

2023 New Zealand Workforce Trends



New Zealand workforce



Size of workforce

2.9 millionUnemployment rate¹**3.4%**

Who is looking for new opportunities?

Enduring employees (48%)

Have considered leaving but decided to stay

Top reason for leaving

**43%**

Better compensation and benefits elsewhere

Top reason for staying

**91%**

Job security

Decided leavers (19%)

Have considered leaving and decided to leave

Top 3 reasons for leaving

**37%**

Better compensation and benefits elsewhere

**35%**

Limited opportunity for career progression

**31%**

I want to change the industry I am working in

Unwavering workers (33%)

Have not considered leaving



Gen Z — 18-28 years

30%

Gen Y — 29-43 years

29%

Gen X — 44-58 years

42%

Baby Boomers — 59-77 years

48%

Younger workers are open to changing roles

● % considered leaving their role in the last 12 months

● % who have decided to leave



Gen Z

16%**71%**

Gen Y

19%**71%**

Gen X

22%**58%**

Baby Boomers

26%**52%**

Gen Z will have 18 jobs across 6 industries in their lifetime¹¹



Younger workers are likely to explore alternative income streams to keep up with increasing living expenses

% who agree



Gen Z

84%

Gen Y

79%

Gen X

65%

Baby Boomers

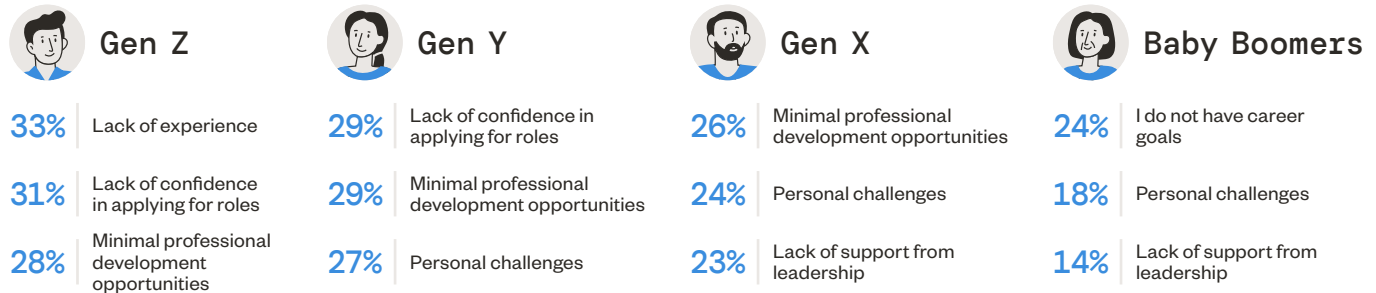
58%

Younger generations lack confidence to achieve career goals

Lack of confidence in applying for roles



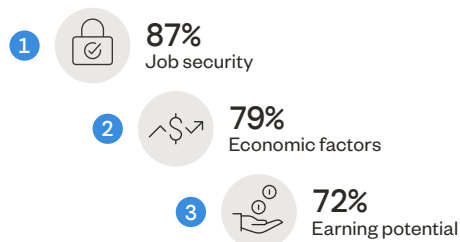
Roadblocks in achieving career goals



Job security is a key driver right now

Job security is critical in retaining quality workers

% who are more likely to stay in their role due to:



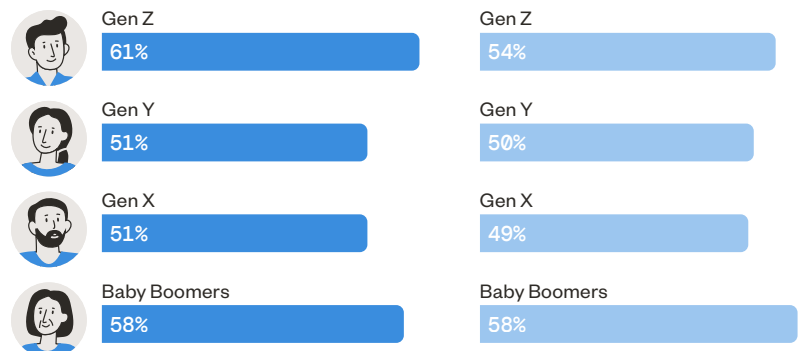
% who say job security contributes to:



Workers find their role most satisfying when they can develop connections with colleagues

% who found the following key contributors to job satisfaction:

Relationships with colleagues (Dark Blue)
Compensation and benefits (Light Blue)



Tips for Hiring Managers

Instil confidence

Instil confidence in candidates to help them believe in a better future and provide practical skills to unlock new jobs (e.g. writing CVs, interviewing skills).

Minimise stress

Minimise stress of job application process by addressing generational roadblocks with ideal job opportunities.

Proactively show

Proactively show enduring employees the opportunities available in the market today through recruiters knowledge of key industries and workplaces and strong networks.

Offer stability

Offer stability to workers via roles in secure companies that have growth opportunities and better financial packages in an uncertain economy.

Methodology

Frontline Recruitment Group network: Online survey in field 23rd January – 6th February 2023, n=53
New Zealand workers: Online survey in field 23rd January – 6th February 2023, n=500

i. Stats NZ, February 2023, stats.govt.nz
ii. Shining a light on the positive impacts of the career development industry, McCrindle blog

Research and design by

mccrindle



Frontline
Recruitment