

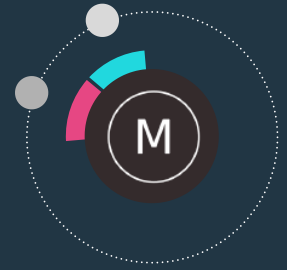


MAYDAY
INSIGHTS 2021



What's really happening in Australian Businesses?

2020 IN REVIEW



MAYDAY PROFILE & SUMMARY

We are a national recruitment agency **connecting businesses** and **talent, with care**. Our focus has and always will be on providing the best **service** in the market, and leading the way in our industry through **innovation**, challenging the status quo and **adding value** to our customers. **Reputation is everything**, and our organisation has been built and grown through client and candidate recommendations. It's led us to become an award-winning business, **always striving to be better**.

Our customers are always asking us, "What's happening in the market?", "How have other companies coped in 2020?" And we want to share those business insights with you...

In late 2020 we conducted market research with 100 Australian businesses, focusing on;

- Their world, since COVID-19
- What the hiring landscape looks like for them
- How businesses are supporting the mental health of their people

The industries from which these businesses came from included Financial Services, FMCG, Retail, Technology and Manufacturing.

This research gave us valuable insights into what's really happening in the Australian market and how business priorities have shifted after the events of 2020. The aim is to help others with best practice moving forward and to know, you're not alone in your challenges.

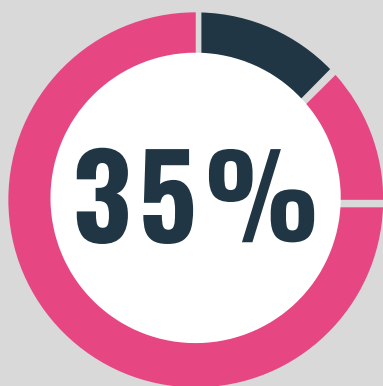
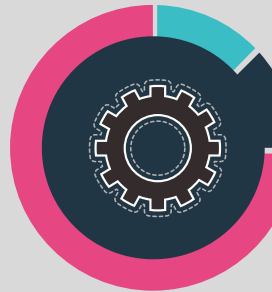
Many of our findings link to our Talent Insights Report 2021. To request a copy get in [touch](#).

For every survey completed, we donated \$5 to Beyond Blue and are pleased to have raised over \$500 for this amazing charity.

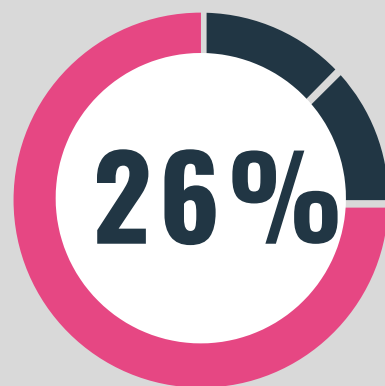
Thank you to everyone who took part.



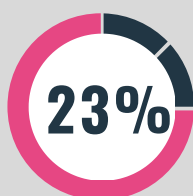
DID COMPANIES FIND WORKING REMOTELY DURING COVID-19 EASIER OR HARDER THAN EXPECTED?



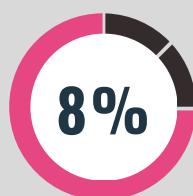
Easier



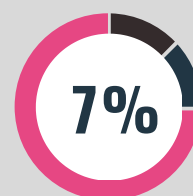
Harder



Same as I expected



Already working remotely



Didn't work remotely during COVID

BIGGEST CHALLENGES TOP 5

Clients selected the top 3 biggest challenges their organisation faced in 2020. For a full report on all the findings go to page 5

