

OVERVIEW OF MAY 2022:**STATE OF THE NATION:**

- Job ads were at record levels for the third consecutive month in May.
- Job ads rose 3% month-on-month (m/m), which was 15% higher year-on-year (y/y).
- Applications per job ad fell by 4% m/m.

STATE OF THE REGIONS:

- Ten regions recorded m/m job ad growth, including Auckland (+3%) and Waikato (+4%).
- The regions recording the greatest m/m growth were Southland (+10%) and Canterbury (+7%).

STATE OF THE INDUSTRIES:

- The three industries responsible for driving the most m/m growth were Retail & Consumer Products (+13%), Hospitality & Tourism (+14%) and Community Services & Development (+14%).
- Information & Communication Technology roles remained steady m/m and Manufacturing, Transport & Logistics roles declined 1%.

STATE OF THE NATION: FULL-TIME JOB ADS ON THE RISE

Replicating the growth reported last month, national job ads rose 3% m/m and 15% y/y, according to the latest SEEK Employment data. This makes May the third consecutive month of record job ads for SEEK NZ. Applications per job ad fell 4% m/m.

Job ad trends also highlight a growing demand for workers in permanent roles over temporary ones, with the number of full-time roles now 49% higher than May 2019, while Contract/Temporary roles have not recovered from the pandemic in the same way, dropping 35% compared to the same time three years ago.

Rob Clark, Country Manager, SEEK NZ, explains:

“Job ads continue to grow to record heights, and interestingly, there has also been an increase in the number of full-time roles being advertised, compared to part-time, casual or temporary roles.

“Before the pandemic, full-time roles made up around 74% of all roles advertised on SEEK. In 2021, this grew to 78% of roles and so far in 2022 full-time makes up 81% of all roles being advertised.”

“While the pandemic saw many kiwis reassessing how much of their life was spent at work, it appears as though businesses are keener than ever to secure talent in full-time roles, perhaps with the lure of flexibility and hybrid working as a compromise.”

Table 1: Job ad growth/decline nationally and for major regions, comparing May 2022 to: i) April 2022 (m/m) ii) May 2021 (y/y)– all regions are listed in Table 2.

	May 2022 vs April 2022 (m/m)	May 2022 vs May 2021 (y/y)
National	3%	15%
Auckland	3%	10%
Wellington	1%	9%
Canterbury	7%	38%
Waikato	4%	26%

STATE OF THE REGIONS: SOUTHLAND AND CANTERBURY LEAD JOB AD GROWTH

The country's most populous regions recorded m/m job ad growth while five regions declined in May: Northland (-7%), Taranaki (-4%), Marlborough (-1%), Gisborne (-3%) and West Coast (-4%).

Southland saw the greatest m/m increase in job ads, rising 10% m/m, followed by Canterbury which grew 7%.

Five regions also recorded a m/m increase in applications per job ad, including Northland (+10%), Waikato (+10%), Manawatu (+2%), Wellington (+4%) and Southland (+3%).

Rob Clark continues:

"Despite concerns of a mass exodus from our major cities in favour of opportunities in other regions, our data indicates that candidates are more likely to be looking closer to home."

"The number of applicants from Auckland applying for roles in other cities peaked at the end of last year and has seen a reasonably sharp decline during the months since. The same is true for our other major cities, indicating that those who were considering a post-COVID tree-change may have done so already."

Figure 1: National SEEK NZ Job Ad percentage change by region (May 2022 vs April 2022)

