where managers thought “How do I know you are actually working when you are at home!, How do I measure your productivity” In reality most employees cite working longer hours at home to compensate for this factor, and it appears productivity hasn’t diminished post COVID-19.
2. It provides a break from what can be an expensive and stressful commute into the office. Bus & train fares, as well as petrol prices and parking, have risen significantly over the past 4 years. The reliability of services hasn’t improved and often this leads to delayed arrivals at the office and unnecessary stress and expense for employees.



Your Wellington FAB Team
Finance, Accounting & Banking

3. It is a great retention tool. When your employees are satisfied with their work life balance and flexibility, they are far more likely to stay in their roles and not be tempted to look for a new role. Flexible working ranks ahead of salaries when employees are surveyed.
4. It suits some peoples working style much better than being in an office 5 days a week. Some people admit that they much prefer being in the office so they can focus on work, but for others the office can be a distraction. WFH gives everyone option to create the right balance for their needs.
5. Reduces sick leave – If you are perfectly well enough to work but possibly have lingering cold symptoms, you would typically have to stay at home and take sick leave. However, with WFH you can have minor symptoms and still work in a full capacity. Likewise, if you have mild Covid symptoms work from home can be a good solution.
6. It allows you as an employer to downsize your office space and make significant savings on rent due to the reduced number of desks needed to facilitate your teams – we are seeing this economic factor across our market.

It will be interesting to see where this lands in the next couple of years, but at Find we believe WFH is here to stay and it remains a good, healthy and attractive balance for hardworking employees. The debate is also interesting as it represents only a third of workers, with two thirds being unable to work from home (think bus drivers, restaurant employees, retailers etc) but often seems to be more widespread than this based on the volume of media coverage.

It is worth considering that when the market picks up and talent becomes scarce again, your WFH policy could well be the difference between attracting top talent and missing out. It is certainly unlikely in our view that all employees will return to the 1990's style of 100% work from the office. We just think back to 2022 – 2023 when unemployment was 3.6% and even leading employer brands struggled to attract talent without offering WFH options.



Looking ahead - time for your business to refocus?

Danae Young

As we sit in this prolonged recession, perhaps it's a good time to focus less on the challenging labour market & turn instead to the future of work. Refocusing on what's next is a nice distraction, but it can also evoke thoughts on how to best move forward.



The topic of flexible working is always thought provoking. Just in recent weeks, the Government have announced they are cracking down on flexible working in the public sector. They have outlined a set of high-level principles but are yet to flesh this out with more detail. Essentially, working from home arrangements are not to be seen as an entitlement and will be by agreement only, and flexibility will only be granted until performance is compromised. Additionally, this will be monitored through regular reporting across the entire government sector.

In recent months, I have seen an increase in roles I am recruiting to be primarily office-based, and in some cases 100% office-based. In a saturated labour market, employers have more power to reinforce and recruit around these mandates, but this has obvious disadvantages for certain sectors of the workforce. The most affected groups are caregivers requiring flexibility to work around commitments to children or elderly relatives, and people living an hour or more away from their workplaces due to onerous travel times and costs.

Despite there being an amassed evidence that mandates have nil consequence on financial performance and negative consequence on employee experience and productivity, the main driver for the movement back to office-based roles is for enhanced team cohesion, collaboration and learning opportunities. In the public sector, there is the additional requirements for public servants to be visible, and to bolster the local economy in Wellington by supporting local businesses.

Interestingly, at the same time that office mandates are increasing, we are seeing examples of movement to even more flexible ways of working. In the UK, the Labour government is controversially proposing a law that enacts a four-day working week, making employers legally bound to offer flexible working options from the outset of employment, unless it is not "reasonably feasible".

Labour advocates argue that this move is as beneficial for shift workers as it is for Monday to Friday office staff. They also highlight its potential to assist new parents in returning to work and to alleviate the burden of exorbitant childcare costs.





Recently (pre-recession), we saw our very own Nga Taonga Sound and Vision become the first publicly funded organisation to adopt the four-day work week without changing pay. Staff are now able to choose from either working four days with Fridays off, work normal weeks with reduced hours, or work reduced hours with alternate Fridays off. I am watching this space with interest to see what benefits are realised from this change, and if more organisations in New Zealand will follow suit, or move to less flexible work models.

Another interesting topic for the workplace of the future is the changing demographics of the workforce, and what this will mean for the skillset required of our leaders of the future. We have an increasingly more tech-savvy, innovative, inclusive and socially and sustainability-conscious workforce. Driving this are the Millennials (born roughly between 1981 and 1996) and Generation Z (born roughly between 1997 and 2012). As at 2024, approximately 30% of New Zealand's working age population are millennials (ages 28-43) and 10% are Generation Z (ages 12-27). By 2050, the number of Millennials will drop slightly, as they head into retirement, and Generation Z will increase, as they reach full working age, to 25%. By the end of 2025, Generation Z is expected to be roughly 30% of the global workforce.