38%

Maintaining employee wellbeing



28%

Onboarding new staff



27%

Technology



25%

Employee engagement



24%

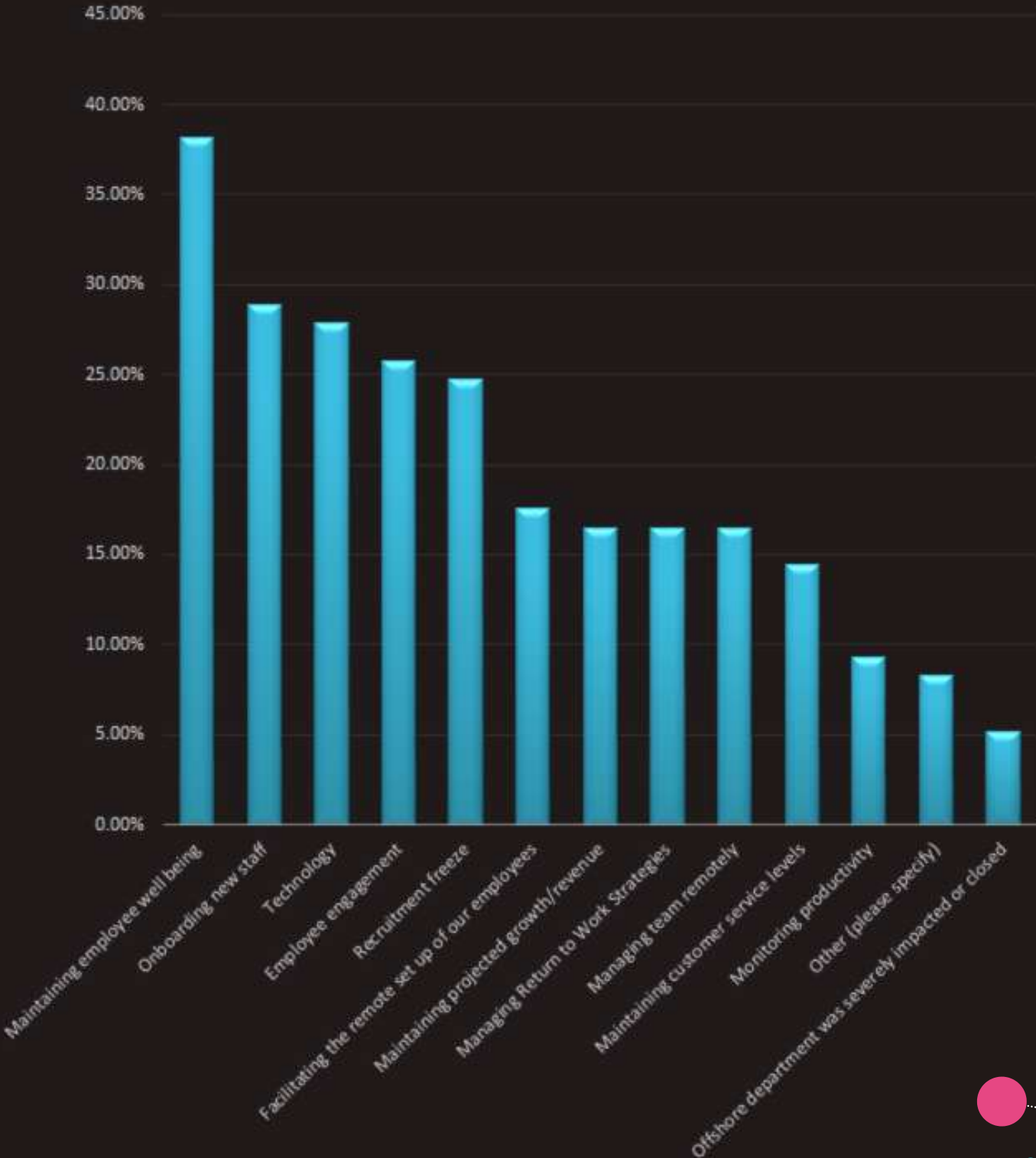
Recruitment Freeze



BIGGEST CHALLENGES

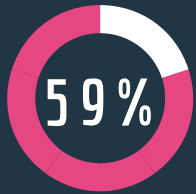
FULL SCOPE OF OPTIONS & RESPONSES

Responses



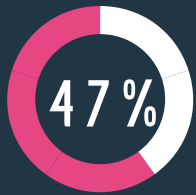
WHAT WENT WELL? TOP 5

Clients selected the top 3 factors they felt went well when transitioning to working from home. For the complete results go to page 7.



