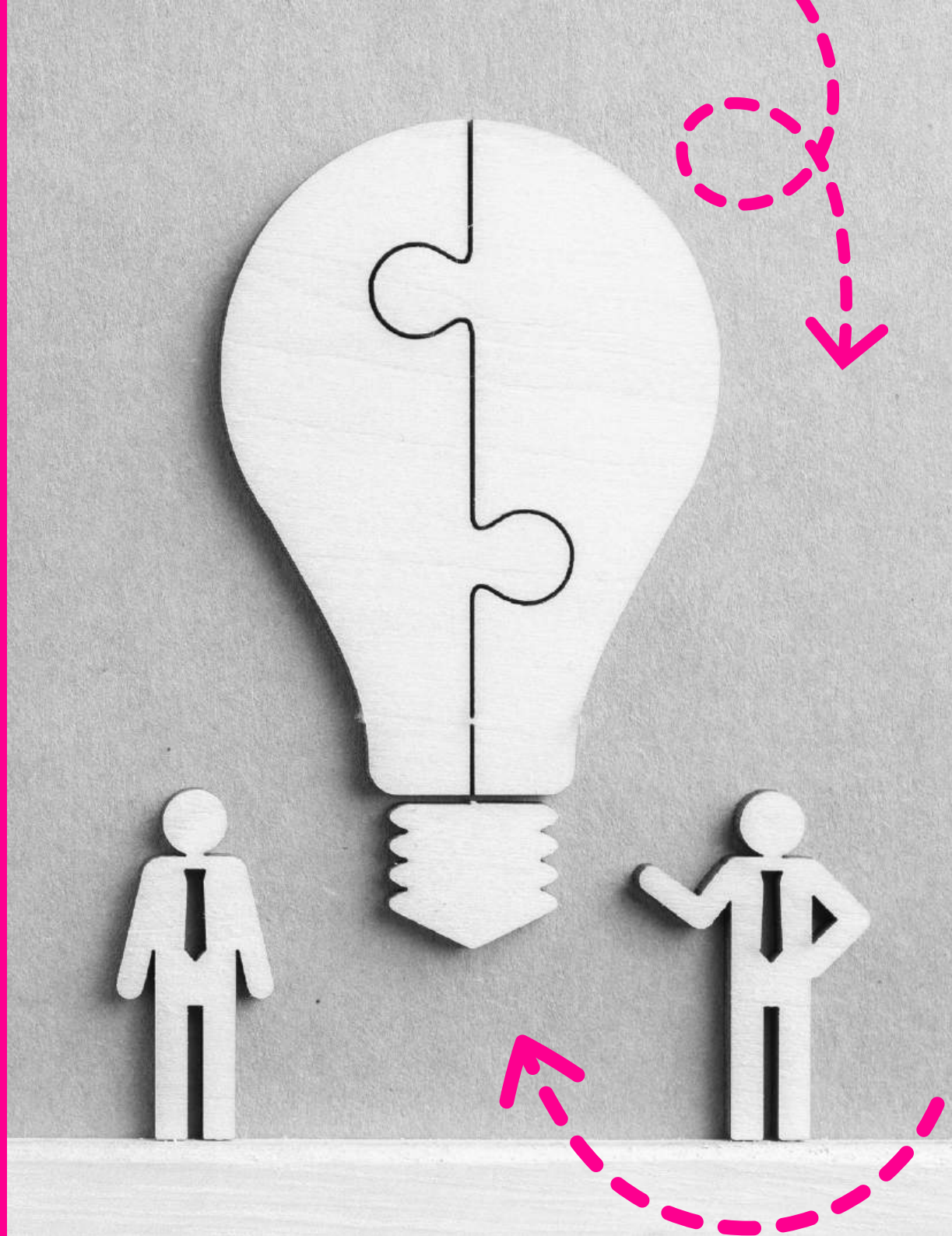




Talent Insights 2024

**A deep dive into
candidates
expectations for
2024 and beyond**



WHO?

MAYDAY Recruitment Group is a multi-award winning recruitment and training business, specialising in elevating the candidate and client experience, raising the bar in our industry, and supporting customers with temporary, contract and permanent hires, nationally.

WHY?

As recruiters, we often hear firsthand the latest trends in the market from both candidate and employer perspectives. We also have access to a large number of job seekers who partake in our annual surveys, giving them the opportunity to provide their feedback, and voice their preferences, motivators, and wants for the future. Our research is designed to give business leaders and HR and Talent professionals a better understanding of what candidates value in a potential employer, workplace, and team. Our intention is that this research helps you develop strategies to attract and retain great people for your organisation, in 2024, and beyond.

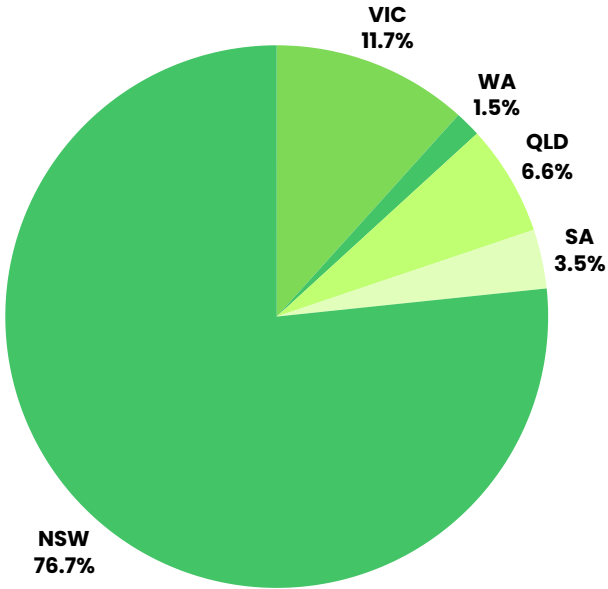


ELEVATE
CORPORATE TRAINING

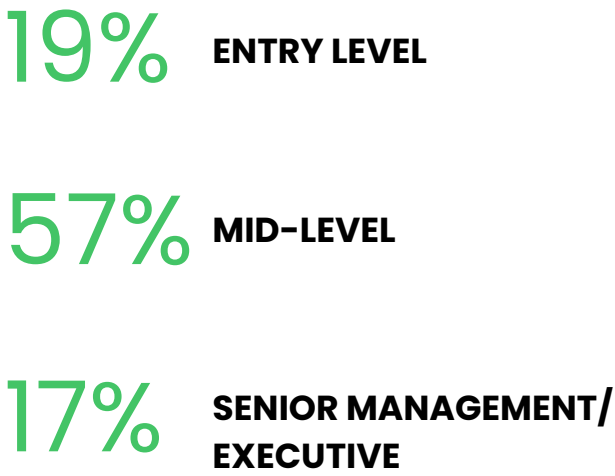
We Connect.
We Care.
We *Inspire.*

WHO MADE UP OUR AUDIENCE?