In 2024 the number of Māori individuals of working age (ages 15-64) in New Zealand is estimated to be around 20% of the working age population. It is 10% for Pasifika peoples. By 2050, projections indicate that the working-age Māori population could grow to around 25%, while for Pasifika it will increase to around 15% of the working age population.

There are many other factors to consider in the future of the workplace; gender-specific factors; the growth of our LGBTQIA+ community; and the rapid emergence of technology automation and innovation to name a few. All of this points to a workplace where there is increasing demand for inclusive and innovative policies and practises. Our leaders of the future will have to pivot accordingly, and focus on prioritising the employee experience as well as the customer experience. This might involve providing enhanced flexibility in work hours, or making innovation and sustainability central to organisational strategy, or adopting a proactive approach to AI, backed by the freedom to adopt and experiment and access to ongoing training. Or it could lead to the implementation of workforce policies and practises that have an enhanced focus on inclusivity for specific cohorts. Regardless, the workplace of the future is going to be fascinating.

Strive to 2025 with Auckland Corporate

After 447 client coffees and 455 candidate interviews in the past quarter, we are certainly living in interesting times!

Market sectors are running at a different cadence with hospitality, retail and the public sector doing it tough while general insurance and parts of financial services are striding ahead. Let's hope the retail and hospitality sectors ramp-up ahead of and during our summer break – get out there and support them!

We've seen elongated recruitment processes that can throw up surprises causing candidate enthusiasm to fade. **Time kills all deals and a slow process risks losing top talent - making a streamlined process is essential!** I hear you say “wait, aren't there still many people looking”? Not so, we still have low unemployment.

Record immigration and the high cost of living has resulted in high application levels for those out of work while star candidates are adopting a passive approach. Top talent is cautious about finding the right role and are picky; many don't see the need to jump right now. Finding high quality candidates is still challenging for many and this makes investment in your employer branding important.

Candidates and employees take note of how companies treat their people. When you enter the hiring market, ensure the market position aligns with talent expectations. Equally, don't forget your current staff will remember how they are treated during this period. As a reaction to market conditions many teams are lean, and I mean *really* lean. This approach can provide a short-term sugar hit of savings but steers organisations to longer term disaster. It's only a matter of time before the cracks start to show.

Many of our clients have expressed hiring intentions in the latter part of February, more in March and some in the new tax year starting in April. This is backed up by data from SEEK NZ. **Our advice is for employers to hire before entering a candidate short and competitive market.** There is a lot of pent-up demand and not the supply of candidates to support it!

Smart hiring managers have shared with us where they have identified the talent gaps and are focusing on growth. It is time to stop focusing on just surviving and start striving towards the upswing of 2025.

Gimon, Kiri, Chris, Amelia & Geena



Navigating Risk & Compliance with Chris Martin

At the beginning of August our very own Chris Martin presented at the Risk Management Society (RIMS) event. The focus was on personal branding and navigating careers.

Chris provided an overview of the current risk and compliance recruitment market with a “slow economy fuelling some hesitancy” however detailing the expectation of an economic recovery and rebounding job flow. The Risk and Compliance sector itself is also growing with the addition of Environmental, Social and Governance (ESG) roles providing an optimistic future. Chris elaborated on what employers are looking for, salaries and typical employee benefits along with why professionals seek new challenges. This was done with a sprinkling of humour, and I know Chris is open to sharing these insights at similar events.

Other speakers included Kathryn Sandford from M2M Coaching who provided a perspective on how personal branding is important in building “credibility and trust” along with tips on how to make an impact on LinkedIn. She reminded us that our brand is “what people say about you when you are not in the room”.

Kathryn was followed by Asher Milgate from Considered Image who shared his passion about photography. Your image is key in creating an impression of being trustworthy or reliable. He challenged us all as to assess how recent our LinkedIn photos are. A current representation is better for your reputation and brand– so get rid of those out-of-date photos!

A panel discussion was then held by several risk and compliance experts who provided insights into the various career journeys on offer.

We were all very grateful to Marsh and the Free-Range Chief who provided the venue and a tremendous platter of food and refreshments. It was an insightful event, and we love supporting the industries we recruit in.

Get in touch with Chris to learn more!