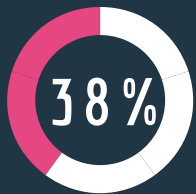
59%

UTILISATION OF TECHNOLOGY



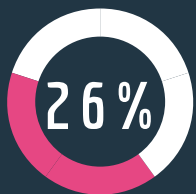
47%

MAINTAINING SERVICE LEVELS



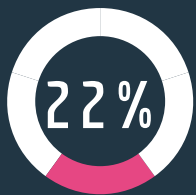
38%

RETAINING EMPLOYEES



26%

MANAGING TEAM REMOTELY



22%

MAINTAINING PROJECTED GROWTH



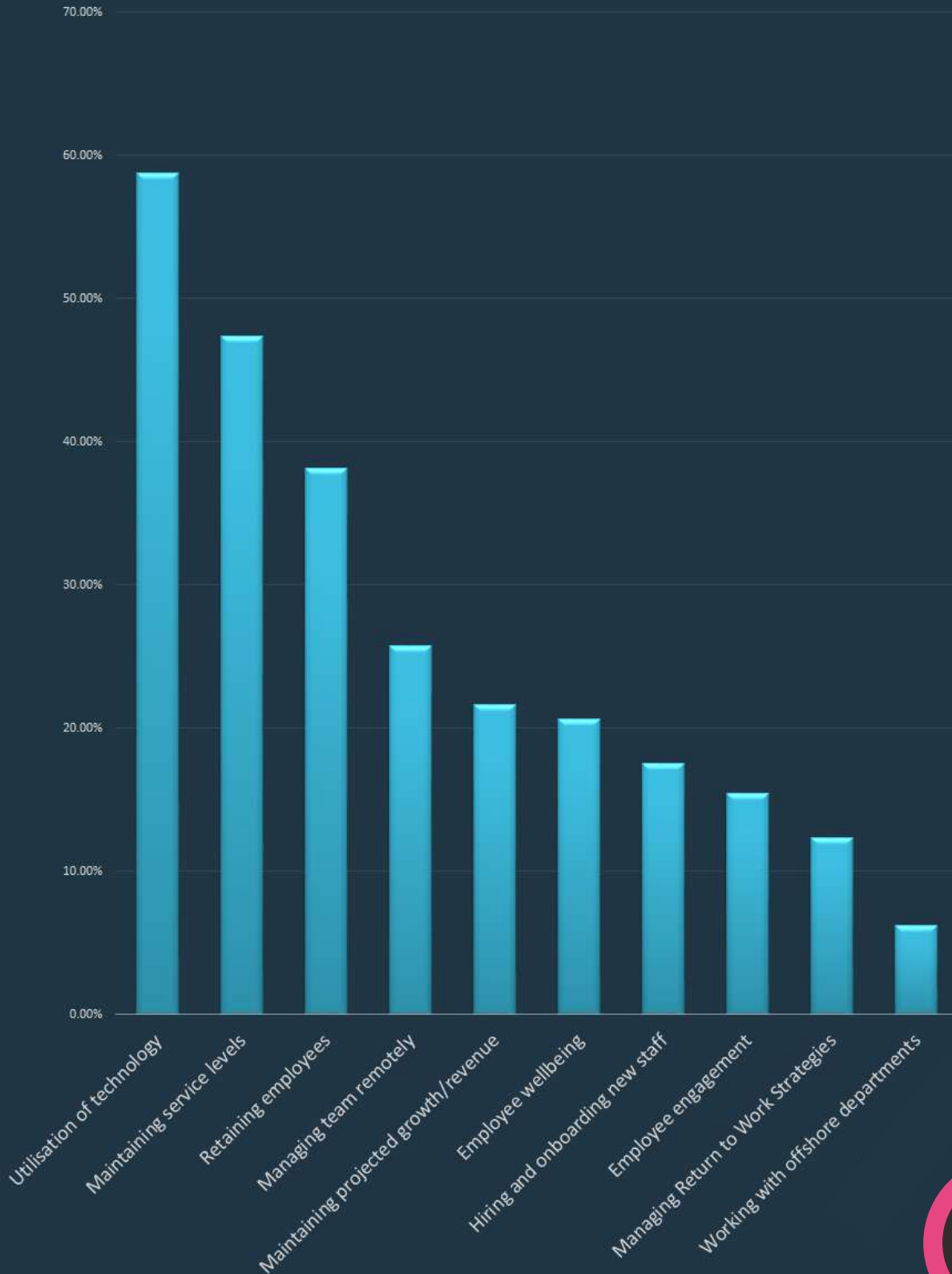
Looking for tips on how to get the most out of managing teams remotely?