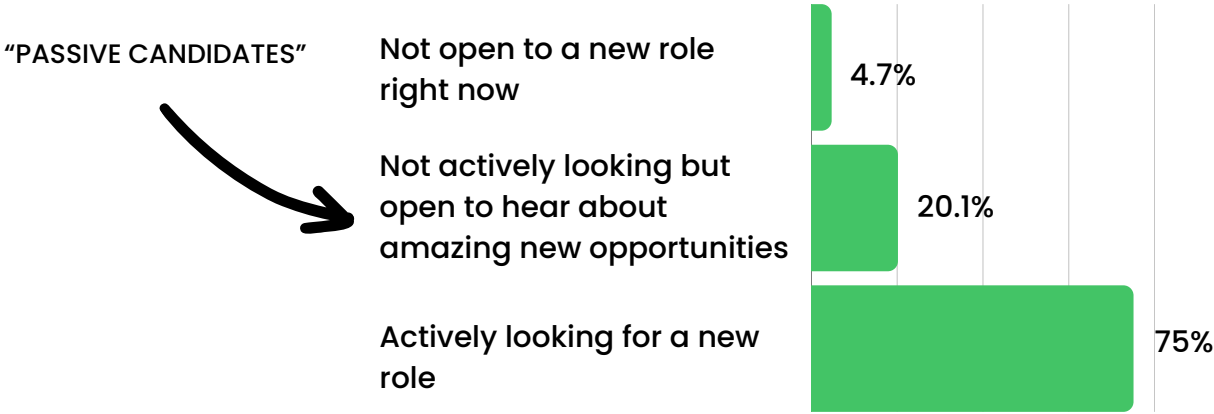
LOCATION



EXPERIENCE LEVEL



'JOB SEARCH' STATUS



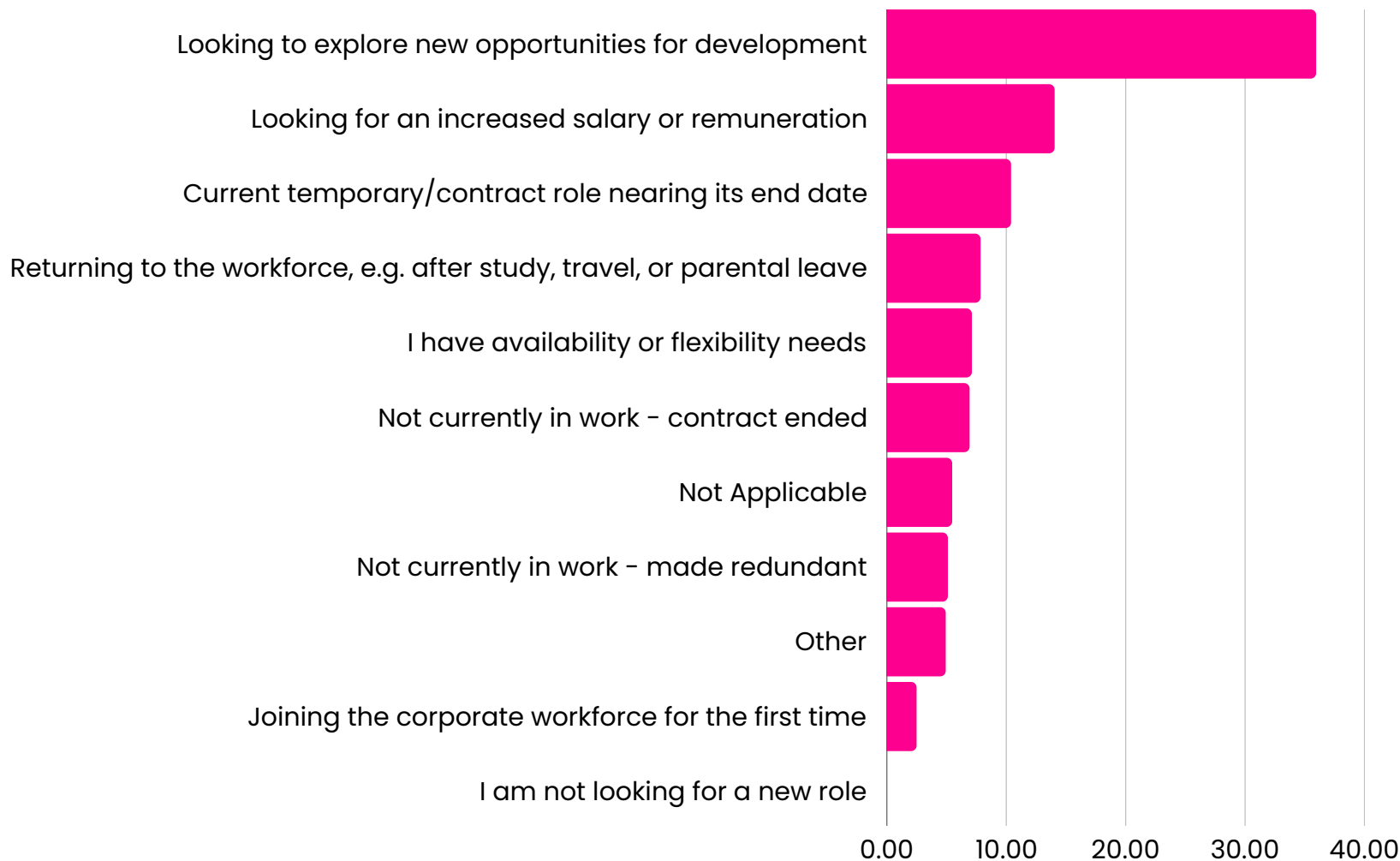
57% of the candidates described themselves as Mid-Level in their career.

Most of the candidates surveyed, 75%, were actively seeking a new role, with 20% being classified as "passive candidates".

As MAYDAY's head office is in Sydney, many of our respondents are NSW based, however we also had good representation across VIC, QLD, SA and WA.

MAIN DRIVER FOR SEEKING A NEW ROLE

*CANDIDATES WERE ASKED WHAT BEST DESCRIBES THEIR CURRENT EMPLOYMENT STATUS FROM 11 OPTIONS



Of those candidates surveyed, most were looking for a new role because they wanted to explore new opportunities for their professional development. In second place, many were driven to look for a new role because of desiring an increased remuneration.

MOST IMPORTANT FACTORS WHEN SEARCHING FOR A NEW ROLE

*CANDIDATES WERE OFFERED 10 OPTIONS AND WERE ASKED TO RANK THEM 1 TO 10

COMPANY
CULTURE



JOB
SECURITY



SALARY



FLEXIBILITY
OPTIONS



CAREER
PROGRESSION
& TRAINING



Among the 500+ candidates surveyed, 385 people listed Company Culture in their top 3 key motivators, with 171 people listing it as 1st place.

Although this isn't a huge surprise, it's worth noting that the importance of company culture hasn't shifted from pre-pandemic times. It remains at the top across all experience or seniority levels surveyed.

Job Security moved up from 4th to 2nd place since our 2021 research, with 331 candidates listing it in their top 3, and 138 people listing it 1st. It's important for employers to remember candidates value stability and may opt for positions that promote this.

Interestingly, 2021's 2nd place winner, career progression, has since fallen to 5th place.

Previously we looked at 'an increase in salary' under 'most important factors', which ranked 8th, whereas this time we were looking at Salary's importance overall.

With the current 'cost of living crisis', it's understandable that we see salary making its mark in the top 3.

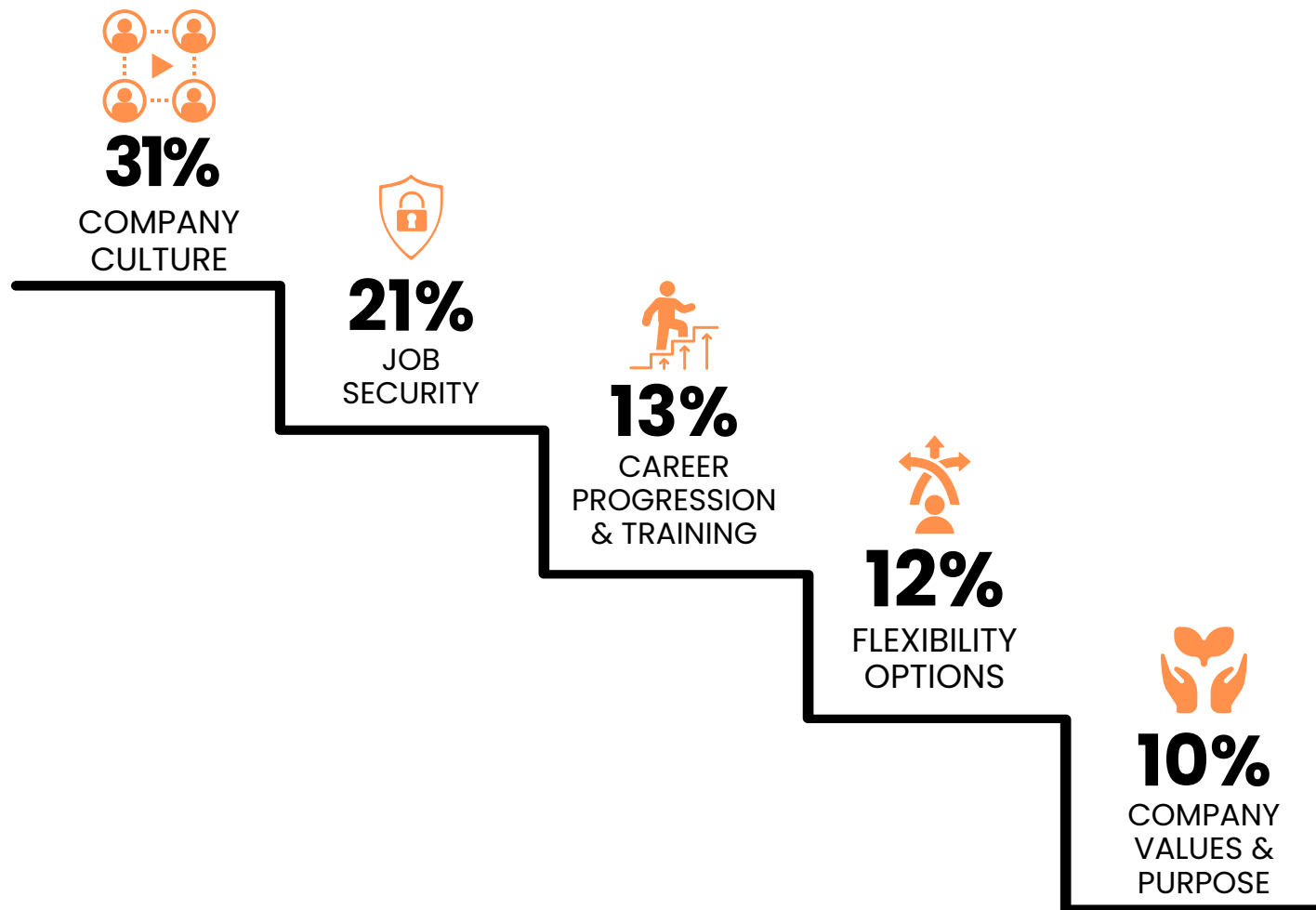
Flexibility has become a

dominant factor in choosing a role for many individuals over the last few years. It means different things to different people so it's important to understand what works for each person and what your business can offer.

