

NEW ZEALAND
**EMPLOYMENT
MARKET REPORT 2024**

PEOPLE & CULTURE

People & Culture

The Market

In 2023, the people and culture sector faced significant challenges due to economic conditions, inflation, budget restrictions, and business slow downs before and after the election. As a result, many businesses implemented hiring freezes and workforce reductions. However, there were still some recruitment activities at the senior level in the second half of the year. For example, to ensure those organisations navigating change had robust people processes and communication strategies in place.

In the public sector, some people and culture teams in larger government agencies, which included specialist roles, underwent restructuring; favouring generalist roles that could handle a variety of tasks. HR Business Partners and Learning and Development practitioners were in high demand, particularly those with experience in diversity and inclusion initiatives. In a post-pandemic environment, many employers were eager to bring their staff back to the office, grow their culture, and make the workplace more attractive.

In 2021/22, many HR professionals had the opportunity to advance their careers earlier than expected due to severe skills and candidate shortages. However, in 2023 the market faced a challenge where some active job seekers lacked the necessary skill sets for their level of experience due to early progression. For example, senior HR Business Partners are expected to have employment relations experience, but many active job seekers lacked this skill. Employers had to be flexible and provide on-the-job training to fill the skills gap.

During 2023, there was a noticeable trend towards permanent hiring. Temporary or contractor positions were mainly limited to entry-level roles or created to cover long-term absences. Due to the limited job opportunities during the economic downturn, people and culture professionals preferred to stick with their current roles, resulting in less movement in the job market. However, since the start of 2024 there has been some increased demand for talent acquisition professionals as organisations prepare for their people strategies for the year.

Employers

In 2023, employers were searching for candidates with strong stakeholder engagement skills, proven experience in employment relations, experience with collective bargaining, and remuneration experience. Soft skills, such as collaboration and adaptability, were highly valued by employers as more people were returning to the office.

In Auckland and Christchurch, it was common for employers to offer one day of working from home, with any other arrangements negotiated on a case-by-case basis. We even saw negotiations between employers and job seekers for a nine-day fortnight. In Wellington, where many employers are government organisations, people and culture professionals still worked from home two to three days per week.

Salaries remained steady throughout 2023, with some exceptions. Employers would stretch to offer a competitive salary to secure the hire for the right level of proven experience. Bonuses and benefits tended to be customised, depending on need. In Wellington for example, some senior practitioners were offered paid study or learning, while in Christchurch, after widespread issues with burnout post-pandemic, increased EAP services were offered more, and extended to family. Employers were also more flexible about employees working remotely while travelling overseas for an extended period.

Top benefits offered by People & Culture Employers



1st
Flexible working options



2nd
Hybrid and/or remote working options



3rd
Wellbeing benefits



People & Culture

Job Seekers

Job seekers in 2023 were accepting of the cooling job market and were more practical about salary and flexible working expectations. While a salary increase was desirable, there were other motivators for job seekers to change jobs in the past year, including finding work that was engaging and offered career growth opportunities.

Job seekers prioritised good company culture, a supportive team, and a positive work environment when searching for new roles. They wanted to work on challenging projects that would help them develop their careers. Flexible work hours were also important to them. Job seekers were more likely to leave their current role due to burnout, lack of growth opportunities, company restructuring, or if they simply wanted a change.

In Christchurch, many job seekers were ready to consider new roles after several years of staying put. When they did move, it created a ripple effect causing a flurry of change and people moving roles. In Auckland and Wellington, movement, and an influx of talent in the job market were often the result of restructuring. Career contractors remained passive candidates and were

reluctant to transition from a contract to a permanent role despite fewer available roles; only doing so for senior roles or the 'right' opportunity.

Job seekers were also open to moving cities for the right role, more so than in other industries. In Christchurch, there was a flood of job seekers moving from other parts of the country, notably Wellington, for both opportunity and the improved cost of living.

