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## Media Release

### **Manpower Employment Outlook Survey**

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## **WA job market growth stalled in final quarter: Manpower Employment Outlook Survey**

The final quarter of 2009 will see a setback in the Western Australia job market, according to the Manpower Employment Outlook Survey released today.

The survey of 2,333 employers indicates hiring intentions for the next three months have slightly decreased, with the seasonally adjusted Net Employment Outlook at +2%, down from 6% in the last quarter. This is due to a decrease in the proportion of employers planning to increase hiring (17%, down from 19% in Q.3). The number planning to decrease hiring is still decreasing (13%, compared to 14% in Q.3), however this was not enough to save WA from a drop in the net employment outlook for this quarter. Hiring intentions remain much weaker than a year ago, when the Net Employment Outlook was +22%. WA is also well behind the national outlook average of 7%.

“The Q.4 outlook for Western Australia has weakened, after signs of a recovery in Q.3., and also represents the most negative outlook compared to other Australian states and territories. These results demonstrate the current fluidity of the job market, and should be a message to other states who have posted increasingly positive outlooks that the market is only just stabilising and there is still a need for caution,” said Lincoln Crawley, Managing Director, Manpower Australia and New Zealand.

The employment outlook on a national scale, however, does look increasingly optimistic, with the seasonally adjusted Net Employment Outlook at +7%, up from +2% in the last quarter. However, the country still has a long way to go before reaching the levels seen last year, when the Net Employment Outlook was +16%.

“Two successive quarters of improving employer forecasts are an encouraging sign that the employment market has turned the corner: the employment forecast for Australia has climbed from -1% in the second quarter to a level of cautious optimism. It’s also a testament to the resilience of the Australian labour market that we have avoided recording a negative Outlook this quarter; unfortunately, many other countries in the Manpower network have not been so fortunate,” said Mr Crawley.

Certain industries had a particularly bright outlook, with 23% of Mining & Construction employers planning to increase hiring (up from 15% in Q.3) and 20% of Transportation & Utilities employers (up from 13%).

A major change since the last survey was the finding that no industry sector employers reported a negative Net Employment Outlook. Employers in the Manufacturing, the Mining & Construction and the Wholesale & Retail Trade industry sectors all project a positive hiring pace in the forthcoming quarter.

“One of the defining characteristics of this downturn has been the way in which different industry sectors have felt the pain. For example, the Manufacturing sector suffered two consecutive quarters of negative Outlooks, although it has now returned to positive territory. Conversely, the Services sector has weathered the storm well,

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never straying into negative territory, with employers reporting the most optimistic hiring intentions among all of the sectors surveyed for the fourth quarter.

“The message here for jobseekers is that it’s vital to stay flexible, retrain where possible and tap into networks for new opportunities. The economy hasn’t contracted evenly, nor will it grow again in a uniform way, so people need to be adaptable and go where the demand is,” Mr Crawley said.

While the Net Employment Outlook is yet to reach the heights seen during the boom, when it peaked at +29% (in Q.2, 2007 and 2008), Manpower believes that the war for talent is gathering pace again.

“We have already seen in our research, and in talking to employers, that skills shortages still exist in some areas of the Australian employment market, including engineers, sales professionals and trades. And while the downturn has provided a welcome respite for many organisations who had struggled to find the talent they need, it certainly won’t last forever. Smart companies will be working hard, right now, to both attract and retain top performers who will see them through the downturn and beyond,” Mr Crawley said.

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**For further information and to arrange an interview please contact:**

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**Note to Editors**

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 Research Centre at [www.manpower.ca](http://www.manpower.ca). 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>.

Note that in Quarter 2 of 2008, the survey adopted the TRAMO-SEATS model for seasonal adjustment of data.

As a result, you may notice some seasonally adjusted data points change slightly from previous reports. This model is recommended by the Eurostat department of the European Union and the European Central Bank and is widely used internationally.

**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 more than 72,000 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, 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 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; Brazil and Hungary joined in 2009. For more information, visit the Manpower Inc. Web site at [www.manpower.com](http://www.manpower.com) and enter the Research Center.

**About Manpower Inc.**

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Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. Celebrating its 60<sup>th</sup> anniversary in 2008, the \$22 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,100 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).