26% of our clients found it challenging to manage teams remotely, so we hosted a Lunch & Learn workshop on the topic last year.



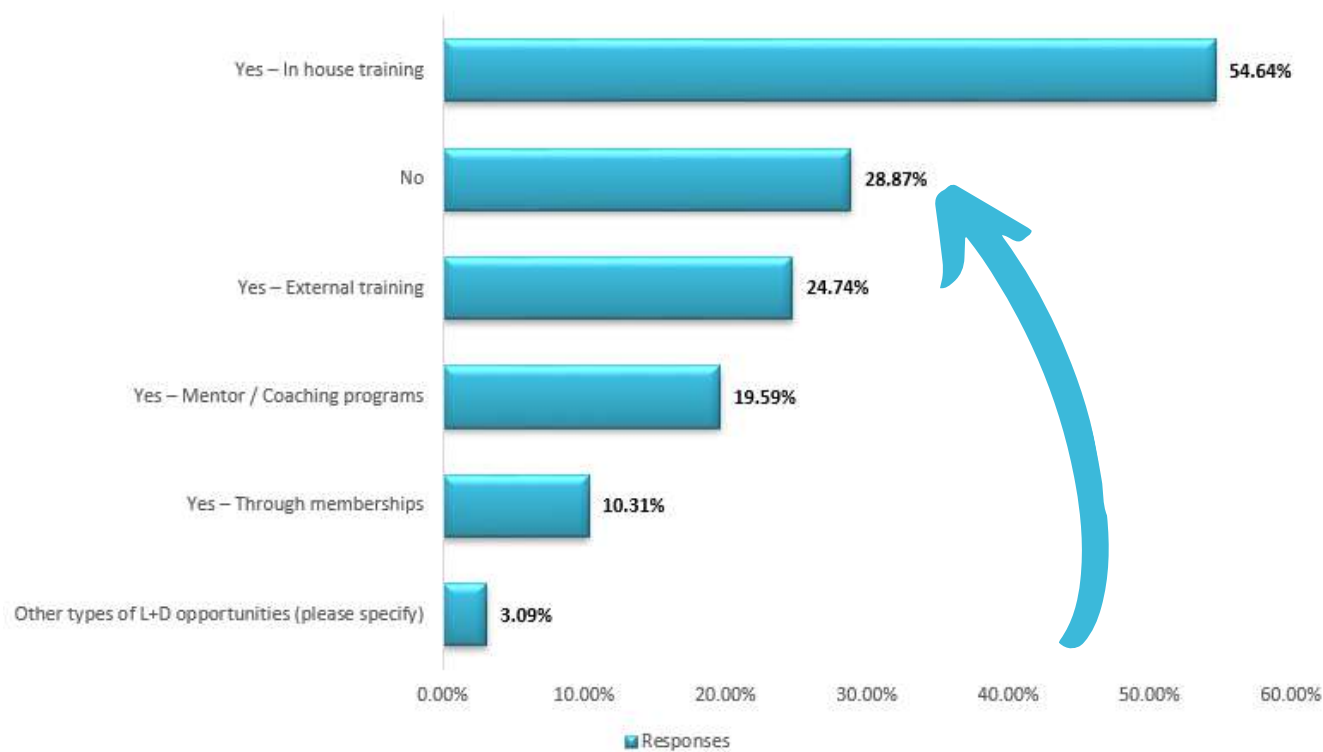
WHAT WENT WELL?

