



**NEW ZEALAND
EMPLOYMENT MARKET REPORT 2022**

Government & Policy

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The Market

Significant funding of COVID-19 response-related projects, and the resumption of big programmes of work previously put on hold, are two of the reasons why confidence in the government sector has been high over the last twelve months.

A package of infrastructure investments was released to help kick-start the post-lockdown rebuild, which at the time, was forecast to add 20,000 jobs to the market across New Zealand. In Auckland, local government took action to help stimulate the economy, for example, the Explore Tāmaki Makaurau Voucher Programme. This effectively meant driving activities that in normal circumstances, would have been run by the private sector. Government also provided guidance, and distributed funding for small businesses. It grew the number of rough sleeper support systems, food parcel deliveries etc. All of which increased the need for more people resources, and thus recruitment continues. The biggest ongoing effect is that deadlines for work have been stretched.

COVID-19 is of course still having an impact. However the market uncertainty resulting from numerous lockdowns has dissipated as organisation's processes to navigate these have been better established. The impacts at this point in time are more about delayed decisions, for example when key stakeholders in the recruitment process may be off sick or in isolation.

There was a pronounced shortage of candidates in the market. Job seekers were aware that during the peak of the NZ pandemic, government roles were often focused on MIQ, vaccination policies and other COVID-related undertakings, and while for some this was an attractive proposition, for many others this focus was less desirable.

The housing market, inflation and the general economic outlook have had a negative impact, as the government does not typically pay at the higher end of market rates. Job seekers wanting maximum remuneration looked elsewhere.

Employers

Earlier in the pandemic, recruitment itself was difficult, but employers in the government sector hit their stride by the latter half of 2021 and hiring activity continued, albeit slower. Employers were confident in their ability to manage interviews remotely and even onboard new starters during lockdown, which made a positive difference.

There's a lot more contractor recruitment happening now. At the beginning of the pandemic, there was reluctance to pay contract rates, but now necessity has removed this blocker and contractor numbers are up. We've seen some organisations try to re-employ ex-employees made redundant in the first COVID-19 period in early 2020. The ex-employees are now contractors and are setting their own hourly rates. Government has lost its 'job for life' reputation. Contracting is not viewed as risky as it once was: we're seeing more skilled and experienced government people explore the option of contracting.

There's been an increase in processing and operational roles, to better resource COVID-19 response projects in all forms. Related to this, the volume of government communication roles has risen, driven by constant changes and the need for ongoing communication, both internally and externally.

Highly sought after and growing is the demand for Te Reo iwi engagement, knowledge of Te Tiriti o Waitangi, experience of Te Ao Māori and a working knowledge or fluency in Te Reo Māori. Demand currently surpasses supply by a large amount.

While some government employers are focused on finding candidates with the 'right' job title; on the whole most have shifted their focus more towards transferable skills and experience, which has helped with resourcing. However generally this is a very tight market, and has been feeling the pinch of the lack of available, interested candidates.

Job Seekers

In local government, we have seen numerous examples of people getting promoted quickly. With the tight market and de facto pay freeze, many assume that you need to move roles and gain a different job title to get more money. Government employee tenure is decreasing, and we are seeing a lot more inter-agency movement than in previous years. We've seen some cases of candidates moving from a graduate role to a senior position in a mere 18 months, which was previously unheard of.

Job seekers in the government sector are looking for flexibility - like most other job seekers! Of course, local governments have been supporting flexible working long before it was commonplace, so we are seeing organisations wisely investing and making sure this remains an attractive attribute.

There's a mindset amongst some job seekers that location doesn't matter. There are more potential candidates applying for roles across other geographic regions, holding the assumption that there will be the option to work remotely. Employers have been positively influenced, and will sometimes consider candidates in different

locations. Many job seekers in this space ask for medical and health insurance, and look for relocation costs, knowing that often this is one thing government employers may potentially offer above salary bands. Job seekers also place great importance on career pathways and progression opportunities.

Knowing the occasional volatility of project-based work, savvy job seekers asked questions about the likelihood of funding getting pulled, and the sustainability of the project, before committing.

At the entry to mid level, candidates have been more sensitive about the dollars on offer, whereas senior candidates are more focused on the whole package. Job seekers, as is true in all sectors, are put off by lengthy, tardy recruitment processes, given the abundance of job opportunities around.

The Year Ahead

It's expected to be challenging to recruit in the year ahead in the government space. Low unemployment and a lack of candidates means competition is rife. Even within government, there is competition for the same talent. With less flexibility to adjust salaries to attract job seekers, employers in this sector need to look to their employee value proposition and focus on making their non-monetary offer as strong as it can be.

Longer term planning and early identification of resourcing needs will help government employers to find the talent they need. It will be essential to allow for longer lead times to source suitable candidates. At the same time, it's essential that the recruitment process itself is tight, effective and as quick as possible so as not to lose talented individuals to other opportunities.

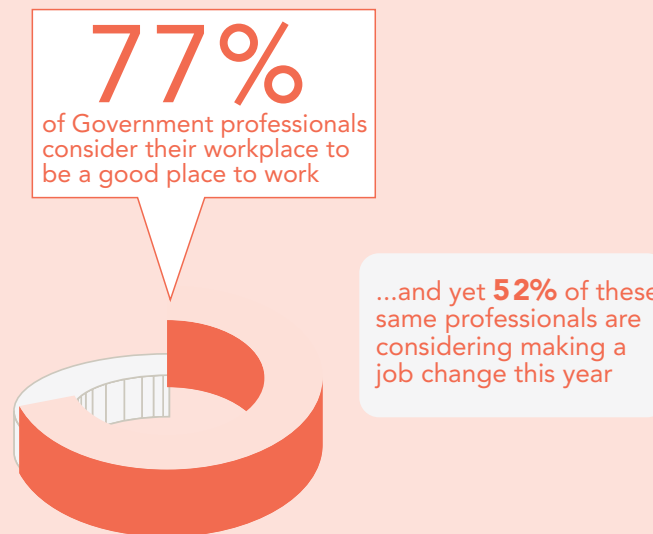
FACTORS CONTRIBUTING TO THE CANDIDATE SHORTAGE:



Government and Policy Salary Guide

2022 / 23 RANGE IN NZD \$'000

ROLE	AUCKLAND		WELLINGTON	
	Low	High	Low	High
Policy Manager	175	240	175	230
Principal Advisor	115	150	120	180
Principal Analyst	115	150	120	180
Senior Policy Advisor	90	125	90	125
Senior Policy Analyst	90	125	90	125
Policy Advisor	70	95	70	95
Policy Analyst	70	95	70	95
Senior Project Manager	120	160	110	160
Programme Manager	145	180	135	185
Project Manager	110	120	90	135
Project Coordinator	80	95	65	95
Change Manager	130	200	115	180
Business Analyst	70	120	70	110
Business Advisor	80	150	90	125
Senior Advisor	85	150	95	130




IN DEMAND GOVERNMENT SKILLS

Highly sought after and growing is the demand for:

- Te Reo iwi engagement
- Knowledge of Te Tiriti o Waitangi
- Experience of Te Ao Māori
- Working knowledge or fluency in Te Reo Māori

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