Top non-financial reasons People & Culture Job Seekers accept a new job offer



1st

Management style and/or team environment



2nd

Flexible working options



3rd

Hybrid and/or remote working options

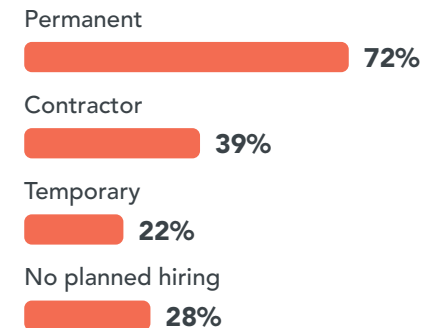
The Year Ahead

We anticipate that there may be fewer jobs available in the first half of the year, but eventually businesses will start hiring again. During this time, companies will continue to prioritise retaining their staff by offering a range of benefits, such as structured learning and development opportunities, and health and wellbeing support.

With a marginal increase to the unemployment rate, employers are still experiencing a skills shortage in 2024, and will need to continue to offer competitive salaries to attract and retain the right people. We expect to see more creative solutions from organisations regarding employing people and culture talent. For instance, they may take on an intermediate advisor as a Business Partner if they have the core skills and supplement additional training to further develop their capabilities.

As technology continues to play a more significant role in the workplace, Robotic Process Automation is on the rise to streamline the recruiting and hiring process and we expect this trend to continue. People and culture practitioners will become more proficient in analytics and reporting by using HR systems and software, and learning and development opportunities will increasingly be delivered online.

People & Culture Employers' hiring intentions for 2024



People & Culture Salary Guide

| ROLE | AUCKLAND | | WELLINGTON | | WAIKATO & BAY OF PLENTY | | LOWER NORTH ISLAND | | CHRISTCHURCH | |
|--|----------|------|------------|------|-------------------------|------|--------------------|------|--------------|------|
| | Low | High | Low | High | Low | High | Low | High | Low | High |
| Human Resources Director | 175 | 310 | 180 | 290 | 140 | 270 | 130 | 250 | 150 | 270 |
| Human Resources Manager | 130 | 210 | 125 | 210 | 120 | 180 | 100 | 180 | 120 | 180 |
| Human Resources Business Partner | 100 | 175 | 100 | 160 | 100 | 150 | 90 | 150 | 90 | 170 |
| Human Resources Advisor | 95 | 135 | 80 | 135 | 100 | 130 | 80 | 120 | 90 | 120 |
| Human Resources Coordinator | 75 | 85 | 65 | 85 | 65 | 75 | 65 | 75 | 60 | 75 |
| Human Resources Assistant | 65 | 85 | 65 | 80 | 60 | 70 | 65 | 75 | 60 | 70 |
| Employment Relations Consultant/Specialist | 100 | 160 | 100 | 170 | 90 | 130 | 80 | 130 | 90 | 160 |
| Remuneration Specialist | 100 | 150 | 110 | 145 | 90 | 130 | 80 | 120 | 90 | 130 |
| Internal Recruitment Manager | 125 | 200 | 130 | 190 | 110 | 140 | 100 | 140 | 100 | 150 |
| Internal Recruitment Advisor | 90 | 135 | 80 | 140 | 75 | 110 | 75 | 115 | 75 | 120 |
| Internal Recruitment Consultant | 80 | 120 | 80 | 130 | 75 | 110 | 75 | 115 | 70 | 95 |
| Internal Recruitment Coordinator | 65 | 90 | 65 | 90 | 65 | 75 | 60 | 70 | 60 | 75 |
| Training Manager | 120 | 170 | 120 | 150 | 90 | 120 | 85 | 150 | 85 | 150 |
| Learning & Development Manager | 120 | 180 | 120 | 180 | 90 | 130 | 85 | 150 | 90 | 130 |
| Learning & Development Coordinator | 70 | 95 | 65 | 95 | 65 | 75 | 60 | 70 | 60 | 80 |
| Change Manager | 110 | 250 | 120 | 250 | 110 | 150 | 85 | 150 | 130 | 200 |
| Health & Safety Manager | 140 | 210 | 120 | 180 | 110 | 150 | 100 | 150 | 110 | 150 |
| Health & Safety Advisor | 85 | 140 | 85 | 125 | 90 | 120 | 70 | 110 | 70 | 110 |
| Health & Safety Assistant/Coordinator | 75 | 100 | 65 | 90 | 65 | 80 | 55 | 80 | 65 | 100 |

Salary range in NZD \$'000s



About Madison

Madison was established in 1998 and is part of the Accordant Group, the only New Zealand recruitment company listed on the NZX. We operate across seven key locations in Auckland, Hamilton, Tauranga, Wairarapa, Manawatū-Whanganui, Wellington and Christchurch.