FULL SCOPE OF OPTIONS & RESPONSES





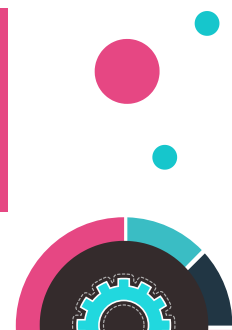
HAVE THE BUSINESSES TAKING PART IN OUR RESEARCH OFFERED LEARNING & DEVELOPMENT OPPORTUNITIES SINCE MARCH 2020?



NO - almost 29%

We were surprised that almost 29% of individuals surveyed said their company had not offered them L+D opportunities from March 2020 until December 2020. If you don't have the budget for internal training, consider mentoring programs, free online courses, or reach out to your networks who may offer coaching opportunities to your people.

We shared in our talent insights report that 23% of candidates selected external training of their choice as a top L+D preference. Request a copy of MAYDAY's Talent Insights 2021 by clicking [here](#).



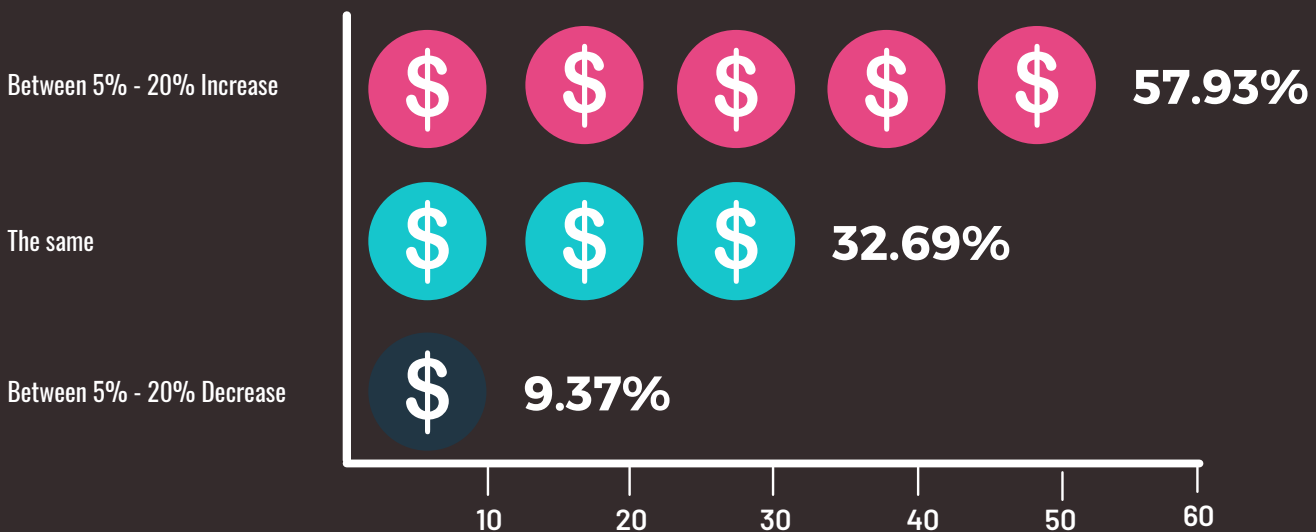
HAVE COMPANIES CONDUCTED SALARY REVIEWS SINCE MARCH 2020?*



It is positive to see that **53%** of our clients have conducted salary reviews in 2020. Given the external factors at play and market uncertainty it's understandable that a high proportion of businesses surveyed did not complete salary reviews from March 2020 to the end of the year.

WHAT ARE CANDIDATES' SALARY EXPECTATIONS?

