



**NEW ZEALAND
EMPLOYMENT MARKET REPORT 2022**

Business Support

Business Support

The Market

Over the last year, confidence in the business support market has been characterised by regional differences. In the Waikato, and much of the South Island including Canterbury, confidence has been steady and fairly high. In contrast, Wellington organisations were reluctant to hire for many months, but confidence now appears to be increasing. Similarly in Auckland, after a dip, we've seen increased confidence. Some sectors were very busy; healthcare, real estate, pharmaceuticals, government and those that fall into the category of essential services. Generally, despite pandemic conditions, there has been a steady flow of hiring activity for support staff.

As we approach mid-2022, with economic signs signalling future challenges, we are seeing more caution about adding to permanent headcount and a resurgence of temporary recruitment.

As with all sectors, there has been a shortage of business support candidates, which has impacted many organisations' ability to adequately resource.

We've seen government departments redeploying support staff to undertake COVID-19 related work, which has then driven an uptick in recruitment projects to backfill. Temp demand was high, as the government sought temps to assist with internal and external communications, vaccination recording and reporting.

Finding the right candidates with the desired skills and experience has been challenging, and COVID-19 has had an effect on almost every aspect of the recruitment process for both perm and temp roles. Key stakeholders have been sick or isolating, impacting interview times, start dates or the ability to train new starts. There have been more hiccups and bumps in the road, and more opportunities for things to fall through.

Employers

This past year has created curious changes in the business support market and through necessity, employers have had to adapt to the new reality. Because of increased headhunting and counter offer scenarios, employers have reassessed resourcing needs and are more frequently opting for fixed term or permanent staffing options. The appeal of this approach is to attract candidates who are interested in the stability that a long term opportunity offers, and in turn contribute to longer tenure and business continuity.

To be able to resource properly and cover the work that needs to be done, organisations are looking to employ more hybrid support roles, which is another growing trend.

These roles encompass multiple skills sets, experience in different areas, and the soft skills necessary to switch between tasks and deal with uncertainty. An example brief: a Personal Assistant with email marketing and e-Commerce skills, demonstrating reliability, resilience and flexibility.

The last two years have been taxing on almost everyone, so there is a desire to bring steady, positive-minded people into business teams, in an attempt to reduce turnover resulting from burnout.

We've also seen a change in the types of roles being recruited. Receptionist positions used to make up a significant proportion of our recruitment, but now barely appear in 2022 lists. While this decline has been a trend for the last five years, it's in the last 12 to 18 months that we've seen a significant drop in numbers. This is just one of the many effects of organisations having the bulk of their staff working from home and not receiving on-site visits.

Employers have been hiring on soft skills and potential because the market is so tight. Demand and competition have pushed salaries up by 15% on average.

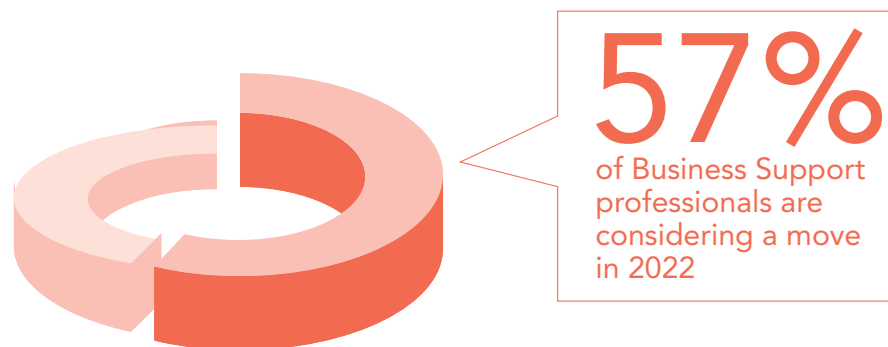
A stylized upward-pointing arrow with a dotted pattern, indicating growth or an upward trend.

HYBRID ROLES
PA with marketing skills
Receptionist/Office Assistant/PA
Office Manager/Event/Finance

Job Seekers

For some, the experience of working during the last two years has crystallised their expectations for their work life. This has been particularly evident in the business support space. Job seekers have been vocal about their desire to move on from roles where they are not satisfied with the work, or not happy within their team and workplace. While job seekers were looking for higher salaries—and many times achieved this with a move, they also expressed interest in finding a workplace where their efforts were valued.

More than ever before, we've seen candidates moving quickly to snap up their desired roles, and sometimes with little or no notice because they know the market is so strong, much to the consternation of employers left to manage sudden vacancies. The average tenure for both temp and permanent positions has decreased. Despite the activity, on the whole, job seekers were ultimately looking for stability.