What We Do

Madison works across almost all industry sectors, with clients that range from small start-ups to global blue-chip corporates, 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:

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

Within these 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 & skills testing
- High performance profiling

The Accordant Group

Delivering recruitment, resourcing and people solutions across New Zealand

Madison is part of the Accordant Group, which is the only staffing provider listed on the NZX. The Group comprises five businesses: Absolute IT, AWF, Hobson Leavy, JacksonStone & Partners and Madison Recruitment. Accordant Group's capability spans all levels and aspects of commercial and industrial recruitment services, including permanent roles, temporary assignments and contractor placements. In addition to this, in 2019 Accordant established The Work Collective, a social employment initiative.

To find out more, visit accordant.nz

Absolute IT is a specialist agency that operates solely in the tech and digital market, recruiting permanent and contract IT professionals.

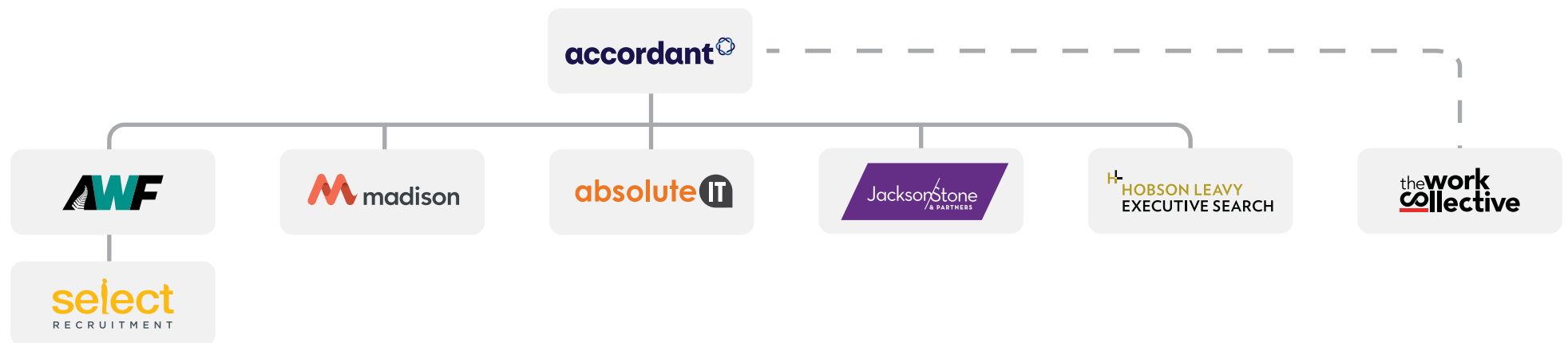
AWF provides labour hire and recruitment services from 21 branches across the country including Select Recruitment in Dunedin.

Hobson Leavy is a retained executive search firm with an extensive track record in both the public and private sectors, successfully appointing some of New Zealand's most senior leaders at Board, CEO and Executive level.

JacksonStone & Partners is one of the most experienced executive search, recruitment and contracting agencies in New Zealand, covering all disciplines up to chief executive and board appointments across the private, public and not-for-profit sectors.

Madison recruits temporary, contract and permanent staff for a broad range of clients and industries in the commercial and government sectors.

The Work Collective, our social employment initiative, is supported by each of our businesses and focuses on helping people with barriers to employment find meaningful work opportunities.



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AUCKLAND SOUTH EAST

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The Crossing, 60 Highbrook Drive,
East Tamaki, Auckland

HAMILTON

07 839 5660

Level 5, 127 Alexandra Street,
Hamilton

TAURANGA

07 834 0834

By appointment only

WAIRARAPA

06 370 2400

By appointment only

WELLINGTON

04 499 8055

Level 9, Cnr Customhouse Quay &
Johnston Street, Wellington

CHRISTCHURCH

03 366 6226

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Christchurch

madison.co.nz

To find out more about Madison and our services,
you can visit our website or call us on **0508 MADISON**.

For queries about this report, please contact **Christian Brown** (Chief Operating Officer) on **09 303 4455**.