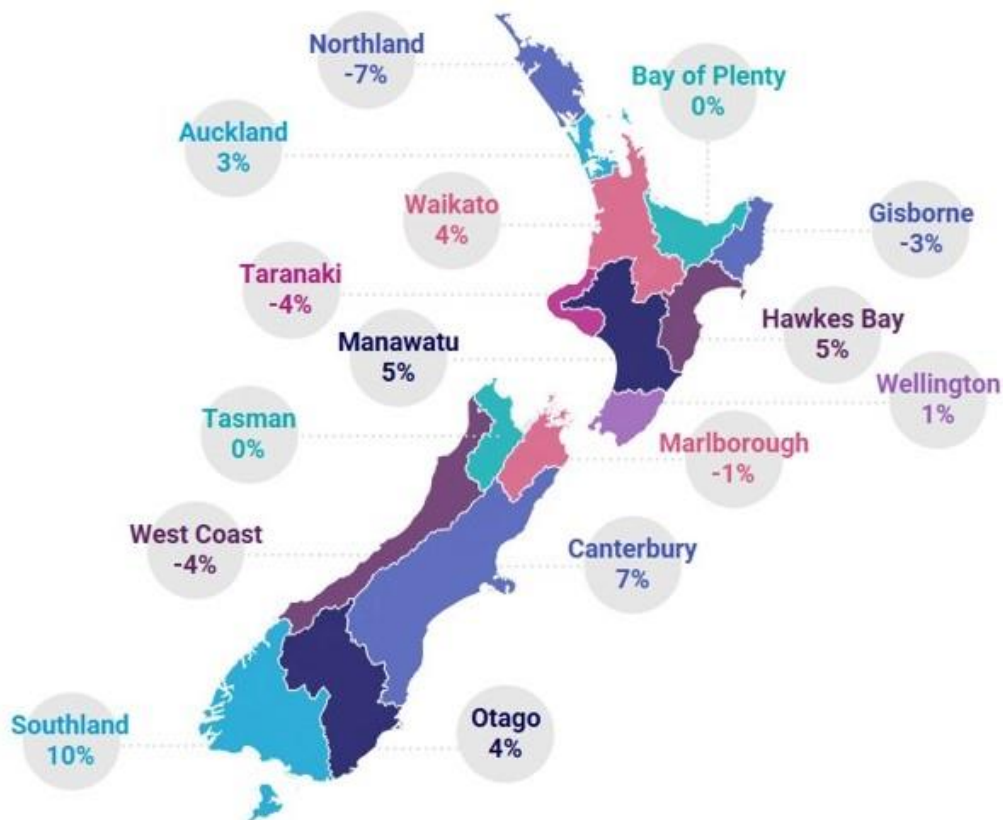


Table 2: National and regional job ad growth/decline comparing May 2022 to: i) April 2022 (m/m); and ii) May 2021 (y/y)

	May 2022 vs April 2022 (m/m)	May 2022 vs May 2021 (y/y)
National	3%	15%
Auckland	3%	10%
Wellington	1%	9%
Canterbury	7%	38%
Waikato	4%	26%
Bay of Plenty	0%	20%
Otago	4%	29%
Manawatu	5%	17%
Hawkes Bay	5%	20%
Northland	-7%	17%
Tasman	0%	9%
Taranaki	-4%	34%
Southland	10%	27%
Marlborough	-1%	15%
Gisborne	-3%	1%
West Coast	-4%	10%

STATE OF THE INDUSTRIES: CUSTOMER SERVICE ROLES GROW AGAIN, WORKERS IN SHORT SUPPLY

The most advertised industries on SEEK recorded minimal to no change from April to May. Information & Communication Technology roles, which are the most prevalent, saw no m/m change and remained at peak levels, as did Trades & Services roles. Manufacturing, Transport & Logistics roles declined 1% from April.

Customer facing roles, particularly those within Hospitality & Tourism and Retail & Consumer Goods, saw double digit growth last month, rising 13% and 14% respectively.