The Year Ahead

In what is predicted to be an extremely tight and competitive market, to attract job seekers in the year ahead organisations are really going to need to dangle any carrots they are holding. Salaries are expected to level out, so while offering top dollar will help to attract and secure talent, it's the additional benefits that will make all the difference. This is less about the fluffy offerings like fruit bowls on Friday, and more about genuine investment in health and wellbeing, flexibility and work from home options, real commitment to learning and development opportunities, and career progression. These factors will not only help with recruitment but will positively impact engagement and retention.

Employers must also look to speed up the hiring process or risk losing out. To secure great candidates, you must act quickly, and to achieve this recruitment processes should be planned out with timelines defined before going to market, and potential obstacles dealt with ahead of time. Job seekers will not have the patience to stick with last minute third interviews or unexpected psychometric testing.

While it is definitely a job seekers market, candidates should be mindful that the Kiwi market is small and closely connected. A polite decline for opportunities no longer of interest will serve to protect your personal brand.

Business Support Salary Guide

2022/23 RANGE IN NZD \$'000

ROLE	AUCKLAND		WELLINGTON		WAIKATO/BOP		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High
Executive Assistant	95	120	80	115	75	90	68	95
Personal Assistant	85	95	65	85	75	80	60	75
Office Manager	80	100	70	100	70	85	60	80
Project Coordinator	80	105	70	100	65	80	65	90
Corporate Receptionist	55	60	55	60	50	55	50	55
Events Coordinator	60	80	60	70	60	65	55	65
Facilities Coordinator	60	70	60	80	60	65	52	65
Sales Support	62	70	60	70	55	65	55	65
Team Administrator	60	70	60	70	55	60	55	65
Office Administrator	55	65	55	65	55	60	50	70
Receptionist	52	60	52	60	50	55	48	55
Data Entry/Database Admin	50	55	50	60	45	55	48	55

About Us

Madison was established in 1998 and is a wholly owned subsidiary of the Accordant Group, New Zealand's largest recruitment company and the only in our industry to be listed on the NZX.

We operate across seven key locations in Auckland Central, Auckland South East, Hamilton, Tauranga, Wairarapa, Wellington and Christchurch.

In the past year, we have placed 2,400 temporary and contract staff into work on client sites, and filled over 4,100 roles. This gives us access to the real-time market information, salaries and trends that have allowed us to compile this employment market report.

What We Do

Madison works across almost all industry sectors, with companies ranging from small start-ups to global blue-chip organisations, large public sector and not-for-profit organisations. Our track record includes full service recruitment covering temporary, permanent and contractor needs across the following sectors:

- Administration and Business Support
- Accounting, Banking, Finance and Insurance
- Contact Centre
- Engineering
- Government and Policy
- Human Resources and Recruitment
- Industrial
- Marketing and Communications
- Procurement and Supply Chain
- Programme and Project Management
- Property and Construction
- Sales and Relationship Management
- Volume and Project Recruitment

Expertise To Suit

Within disciplines, we recruit for the full range of positions from entry-level through to executive appointments. Depending on our clients' needs, our recruiters will deliver an end-to-end solution or unbundle the recruitment process to supplement the expertise and resources you have in your organisation.

How We Do It

Because we have a broad focus, but we are staffed by specialist recruitment professionals, we're able to offer the combined benefits of breadth, reach and personalised, expert service. Collaboration, sharing, building a real relationship and true partnerships are what set us apart. Not only do we understand New Zealand, but we have been specifically built and grown for this market.

Support & Partnership

We offer specialist consulting services to support our client organisations' talent lifecycles. Some of the key services we deliver via workshop, training or coaching include:

- Talent development
- Assessment centre design
- Outplacement services
- Psychometric profiling and skills testing
- High performance profiling

The Accordant Group

The Accordant Group is comprised of four trading entities: Madison, AWF, Absolute IT and JacksonStone & Partners. The Group has capability spanning all aspects of commercial and industrial recruitment services including permanent, temporary and contractor assignments. Collectively, the Group employs close to 300 full time staff across 22 towns and cities.

For more information visit [accordant.nz](https://www.accordant.nz).

CONTACT US

To find out more about Madison and our services, you can visit our website at www.madison.co.nz or call us on 0508 MADISON

For queries about this report, please contact Christian Brown, General Manager on 09 303 4455

madison.co.nz

Auckland

Ph 09 303 4455
Level 6, 51 Shortland St
Auckland CBD

Auckland South East

Ph 09 271 1152
Level 1, Building 5, The Crossing
60 Highbrook Drive
East Tamaki

Hamilton

Ph 07 839 5660
Level 5, 127 Alexandra Street
Hamilton

Tauranga

Ph 07 834 0834
By appointment only

Wairarapa

Ph 06 370 2400
441 Queen Street, Kuripuni,
Masterton 5810

Wellington

Ph 04 499 8055
Level 9, Cnr Customhouse Quay
& Johnston Street, Wellington

Christchurch

Ph 03 366 6226
Level 1, Building 3
1 Show Place, Addington