Career progression continues to be an important driver and a key reason many move roles.

TOP 5 MOST IMPORTANT FACTORS TO *ENTRY LEVEL* CANDIDATES WHEN THEY CONSIDER A NEW ROLE

*WE GAVE CANDIDATES AN OPTION TO RATE WHAT WAS MOST IMPORTANT TO THEM OUT OF 10
OPTIONS – SEE PAGE 8 FOR THE FULL LIST

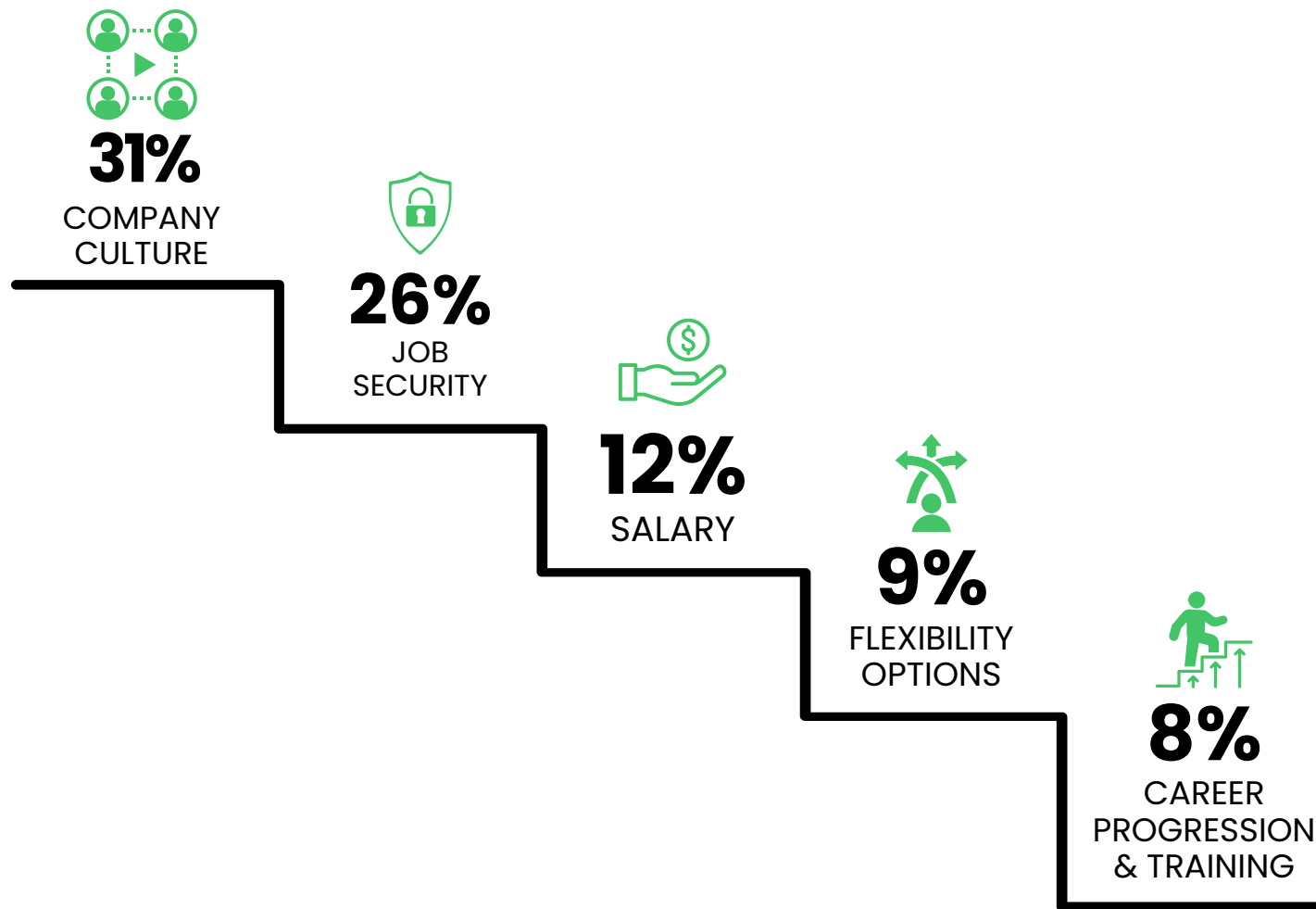


For entry level candidates, we saw a slight variation in their preferences versus the overall sample group, with **“company values & purpose”** featuring in their Top 5 instead of Salary.

Encouragingly, junior candidates view the opportunity to progress as more important than remuneration.

TOP 5 MOST IMPORTANT FACTORS TO MID-LEVEL & SENIOR CANDIDATES WHEN THEY CONSIDER A NEW ROLE

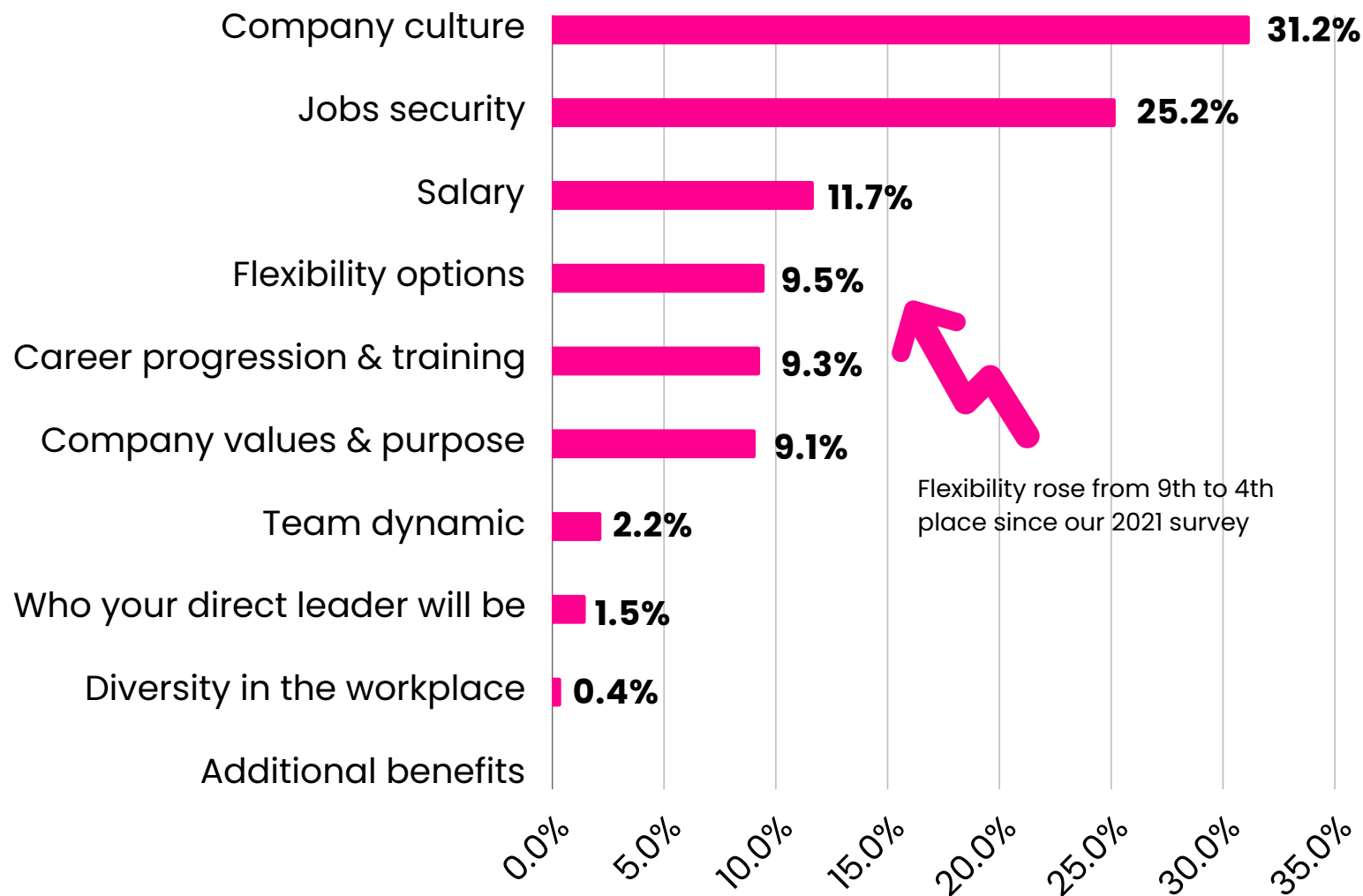
*WE GAVE CANDIDATES AN OPTION TO RATE WHAT WAS MOST IMPORTANT TO THEM OUT OF 10
OPTIONS – SEE PAGE 8 FOR THE FULL LIST