In our Talent Insights 2021 research we asked candidates whether they expected an increase in their salary, the same salary, or expect a salary decrease in their next role. Here are their expectations:



*Research was completed in November and December 2020 so responses are valid from March 2020 until this time frame.

COMPANY CHANGES

TOP 5

Clients selected what changes their company has considered making as a result of COVID-19.

OFFERING
WORK
FROM HOME
FLEX
1-2 DAYS
PER WEEK

52%

IMPLEMENTING
NEW
TECHNOLOGY

43%

OFFERING
WORK FROM
HOME FLEX
3+ DAYS PER
WEEK

34%

REMOTE
TEAMS

29%

REDUCED
OFFICE
SPACE

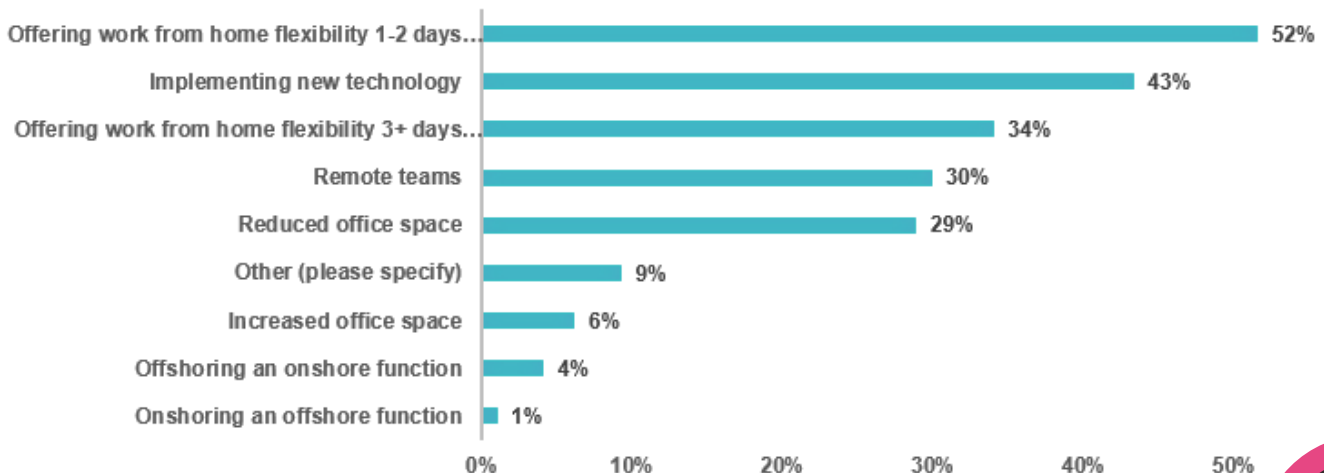
28%

COVID-19 has accelerated the digital transformation of businesses worldwide. To stay competitive in this new economic environment, funding for digital initiatives is essential.

What new technologies did you adopt in 2020?

Find out how MAYDAY transformed the recruitment process for their clients through digital assessments, games, videos and tests [here](#).

FULL LIST OF OPTIONS



DEPARTMENT HIRES TOP 5

Clients selected which departments within their company has hired new employees since March 2020. For the full range of roles go to page 12

46%
Operations



42%
Customer Service



40%
IT



37%
People & Culture



35%
Senior Management / Executive





DEPARTMENT HIRES

Full scope



 Operations was number 1! Businesses needed to adapt and so reassessed their operating models in 2020.

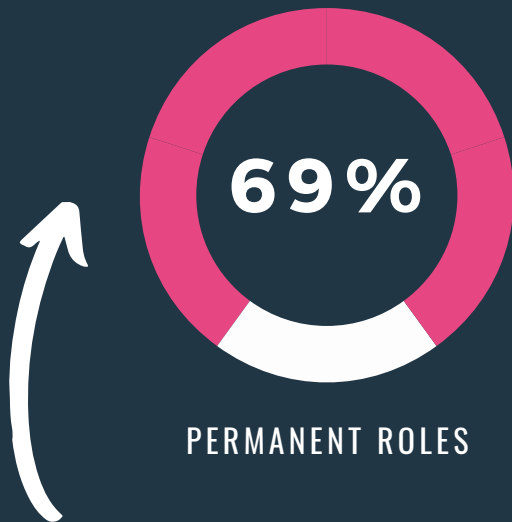
 Customer Service in second place. Businesses are still investing in maintaining their service levels.

