



Manpower Employment Outlook Survey **Under embargo until 00:01, (GMT) 8 December 2009**

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Employer hiring optimism surges in South Australia for the New Year

South Australian job seekers could be in store for a happy new year, with employers reporting the strongest hiring intentions in the country for the first quarter of 2010, according to the results of the Manpower Employment Outlook Survey released today.

The survey of over 2,000 Australian employers indicates hiring intentions for the next three months have dramatically improved, with the seasonally adjusted Net Employment Outlook at +27%, up from +3% in the last quarter. The surge is due to an increase in the proportion of employers planning to increase hiring (22%, up from 14% in Q.4 2009) and a fall in the number planning to decrease hiring (5%, compared to 11% in Q.4 2009). The figures mark the highest employment outlook for South Australia in over six years.

“Despite a tumultuous year in 2009, with the state recording historic lows (-14% in Q.2), employers in South Australia are now the most optimistic in the country, demonstrating the elasticity of the state’s job market” said Mr Lincoln Crawley, Managing Director, Manpower Australia & New Zealand.

“Employers are gearing up for growth, and looking to put the right people in place to drive that growth,” said Mr Crawley. “For job seekers and disengaged employees, the beginning of 2010 could be the time to move. Buoyed by the recovering economy and revitalised job market, those who stayed put during the downturn are now ready to look elsewhere – especially if they were treated poorly. There will be a scramble for top talent, and companies who aren’t prepared will miss out.”

The employment outlook on a national scale has also improved, with the seasonally adjusted Net Employment Outlook at +19%, up from +8% in the last quarter.

Among the 35 countries surveyed, Australian employers report the sixth strongest first-quarter hiring plans, just behind India (+39%), Brazil (+31%), Singapore (+26%), Taiwan (+25%) and Costa Rica (+20%), and post one of the most notable quarter-over-quarter improvements in the Asia-Pacific region.

By comparison, employers in the United States (+6%) and parts of Europe, including the UK (+0%), France (+1%) are still anticipating only modest hiring improvements.

“The Australian employment outlook reflects the fact that we have fared much better in the downturn, being one of the few developed countries to avoid a recession,” said Mr Crawley.

“Hopefully, these figures indicate that Australia will be one of the first countries to enter a sustained recovery period.”

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Back at home, hiring expectations are strongest in the Services sector, (+24%, up from +13% last quarter). The weakest hiring expectations are from employers in the Financial Services, Insurance and Real Estate sector (+12%) which had a moderate 5 percentage point improvement. In almost every sector, the outlook has improved quarter-over-quarter and year-over-year, the exception being Financial Services, Insurance and Real Estate, still 3 percentage points weaker than the forecast posted this time last year.

While the results of the survey are good news for job seekers, Mr. Crawley issued a warning for employers.

“While the downturn masked the pain of the talent shortage, it never actually went away - and it’s definitely set to return. So now is the time for companies to get their talent strategy in order, before they face the twin pressures of needing to hire more people, and watching an exodus of existing employees,” Mr. Crawley said.

He points to recent Manpower research that revealed the drivers of employee attraction and retention.

“Competitive pay, career opportunities, work-life balance and management quality should be focus points for organisations looking to retain existing employees and attract new talent. On the other hand, employers who do nothing will see a rise in staff churn in 2010, as employees pluck up the courage to move on to new opportunities,” Mr. Crawley said.

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Note to Editors

Commentary is based on seasonally adjusted data where available. Full survey results for each of the 35 countries and territories included in this quarter’s survey, plus regional and global comparisons, can be found in the Manpower Press Room at www.manpower.com/meos. In addition, all tables and graphs from the full report are available to be downloaded for use in publication or broadcast from the Manpower Web site at <http://www.manpower.com/library>.

About the Survey

The Manpower Employment Outlook Survey is conducted quarterly to measure employers’ intentions to increase or decrease the number of employees in their workforce during the next quarter. It is the most extensive forward-looking survey of its kind, unparalleled in its size, scope, longevity and area of focus. The Survey has been running for more than 45 years and is one of the most trusted surveys of employment activity in the world. The Manpower Employment Outlook Survey is based on interviews with nearly 71,000 public and private employers worldwide and is considered a highly respected economic indicator.

The Manpower Employment Outlook Survey is currently available for 35 countries and territories: Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Costa Rica, Czech Republic, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Romania, Singapore, Spain, South Africa, Sweden, Switzerland, Taiwan, the United Kingdom and the United States. The program began in the United States and Canada in 1962, and the United Kingdom was added in 1966. Mexico and Ireland

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launched the survey in 2002, and 13 additional countries were added to the program in 2003. New Zealand joined the program in 2004, China, India, Switzerland and Taiwan were added in 2005, and Argentina, Peru, Costa Rica and South Africa joined in 2006. Colombia, the Czech Republic, Greece, Guatemala, Poland and Romania joined in 2008 and Hungary and Brazil were added in 2009. For more information, visit the Manpower Inc. Web site at www.manpower.com and enter the Research Center, or contact Bruce Bock, Sr. Global Communications Manager at bruce.bock@manpower.com

About Manpower Inc.

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