Company culture and job security were the factors deemed most important for Mid-Senior level candidates. They also placed more of an importance on salary than more junior candidates.

IMPORTANT FACTORS

FULL SCOPE OF OPTIONS AND RESPONSES

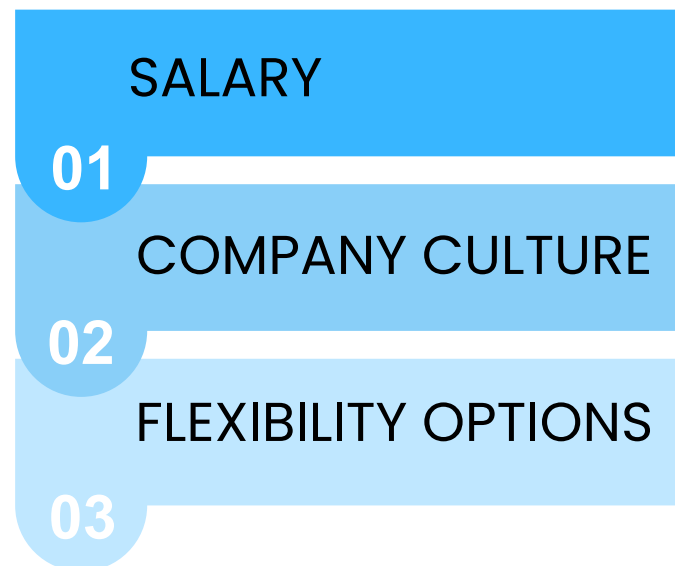


Significantly “flexibility” has risen in importance from 9th to 4th place, since our 2021 research. See page 25 for detail on what types of flexibility are most important to our surveyed candidates.

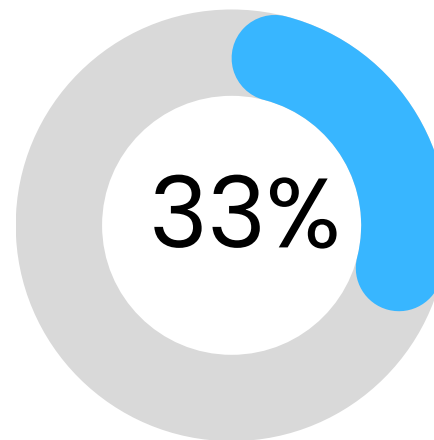
WHICH **PRIORITIES** ARE NOW MORE IMPORTANT FOR CANDIDATES THAN THEY WERE 12 MONTHS AGO

CANDIDATES WERE OFFERED THE SAME 10 CHOICES, AND AN OPTION TO CHOOSE 'THEY HAVEN'T CHANGED'

3 BIGGEST PRIORITIES THAT HAVE BECOME MOST RELEVANT IN PAST 12 MONTHS



PRIORITIES REMAINED THE SAME



BIGGEST CHALLENGE WHEN SEARCHING FOR A NEW ROLE?

*CANDIDATES COULD CHOOSE UP TO 3 CHALLENGES AND BELOW WERE RATED THE HIGHEST



39%

LACK OF
COMMUNICATION
OR FEEDBACK FROM
POTENTIAL
EMPLOYERS



29%

LACK OF
COMMUNICATION
OR FEEDBACK FROM
RECRUITMENT
AGENCIES



28%

LIMITED JOB
OPPORTUNITIES
IN YOUR FIELD



As employers and as recruiters, timely communication with candidates throughout the hiring process is vital. Often we find ourselves waiting from feedback from key stakeholders or clients, however “no update” is still an update. As candidates find the lack of communication so frustrating, we must ensure we keep them in the loop with where they are in the process.

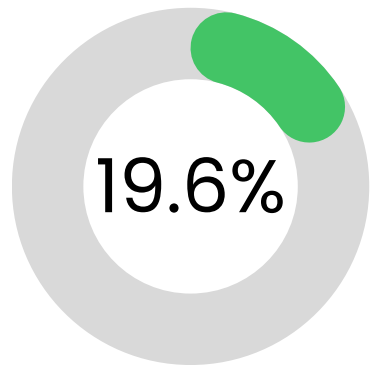
BIGGEST CHALLENGES WHEN SEARCHING FOR A NEW ROLE

FULL SCOPE OF OPTIONS AND RESPONSES – CANDIDATES COULD CHOOSE UP TO 3 CHALLENGES

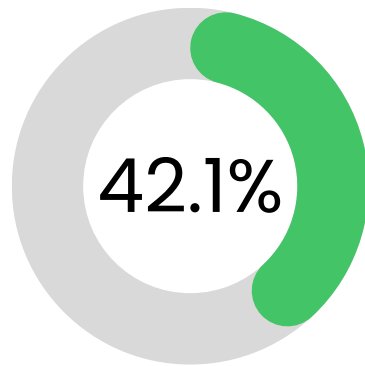


SALARY EXPECTATIONS

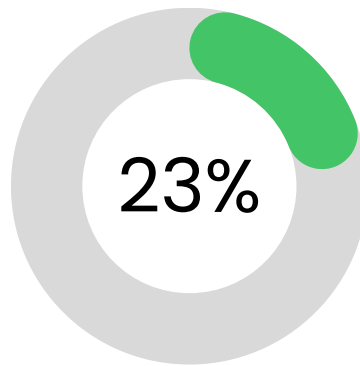
WE ASKED CANDIDATES WHETHER THEIR SALARY EXPECTATIONS HAVE CHANGED WITHIN THE LAST 6 MONTHS