 It was interesting to see within the top 5 responses were Senior Management roles.

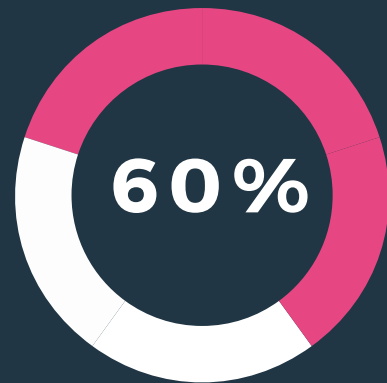


TYPES OF HIRES

Clients selected what type of hires that were made since March 2020; Permanent, Temporary or Both.



PERMANENT ROLES



TEMPORARY OR CONTRACT ROLES

DISPELLING THE MYTH THAT DUE TO THE CURRENT MARKET BUSINESSES CAN'T TAKE ON PERMAMENT STAFF

SOURCING OF HIRES

Through which of the following sources were these new hires made?

EXTERNAL APPLICATIONS

65%

INTERNAL TRANSFERS OR PROMOTIONS

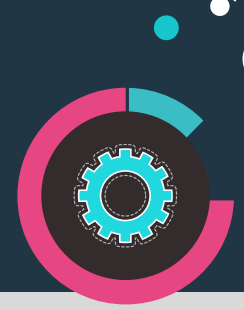
49%

USING EXTERNAL RECRUITERS

49%

49% OF THE COMPANIES SURVEYED HAD THE NEED FOR EXTERNAL RECRUITMENT AGENCIES FROM MARCH-DEC 2020

TELL US ABOUT THE HIRING PROCESS



65%

OF COMPANIES FOUND THE RECRUITMENT PROCESS MORE **DIFFICULT** THAN EXPECTED.

OF THOSE 65% WHAT WERE THE MOST CHALLENGING ELEMENTS?

TOP 3



43%

OVERWHELMING VOLUME OF CANDIDATE APPLICATIONS



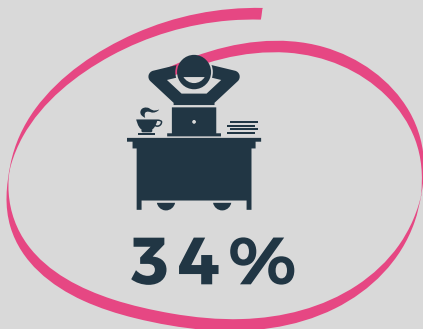
30%

VIRTUAL RECRUITMENT HAS BEEN HARDER THAN EXPECTED



21%

LOWER VOLUME OF QUALITY CANDIDATES



34%

OF CLIENTS FOUND THE RECRUITMENT PROCESS **EASIER** THAN EXPECTED.

OF THOSE CLIENTS, HOW DID THEY FIND THE HIRING PROCESS?

