



# NEW ZEALAND EMPLOYMENT MARKET REPORT 2022

Industrial

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## The Market

This past year saw candidates opting for stability and staying in their roles, while employers did their best to retain existing staff, and were reluctant to recruit for permanent roles during uncertain times. However, as the market stabilised and COVID-19 restrictions eased, business confidence returned accompanied by rapidly increasing staff numbers across all areas of this sector.

Border closures have had a particularly significant impact, and have resulted in dramatically reduced availability of both skilled and unskilled labour. This sector has been one of the most competitive industries in which to secure talent over the last twelve months.

The industries within this sector have flourished, in particular FMCG, Transport and Logistics, Construction and Healthcare. With more time spent at home and less travel, people ate out less, and in some cases, had expendable income to spend on home improvements and online shopping.

For residential construction companies and their suppliers this resulted in a welcome increase in business, but quickly contributed to the overall talent shortage. Increased demand in services: increased demand in hiring. We have all felt the impact of more people at home when visiting our local grocery stores, from minor inconveniences with our favourite snacks being out of stock, to limits placed on 'essential items'. For the transport and logistics industry, this translated to shortages in roles such as Picker/Packer through to senior level logistics positions.

## Employers

Employers have been willing to collaborate with recruiters to hire and train unskilled and inexperienced candidates. People with transferable skills and a positive attitude are welcomed into positions they previously may not have been considered for, in particular for temporary positions. For permanent roles, employers want industry specific skills and place a large importance on team and culture fit.

The most sought after profiles are Fork Hoist Driver, Outdoor Maintenance, Machine Operations, Drivers (multiple licence types), general Trades People, Warehousing and Cabinet Makers.

Due to business demand and lack of external talent, employees have been able to progress into more senior roles, which tend to require less hands-on or physical work. This has left a gap in these roles for many businesses. Employers have begun offering sign-on bonuses, and greater work-life balance benefits for permanent senior level roles, in order to appeal to job seekers.



### IN DEMAND INDUSTRIAL SKILLS

- Fork Hoist Drivers
- Machine Operations
- Drivers (all licence types)
- Cabinet Makers
- Warehousing

## Job Seekers

There has been less movement in this sector for job seekers looking for permanent work. With savvy employers offering more flexibility, pay increases, and refreshed benefits, employees were happy where they were, and opted for the security of their existing positions over new opportunities. However for some workers, the heightened awareness of low unemployment, a candidate-short market and rising salaries meant they were more willing to consider a new job, but were mindful of only accepting the 'right' offer. Generally salaries did increase, but only just above market rates.

Rising living costs and inflation saw many job seekers choose to move away from the cities for more affordable regional living. Those people who would consider moving into the cities would only do so for what they viewed as an attractive offer that was 'worth it'. In previous years, job seekers were more willing to consider longer commutes, however in the current climate with many more options, they would only consider opportunities closer to home.

Parking, and training and development were the most sought after benefits for job seekers in this sector, and fortunately employers were generally able to deliver on those requests.

Many job seekers expressed an interest in progressing with their current employers and were afforded opportunities to move away from demanding, physical roles. This created opportunities in the form of entry level positions, which previously were taken up by people travelling on working holiday visas, typically for shorter contracts.

### Sought after non-financial benefits for Industrial workers

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- 1 CAR PARKING
  - 2 TRAINING & DEVELOPMENT
  - 3 FLEXIBLE WORK OPTIONS

## The Year Ahead

Candidate shortages are forecast to continue this year. It is likely salary increases will be on the cards and flexibility, as the role allows, will be an expected requirement in a job offer. In order to attract talent, it is suggested that employers think creatively about adding benefits specific to the role, and type of person they are looking to hire. Job seekers will be proactive in negotiating and asking for specific benefits, so be open to listening and negotiating offers.

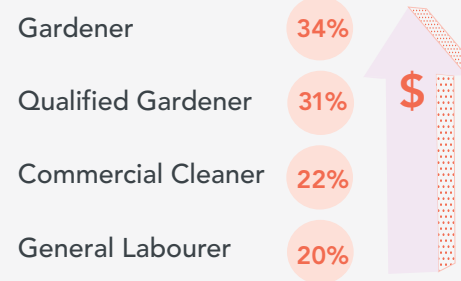
The move out of larger cities will continue to be a common trend in this sector as housing and living prices continue to rise. With borders open, employers can again source candidates from overseas and capture the attention of new temporary visa holders with their offerings. It would be wise to consider what this audience needs and what work arrangements you can provide. We encourage employers to think ahead when starting a recruitment process and plan for a longer amount of time before a hire can be made.

# Industrial Salary Guide

2022/23 RANGE IN NZD \$'000

ROLE	NATIONAL	
	Low	High
Operations Manager	100	140
Logistics Manager	94	135
Warehouse Manager	80	130
Branch Manager	90	135
Team Leader/Operations Supervisor	70	85
Industrial Electrician	85	115
Qualified Builder	82	125
Mechanical Service Person	62	93
Qualified Gardener	58	66
Gardener	52	63
Machine Operator	52	65
Class 2 - 5 Driver	59	72
Fork Hoist Operator	52	63
Ride on Mower Operator	58	66
General Store Person (Pick Packers & Devanners)	48	56
Commercial Cleaner	52	59
General Labourer	48	55

## NOTEWORTHY SALARY INCREASES for 'hands on' roles



# 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](http://www.madison.co.nz) or call us on 0508 MADISON

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