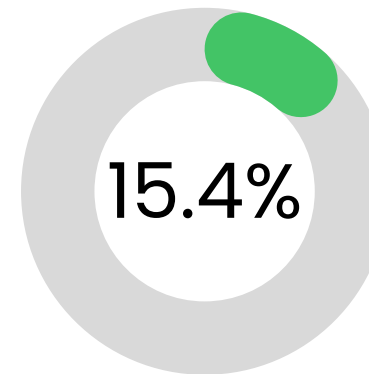
Expect salary to be 20%+ HIGHER



Expect salary to be 5-15% HIGHER



Expect salary to stay the same



Open to a lower salary to secure a role

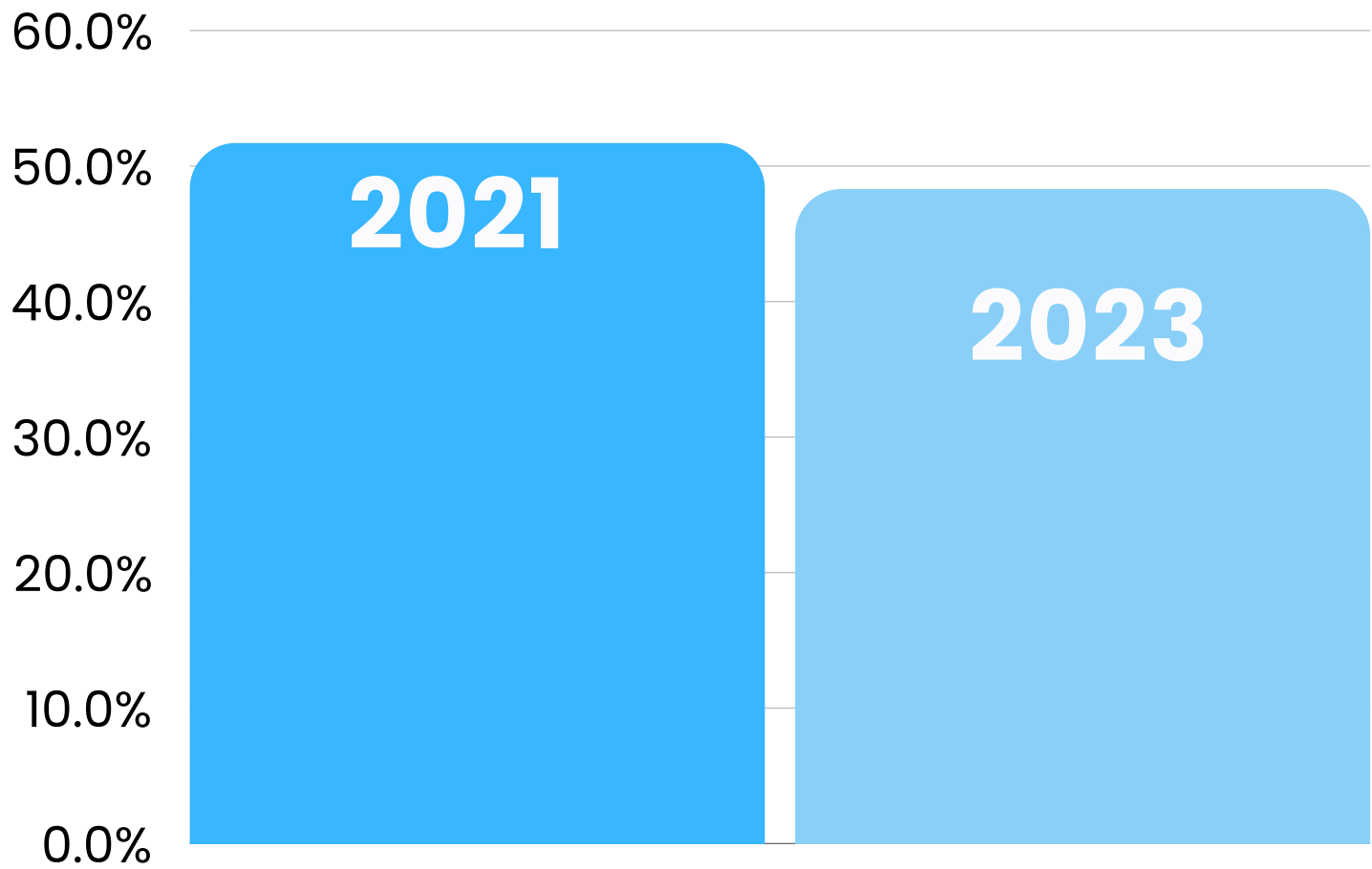


With certain job salaries inflated significantly during the candidate shortage of 2021 and 2022, it's interesting to see almost 40% of those surveyed would move for the same or a lower salary. However overall most people surveyed do expect a pay increase - with the cost of living rising it's an understandable priority.

MULTIPLE JOB OFFERS

WE ASKED CANDIDATES IF THEY HAVE BEEN OFFERED MORE THAN ONE
ROLE AT ONCE IN THE PAST 6 MONTHS

WE ASKED THE SAME QUESTION IN OUR 2021 SURVEY.....

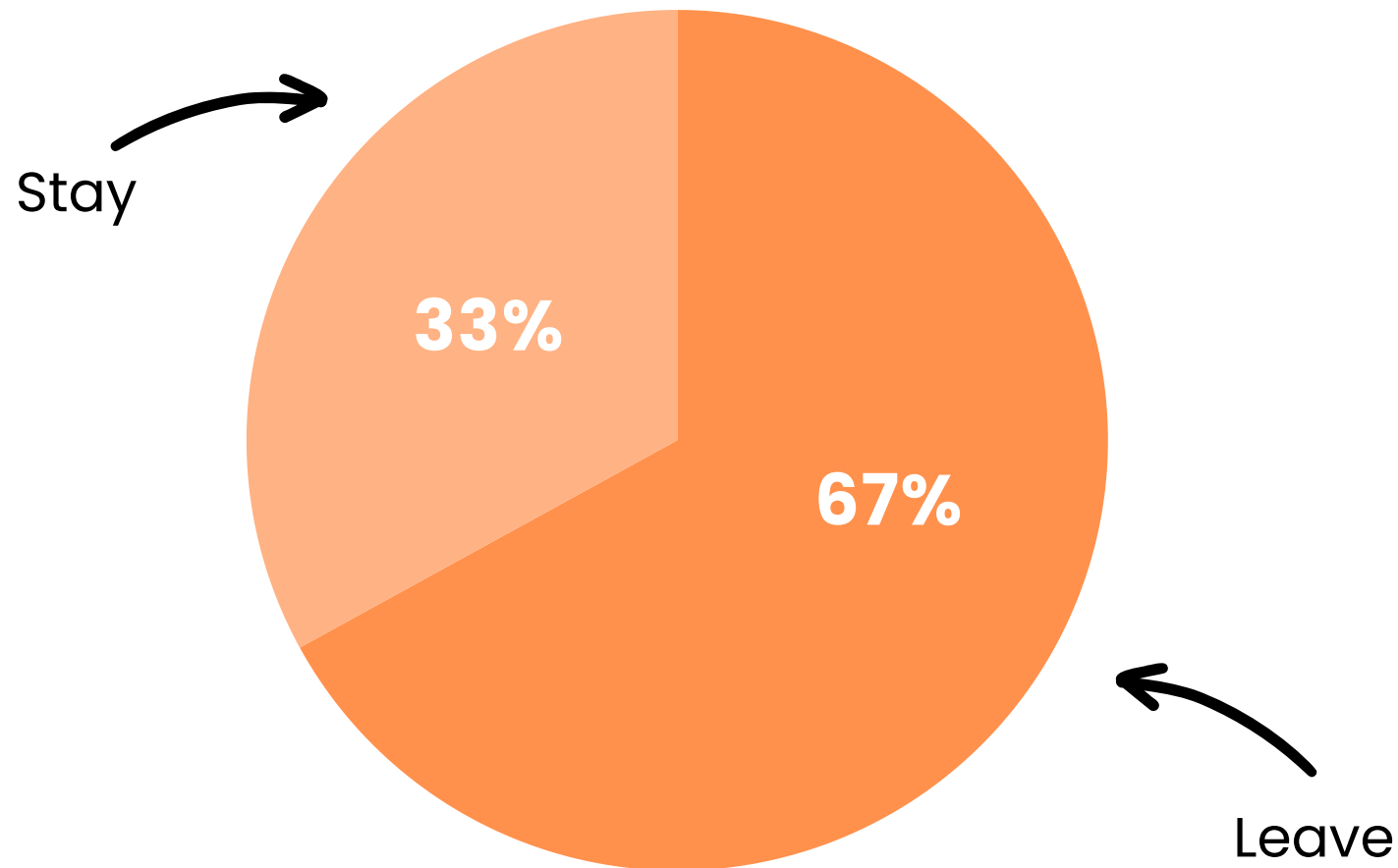


Interestingly, when a candidate is offered a role, there’s a pretty good chance (48% to be precise) that they have at least one, or multiple other offers at the same time. This is slightly less than in 2021.

What can you do to ensure it’s your job offer they accept?

WHEN COUNTER-OFFERED HOW DO PEOPLE BEHAVE?