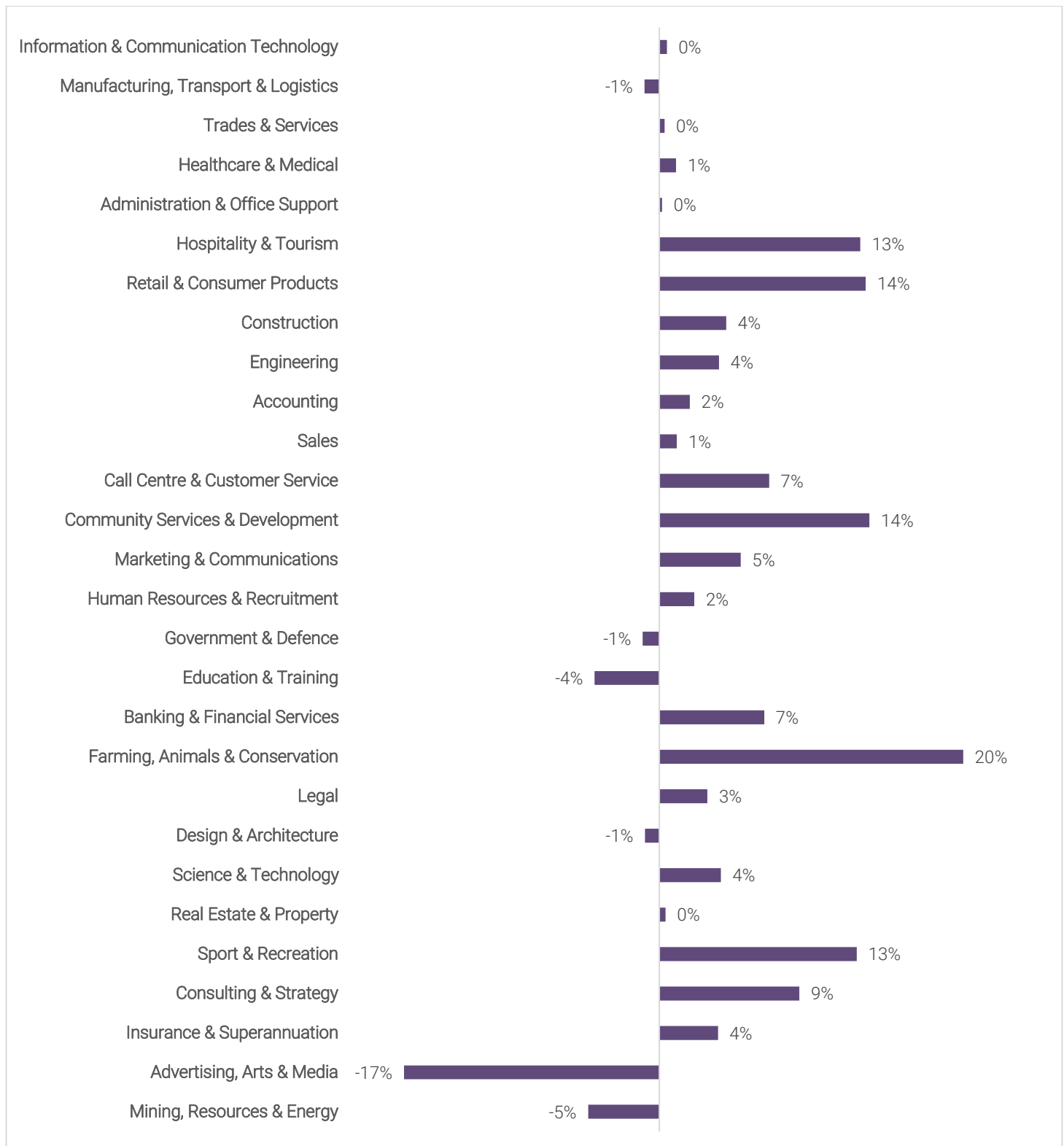
As pressure builds on businesses ahead of the upcoming ski season, the country's south has seen significant job ad growth in Hospitality & Tourism. Job ads for the industry in the South Island grew 69% over the May quarter compared to the same time last year, Canterbury increased 51% and Otago more than doubled, rising 105% for the same period.

Rob Clark explains:

"Our data reflects what we are hearing from the Tourism sector – businesses are struggling with staff shortages and the pressure to upscale leading into winter. Job ads for roles within Hospitality & Tourism have doubled since May 2019 and Housekeeping roles alone were up 58% last month."

"As applications per job ad continue to fall, pressure is building on an already strapped industry that is looking forward to the busiest season it has seen in three years. For these businesses, the reopening of borders for international skilled and student visas from July offers some hope that fresh talent may be on its way."

Figure 2: National SEEK NZ Job Ad percentage change by industry, (May 2022 vs April 2022) – Ordered by total job ad volume.



MEDIA NOTE: When reporting SEEK NZ data, we request that you attribute [SEEK NZ](#) as the source and refer to SEEK NZ as an employment marketplace.

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About SEEK NZ

SEEK is a diverse group of companies, comprised of a strong portfolio of online employment, educational, commercial and volunteer businesses. SEEK makes a positive contribution to people's lives on a global scale. SEEK is listed on the Australian Securities Exchange, where it is a top 100 company. SEEK is an integral part of New Zealanders job-search process, and as the country's most visited employment site is uniquely positioned to empower New Zealanders with career and volunteer opportunities to create productive and fulfilling working lives. In 2021, SEEK was recognised as the overall winner of the AFR BOSS Best Places to Work awards and also won the award for the Best Place to Work in the Technology Industry.

In 2022, SEEK celebrates 25 years of helping people live more fulfilling and productive working lives.

About the SEEK New Zealand Employment Report

The SEEK Employment Report provides a comprehensive overview of the New Zealand employment marketplace. The report includes the SEEK New Job Ad Index, which measures only new job ads posted within the reported month to provide a clean measure of demand for labour across all classifications. SEEK's total job ad volume (not disclosed in this report) includes duplicated job advertisements and refreshed job ads. As a result, the SEEK New Job Ad Index does not always match the movement in SEEK's total job ad volume.

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