TOP 3



66%

VIRTUAL RECRUITMENT WAS EASIER THAN EXPECTED



66%

HIRER VOLUME OF QUALITY TALENT THAN USUAL



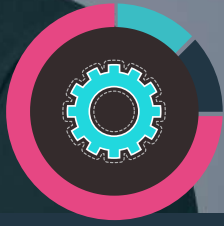
21%

OVERWHELMING VOLUME OF CANDIDATE APPLICATIONS

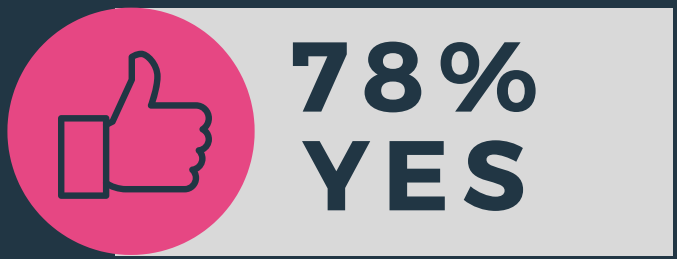
LET'S TALK ABOUT MENTAL HEALTH



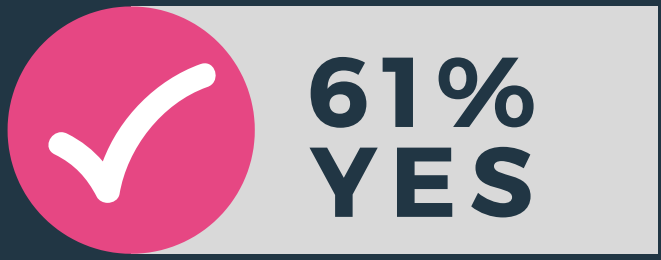
MENTAL HEALTH



HAVE BUSINESSES NOTICED MENTAL HEALTH CHANGES IN THEIR PEOPLE BECAUSE OF COVID-19 AND THE RESULTING ISSUES?



FOR THOSE THAT SAID **YES** - DID THEY HAVE ADEQUATE COMPANY RESOURCES TO SUPPORT MENTAL HEALTH ISSUES?



In our latest Talent Insight report, candidates placed **work-life balance and mental health** as their most important initiatives they would like from their next employer.

HAVE COMPANIES IMPLEMENTED NEW MENTAL HEALTH INITIATIVES SINCE MARCH 2020?



IF YES, WHAT INITIATIVES DID THEY PUT IN PLACE?

TOP 5



THE IMPACT OF MENTAL HEALTH INITIATIVES

What impact did these initiatives have?

POSITIVE IMPACT

67%

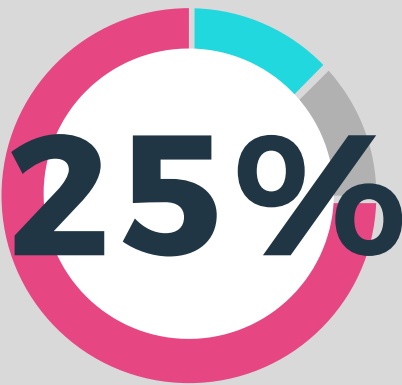
LITTLE IMPACT

28%

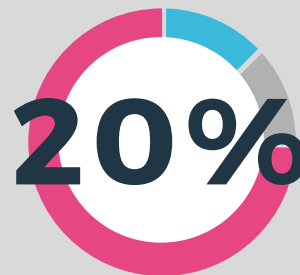
NO IMPACT

4%

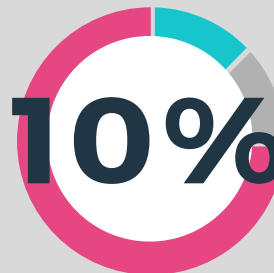
**WHAT WAS THE SINGLE MOST EFFECTIVE INITIATIVE ?
TOP 3**



**Mental health /
Wellbeing training**



Access to free EAP Services



**Access to mental health and
wellbeing resources**

FINAL THOUGHTS

Throughout this research, we've been overwhelmed by the resilience we've seen in business leaders and their people and **the positive nature** in which we've moved into a new year. Sometimes it helps to know you **weren't alone in your struggles** and to understand how others have overcome challenges similar to yours.

The landscape has inevitably changed, and it's how we adapt to those changes that will set us apart. As leaders, the focus should always remain on the well-being of employees and taking the best possible action to create a sustainable business and safe working environment.

To discuss the **trends we discovered throughout this process**, to share what we're observing in the employment market, and to **offer your feedback**, please reach out - we would love to hear from you.



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Would you like to receive the MAYDAY Talent Insights 2021?
Receive a copy by reaching out to Imogen or Lynne today.