FIND

Data & Analytics

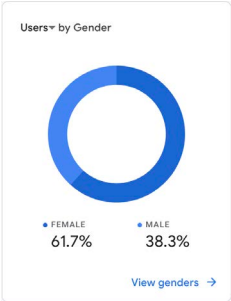
The following pages contain extensive data and reporting from our own systems and, where permitted, from our partners. This data is provided as a guide to the market, but does not guarantee or reflect the possible outcomes of job listings. Information enclosed may not be redistributed, amended or reproduced without express permission from Find Recruitment.

MARKETING INSIGHTS

In our marketing space, we're seeing increased engagement, a large upswing in enquiries coming through from candidates, and extensive ad visibility and public awareness. Below we've highlighted some of our analytical data for you to give you insight into the New Zealand employment market as it stands. We've also highlighted data from polls we've conducted of our audience, to showcase what people are talking about and what's important to candidates in 2024.

Website Activity APRIL 1 2024 TO PRESENT	
Ad Impressions	~20,400,000
Website Visitors	~612,000

Our website visitor gender spread stands steady at 61.7% female and 38.3% male. This distribution reflects a balanced and diverse representation of job seekers actively participating in the job market. This contributes to an equitable and diverse recruitment landscape, highlighting the market's appeal to a wide range of candidates and employers. This data is based on freely expressed gender demographic information that is collated by Google, and currently only defined by Male and Female. In general, with ad engagement across our channels, female-measured engagement is significantly higher than male-engagement, with more clicks coming from female-identifying individuals.



Visitors by Country APRIL 1 TO PRESENT		
1.	New Zealand	90%
2.	United States of America	3%
3.	United Kingdom	3%
4.	Australia	3%
5.	India	1%

The largest portion of our website traffic is based in New Zealand, however we do also see some digital traffic from around the world. Our digital reach extends into most parts of the world, and we can target ads internationally as needed.

34
users active
on the Find
website, on
average, every
minute.

Our Top Ranking Pages		
1.	/work-with-find	~25,000
2.	/home	~23,900
3.	/jobs	~16,200
4.	/team	~6,700
5.	/salary-guide	~3,200

Our Highest Ranking Articles	
1.	Mastering the Onboarding Experience
2.	Risk & Compliance Guide
3.	2024 Hiring Guide
4.	Navigating & Negotiating Notice Periods
5.	7 Reasons to use a Recruiter

Monitoring the impact of our content is critical for us as it often highlights how trends in the market are changing. Considering the above, our 'Navigating & Negotiating Notice Periods' article co-written with Chris Martin from Auckland Corporate, was initially published in early 2021 and is, in recent weeks, making a resurgence.

OUR PLACEMENT DATA

Our placement data is collated and shared to you, to provide insight into the where and how of candidate movements. We are regularly in contact with thousands of candidates at any given time, and maintain strong networks for sourcing and placing talent into businesses like yours.

Job Listing Location	Apr to Oct 2024	Jan to Mar 2024
Wellington	52.10%	47.78%
Auckland	36.13%%	47.78%
Wider New Zealand	11.77%	4.44%

Listing Work Type	Apr to Oct 2024	Jan to Mar 2024
Contract	49.90%	40.93%
Contract	41.97%	49.37%
Fixed-Term	3.50%	3.50%
Part-Time	0.96%	1.40%

Applications by Source	Apr to Oct 2024	Jan to Mar 2024
Find Recruitment Database	15%	13%
Find Recruitment Website	3%	3%
SEEK	79%	81%
TradeMe	3%	3%

Placement Location	Apr to Oct 2024	Jan to Mar 2024
Wellington	50.44%	47.50%
Auckland	40.41%	52.50%
Other	9.15%	

Placement Type	Apr to Oct 2024	Jan to Mar 2024
Permanent	29.35%	30.12%
Contract	70.65%	65.06%
Fixed-Term	0.00%	4.82%
Part-Time	0.00%	0.00%

Placement by Source	Apr to Oct 2024	Jan to Mar 2024
Find Database	77.61%	79.76%
SEEK	18.9%	17.85%
TradeMe	3.49%	2.38%

2024 has seen some interesting shifts in the employment market. The general mood is that things have been slow and there's certainly been a lot of hesitancy amongst businesses, however with a reduced OCR and the summer holidays just around the corner, we're optimistic that 2025 will be brighter.

In the last 6 months we have seen a significant volume of Contract work coming through our business with 70% of all placements being into contracting roles. Whilst Wellington held about 50% of our placements, we saw 10% of placements into locations outside of the economic centres of Auckland and Wellington.

Our dedicated database of talent continues to be an exceptional reservoir of the best talent that New Zealand has to offer. We are regularly communicating with this talent to ensure we know what they're looking for so we can help streamline processes when you're ready to hire.

