



Manpower®

## Media Release

### Manpower Employment Outlook Survey

**Under embargo until 00:01, (GMT) 8 September 2009**

8 December 2009

## **New Zealand's hiring pace set to pick up in the New Year: Manpower Employment Outlook Survey reveals**

Job seekers in New Zealand can look forward to more opportunities in the New Year, according to the Manpower Employment Outlook Survey, released today. The survey indicates that employers in all industry sectors and all regions are reporting a more upbeat hiring pace for the first quarter of 2010.

The survey of 521 New Zealand employers indicates employer hiring intentions for the next three months have improved considerably, with the seasonally adjusted Net Employment Outlook of +13%, improving 12 percentage points from the fourth quarter of 2009.

The Outlook confirms that employer confidence is on the rise, with a substantial increase after four successive quarters of mostly disappointing projections. This is due to a rise in the proportion of employers planning to increase hiring (20 percent, up from 14 percent in Q.4) and a fall in the number who plan to decrease workforce numbers (six percent, compared to 13 percent in Q.4). While there is still a long way to go before hiring intentions reach the boom-time forecasts seen in 2007, the first quarter survey indicates the strongest employer hiring intentions since Q.3 in 2008 (+15%).

"These results are good news and suggest that the New Zealand job market has not only stabilised, but is preparing for recovery. New Zealand employers are gradually gaining confidence on the back of more positive economic news," said Mr. Chris Riley, General Manager, Sales & Marketing, Manpower New Zealand.

"The New Zealand job market looks as if it is set to gain momentum in the early part of 2010, with employers gearing up for growth and on the hunt for the right people to drive that growth. Now is the time for employers to develop strategies to attract and retain the talent they will need to push their business forward."

Hiring expectations are strongest in the Wholesale and Retail Trade sector, where the Net Employment Outlook jumped to +21%, a 25 percent increase in employer optimism since last quarter. Employers in the Public Administration and Education sector posted the weakest hiring expectations, although the Outlook of +7% represents a four percentage point improvement both quarter-over-quarter and year-over-year. Across the board, the Outlook for each sector has improved quarter-over-quarter and year-over-year.

The job market recovery is spreading across the nation, with all New Zealand regions posting a positive employment outlook for the first time in over a year. The most significant boost in optimism was seen in Christchurch, with an Outlook of +14% (up from -4% last quarter). Employers in Auckland (+15%) and Wellington (+10%) also report notable improvements in employment optimism since last quarter.

- Continued -

While the results of the survey are good news for job seekers, Mr. Riley 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. Riley 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 keep 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."

-End-

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

Kaley Payne, Buchan Consulting, +61 2 9237 2807, 0405 368 617 or [kpayne@bcg.com.au](mailto:kpayne@bcg.com.au)  
Belinda Thomson, Buchan Consulting, +61 2 9237 2800, 0421 193 668 or  
[bthomson@bcg.com.au](mailto:bthomson@bcg.com.au)

**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](http://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 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](http://www.manpower.com) and enter the Research Center, or contact Bruce Bock, Sr. Global Communications Manager at [bruce.bock@manpower.com](mailto:bruce.bock@manpower.com)

**About Manpower Inc.**

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. With over 60 years' experience, Manpower 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,

**- Continued -**

Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).