WE ASKED CANDIDATES IF THEY HAD BEEN COUNTER-OFFERED WHEN LEAVING AN ORGANISATION IN THE PAST 12 MONTHS AND HOW THEY RESPONDED

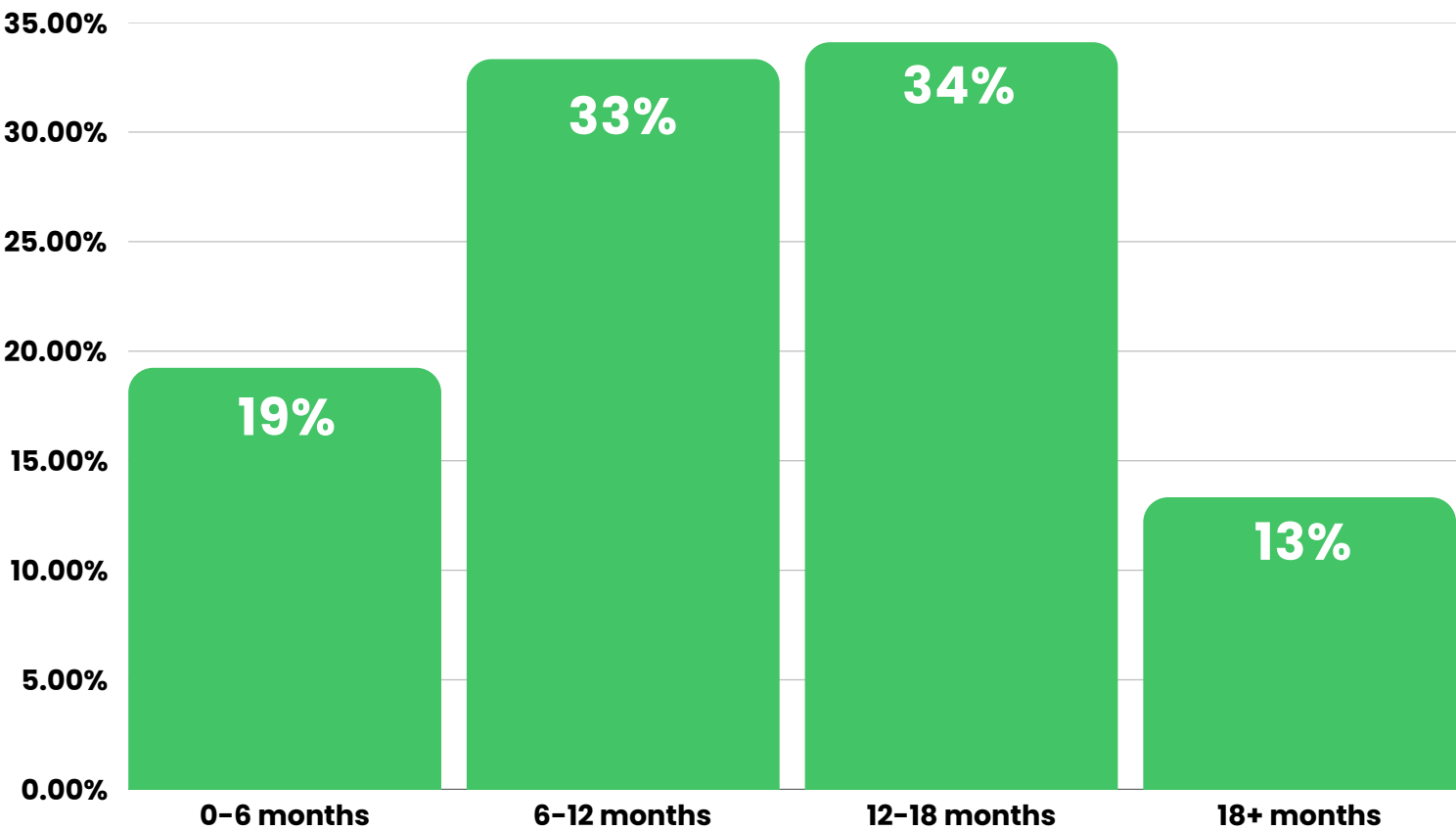


This tells us that by the time you try to counter-offer someone to stay at your business, it's often too late - most will still leave.

If there are people you are concerned about, and really want to retain, have conversations earlier about what you can do to ensure they are feeling happy and engaged.

WHEN DO CANDIDATES EXPECT CAREER PROGRESSION?

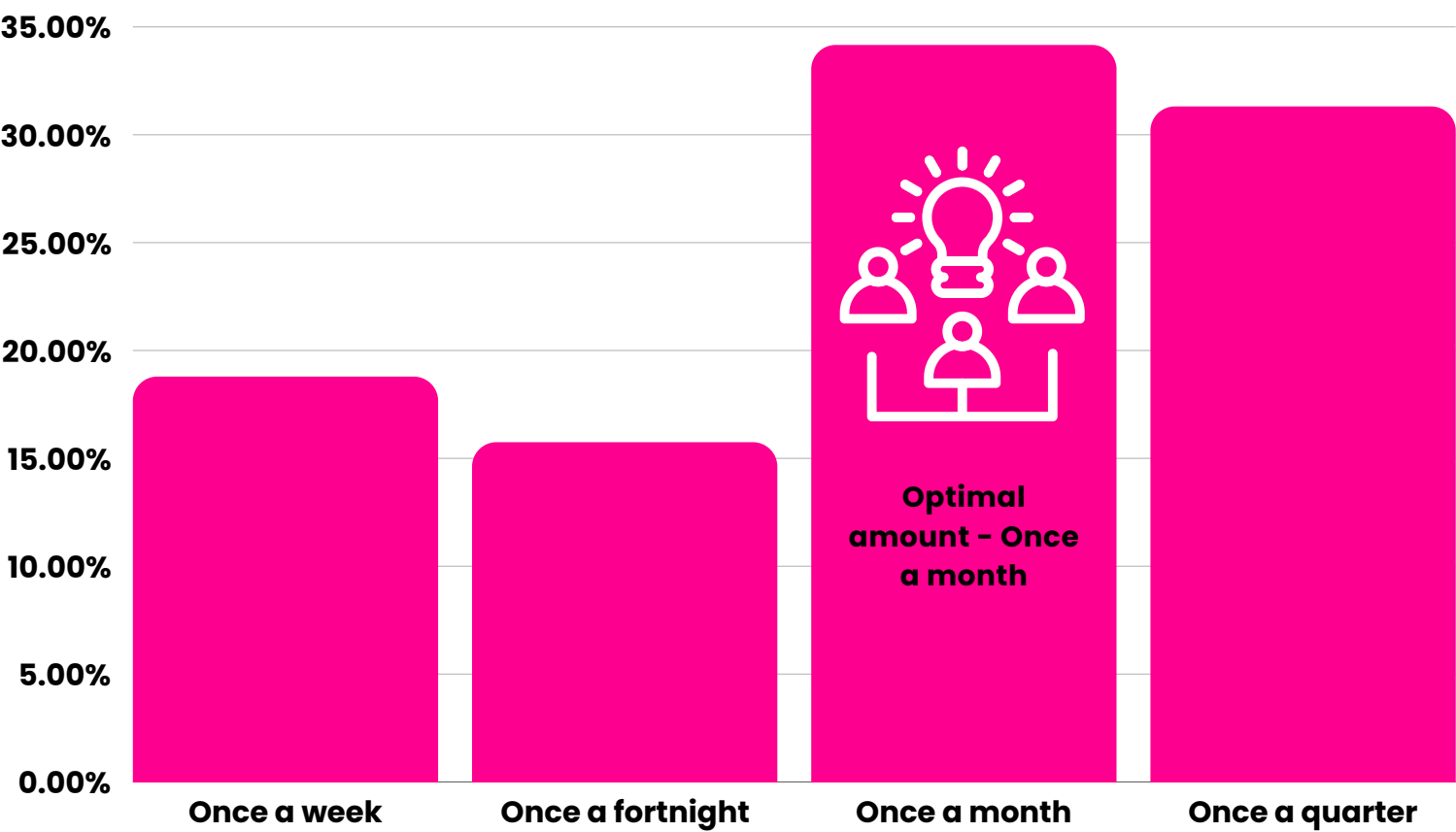
WE ASKED CANDIDATES HOW SOON INTO A NEW ROLE THEY EXPECT CAREER PROGRESSION



It's clear, most people want progression, and with 67% of those surveyed expecting it within 6-18 months of being in a role, it needs to be a priority for businesses. That does not mean everyone deserves a promotion. What they do need is a clear progression plan, milestones to hit, and timelines to do so. This will help with employee engagement and retention. In the same way someone will leave for a pay rise, quite often they will go else where for a promotion.