Understanding OUR AUDIENCE

In partnership with our friends at the Gender-at-Work Community and The Pride Pledge, we have proudly taken the first step into understanding our candidates on a deeper level. All of this data is being collected freely, of the candidates' volition and is private so can not be matched to specific candidates, to ensure we continue to combat bias in hiring processes.

We can collect demographical data for your specific roles going forward, so if you would like this done, please let your consultant know and once the job is filled we will survey all applicants to give you insight into who saw your role, and who applied!

The Overview

Since our last report earlier in the year, we have seen a tremendous shift in the demographics of candidates applying for our roles. Across the board, we have seen a greater level of diversity across ethnicity, gender identity, sexual orientation and location. Disclosed in the pages following, this data paints a rich picture of our candidate landscape and who is currently in the market for work.

Of note is the high ranking of 'Prefer not to say' under sexual orientation. This showcases an ongoing trend amongst respondents who are too afraid to disclose their sexual orientation for fear of bias or judgement. We can help you develop a framework for your business, to ensure your people feel safe and confident to be their truest selves at work.

It is our intention for the next report, to have data relating to Menopause status from those who wish to disclose it. Should you wish to see anything else collected, please reach out to marketing@findrecruitment.co.nz and we can chat.

FIND



GENDERPLEDGE.

Candidate Ethnic Identity

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Category	% of Respondees
Indian	32.2%
New Zealand European/Pākehā	26.7%
Other, e.g. Japanese, Tokelauan	23%
Chinese	9.5%
European	8%
Prefer not to say	4.6%
Fijian	2.1%
Māori	1.8%
American	1.5%
Cook Islands Māori, Samoan or Tongan	0%

Candidate Gender Identity

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Identifying Gender	% of Respondees
Cisgender Male (my sex assigned at birth and gender identity are the same)	50.3%
Cisgender Female (my sex assigned at birth and gender identity are the same)	38.3%
Prefer not to say	5.8%
My Gender is not listed	2.1%
Trans Man	1.2%
Gender Diverse	0.9%
Trans Woman	0.9%
Non-Binary	0.3%
Gender Queer, Intersex, & Takatāpui*	0%

* Gender Queer, Intersex, & Takatāpui are all listed individually in our survey however are grouped to accommodate space in this report.

Candidate Location

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Location	% of Respondees
Auckland	35.6%
Wellington	31.6%
Other	23.3%
Christchurch	1.8%
Hamilton	1.5%
Prefer not to say	1.5%
Nelson	0.9%
New Plymouth	0.9%
Palmerston North	0.9%
Tauranga/Bay of Plenty	0.9%
Gisborne	0.6%
Northland	0.3%
Dunedin	0%
Greymouth	0%
Invercargill	0%
Queenstown	0%
Rotorua	0%

Location data based on the most common identifying centres of activity within Aotearoa New Zealand.

Candidate Industry

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Industry	% of Respondees
IT & Digital	35%
Accounting & Finance	29.4%
Other	11%
Technology	6.1%
Professional Services	5.8%
Sales & Marketing	4.9%
Business Support	2.8%
HR	2.8%
Risk & Compliance	1.5%
Prefer not to say	0.6%

Candidate Age Groups

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Age Group	% of Respondees
30 to 40	32.8%
24 to 30	23.3%
40 to 50	23.3%
50 to 64	12.6%
18 to 24	6.4%
65 or older	1.5%
Prefer not to say	0%

Sexual Identity

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Candidate Sexual Identity	% of Respondees
Heterosexual	61.1%
Prefer not to say	23.2%
My Sexuality is not listed	6%
Bisexual	4.4%
Gay	2.8%
Pansexual	0.9%
Asexual	0.6%
Lesbian	0.6%
Queer & Takatāpui	0.3%

Candidate Preferred Pronouns

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Pronouns	% of Respondees
he/him/his (masculine pronouns)	54.3%
she/her/hers (feminine pronouns)	40.8%
Prefer not to say	4.3%
My pronouns are not listed	0.6%
ia (Māori gender neutral pronouns)	0%
they/them/theirs (neutral pronouns)	0%
ze/hir/hirs (neutral pronouns)	0%
ze/zir/zirs (neutral pronouns)	0%

Neurodiverse Status

Based on the willing responses of candidates across roles recruited through Find Recruitment.

Identifying Neurodiversity	% of Respondees
Not Applicable	85.5%
Prefer not to say	4.7%
Other	3.1%
ADHD	2.5%
Autism	1.3%
Dyslexia	0.9%
Bipolar	0.6%
Borderline Personality Disorder	0.3%
Epilepsy	0.3%
Sensory Disorder	0.3%
Down Syndrome	0%
Dyscalculia	0%
Dyspraxia	0%
OCD	0%
Tourettes	0%