IN-HOUSE TRAINING

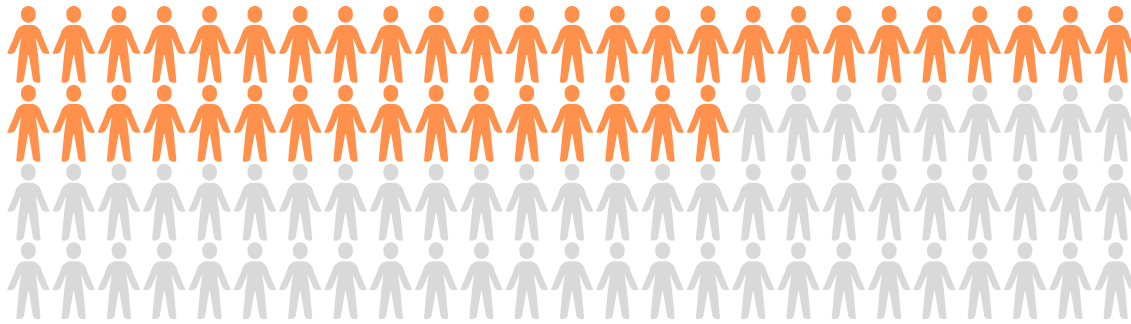
WE ASKED CANDIDATES HOW OFTEN THEY WOULD LIKE TO RECEIVE IN-HOUSE TRAINING



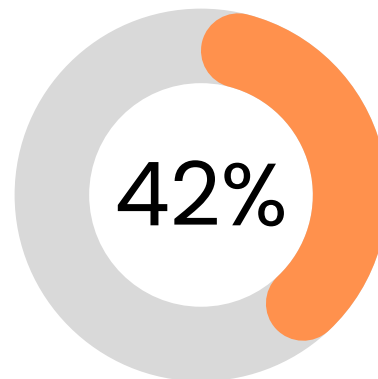
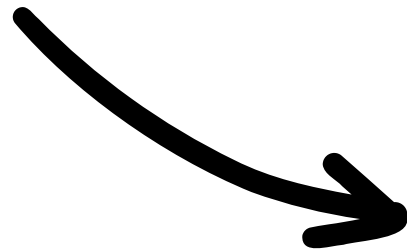
Training is a hugely important factor for employee engagement and retention. When done well, training increases job satisfaction, productivity and fuels professional growth. This helps to create a talent pipeline; your people grow with the business, the company retains their knowledge, and you don't have to look externally for senior staff as regularly. A [Lorman study](#) concluded 86% of millennials would remain with a company for a longer period if in-house training was available.

BURNOUT

WE ASKED CANDIDATES IF THEY FEEL THEY HAVE EXPERIENCED BURNOUT IN THE PAST 6 MONTHS



41% ANSWERED YES



OF 'YES' RESPONDANTS
WERE DRIVEN TO LOOK
FOR A NEW ROLE AS A
RESULT

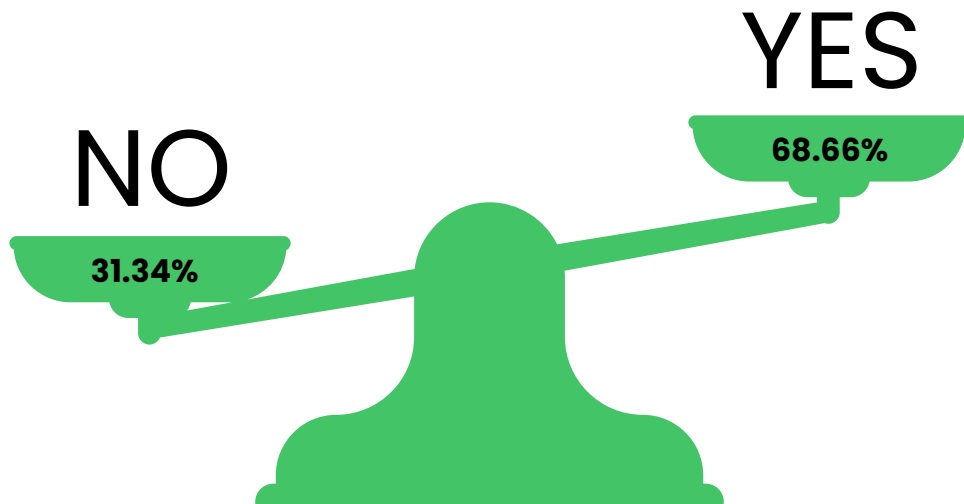


According to research, employees are more likely to burnout when extrinsically motivated (external rewards). They will be less creative, have less drive and give up on tasks sooner. When their work feels meaningless and they have no control over the way they do things, they are also more likely to experience reduced wellbeing and burnout.

The remedy has been found to be creating a work environment that's focused on intrinsic motivation; giving people autonomy, opportunities for mastery, and a sense of purpose.

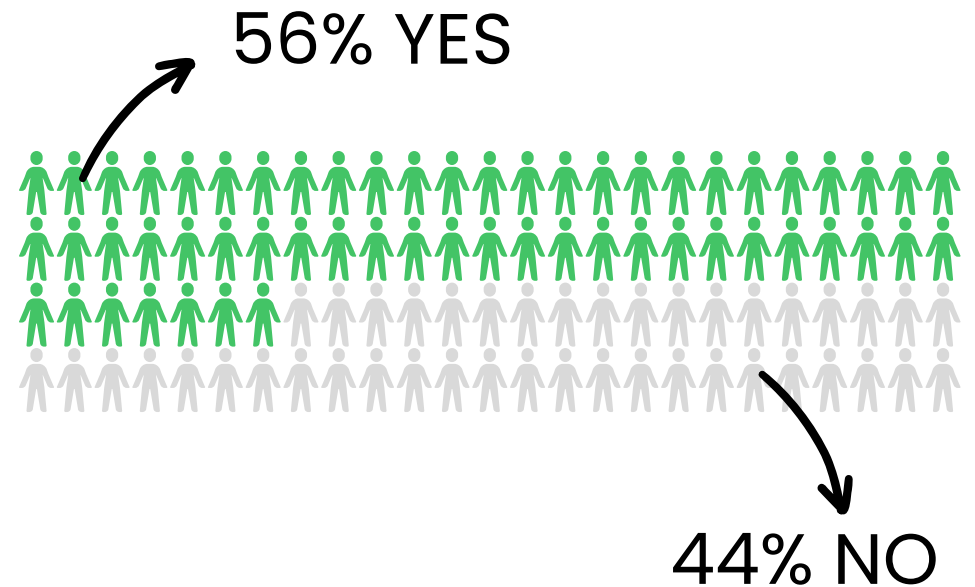
IS YOUR WORK MEANINGFUL?

WE ASKED CANDIDATES IF THEY FEEL THE WORK THEY HAVE BEEN DOING IN THE LAST 6 MONTHS HAS BEEN MEANINGFUL



EMPLOYEE WELLBEING

WE ASKED CANDIDATES IF THEY FEEL THEIR WORKPLACE (OR MOST RECENT WORKPLACE) HAS AN EMPHASIS ON EMPLOYEE WELLBEING



Employees who find their work meaningful are more likely to be engaged in their role and productive in their output, as 'purpose' is a key driver for most people.

Employee wellbeing has long been a hot topic, and the jury is out as to what wellbeing initiatives have the best impact. It's worth speaking to your people to get clear on their wellbeing needs, such as more opportunities to create a sense of community, being able to delegate challenging workloads, or knowing who they can talk to when things get tough.

QUALITIES IN A MANAGER

WE ASKED CANDIDATES TO CHOOSE THEIR TOP 5 MOST IMPORTANT QUALITIES THEY VALUE IN THEIR NEXT MANAGER



SUPPORTIVE & UNDERSTANDING



OPEN COMMUNICATION



HONEST AND FAIR



GIVES ME AUTONOMY



COMMITTED TO MY DEVELOPMENT



When we look at these qualities in a leader, it's a useful exercise to self-reflect;

How well do I exemplify these?

BENEFITS FROM NEXT EMPLOYER

WE ASKED CANDIDATES TO SELECT THEIR TOP 5 BENEFITS THEY WOULD LIKE THEIR NEXT EMPLOYER TO OFFER



FLEXIBILITY TO WORK FROM HOME/REMOTE WORKING



WELLNESS & EXERCISE INITIATIVES



MENTAL HEALTH INITIATIVES



INTERNAL AWARDS & RECOGNITION PROGRAMS



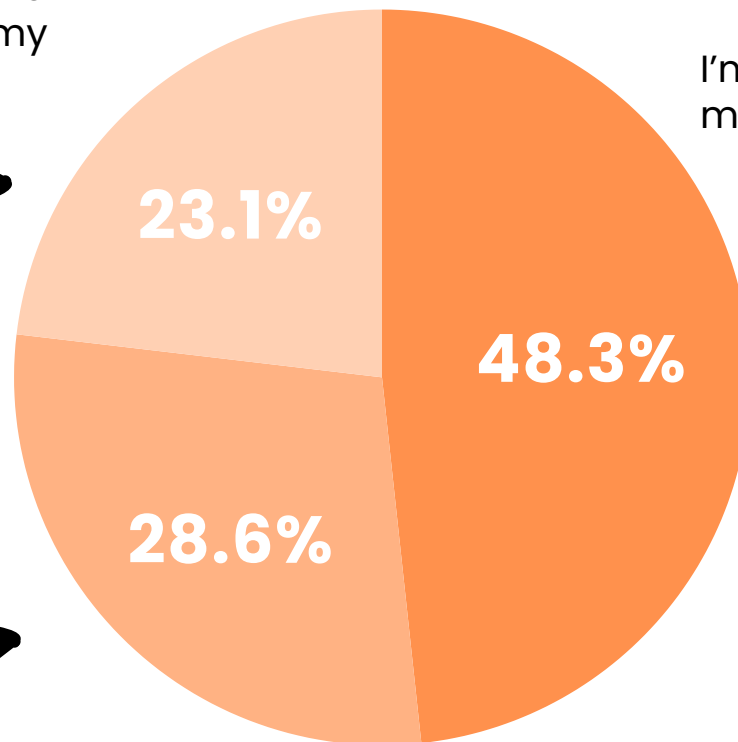
SOCIAL CORPORATE RESPONSIBILITY

WORK FROM HOME SETUP

WE ASKED CANDIDATES IF THEY'VE BEEN WORKING FROM HOME, FULL OR PART-TIME, TELL US ABOUT THEIR EQUIPMENT SETUP

I wasn't provided any additional equipment - I'm working off my laptop

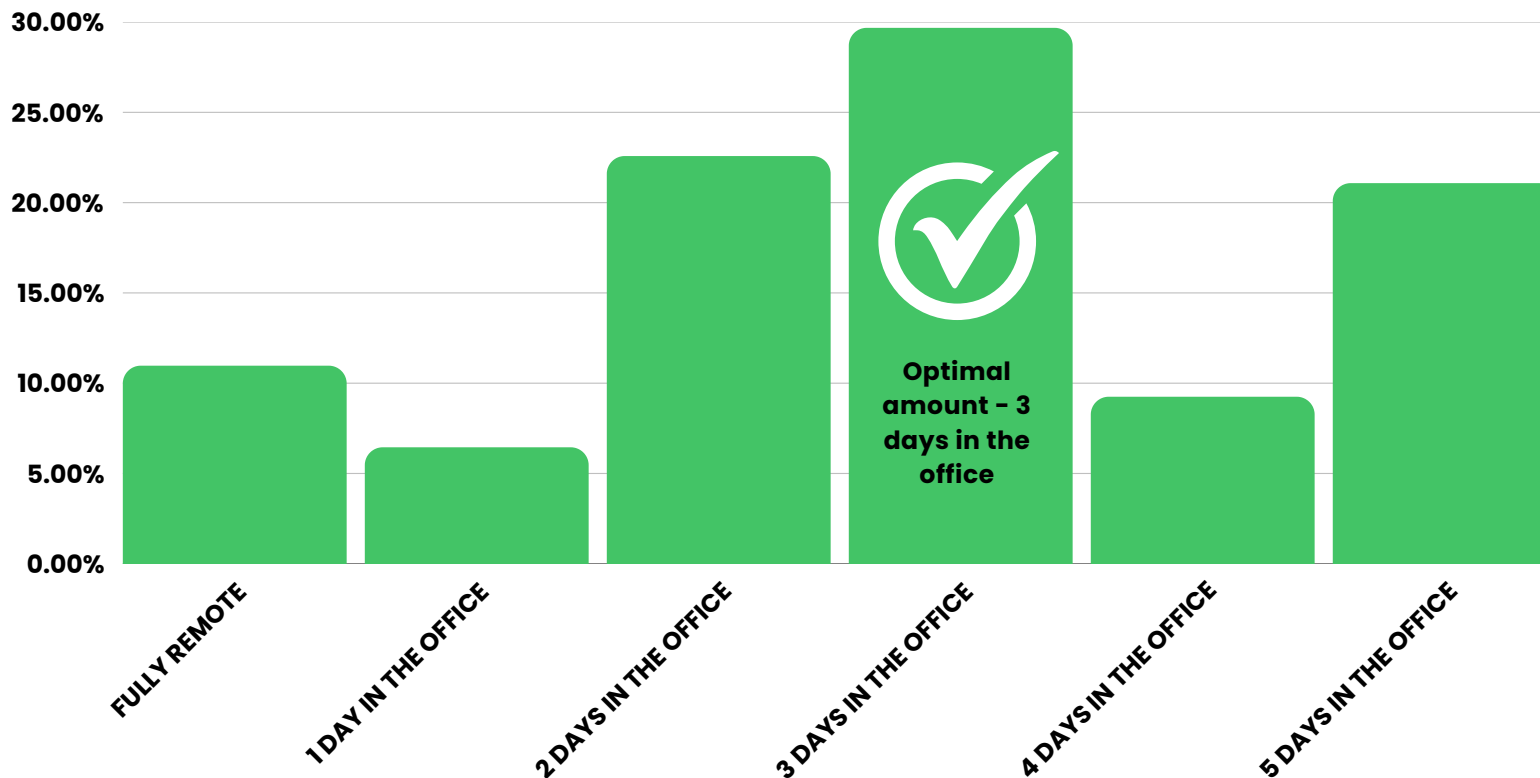
I'm fully set up - I purchased my own WFH equipment



I'm fully set up - My company provided WFH equipment

OFFICE OR WORK FROM HOME?

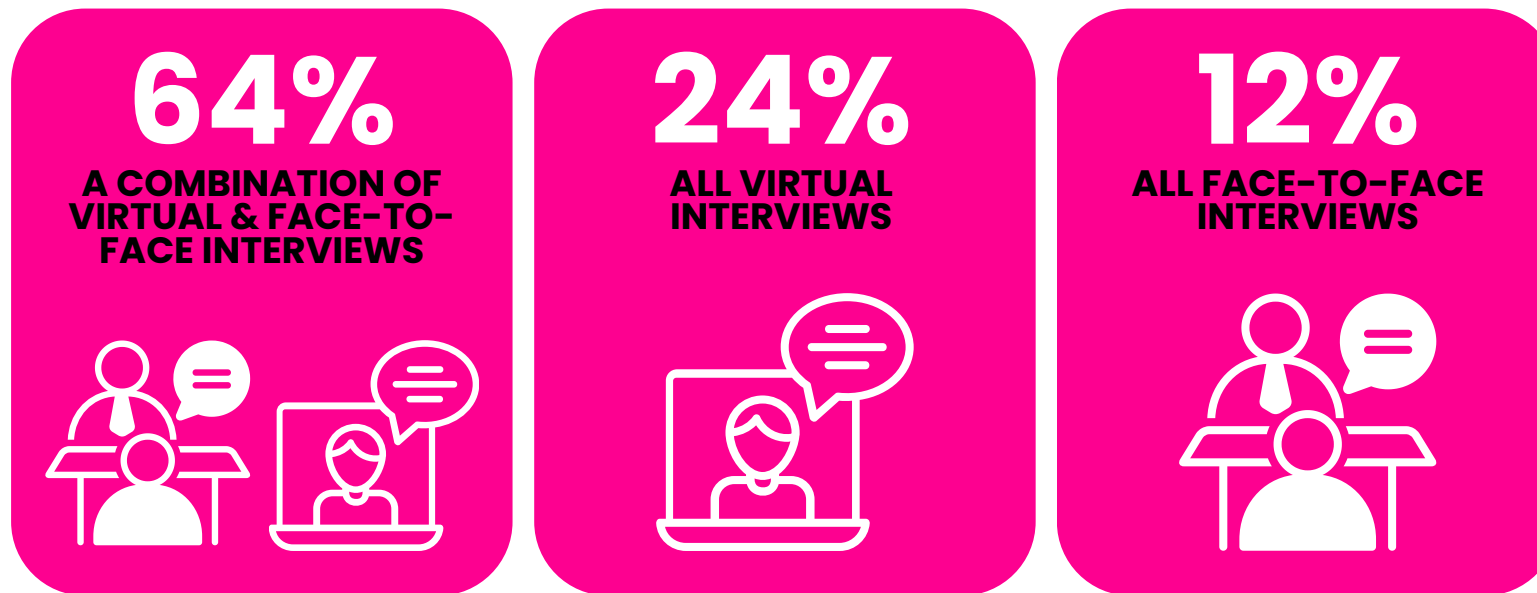
WE ASKED CANDIDATES WHAT THEIR IDEAL BALANCE WAS BETWEEN BEING IN THE OFFICE AND WORKING FROM HOME



The results are in... our candidates voted 3 days in the office and 2 days from home their preference. This is becoming more and more common from our experience, however it's important to consider what's best for you and your business/team. There are strong arguments for in-person presence contributing to company culture, and at the same time working remotely is the ideal set up for some. Assess what the ideal balance is for your business and your people.

PREFERENCE WHEN INTERVIEWING FOR A ROLE?

WE ASKED CANDIDATES THEIR PREFERENCE WHEN INTERVIEWING FOR A NEW ROLE.
WE PROVIDED 3 OPTIONS



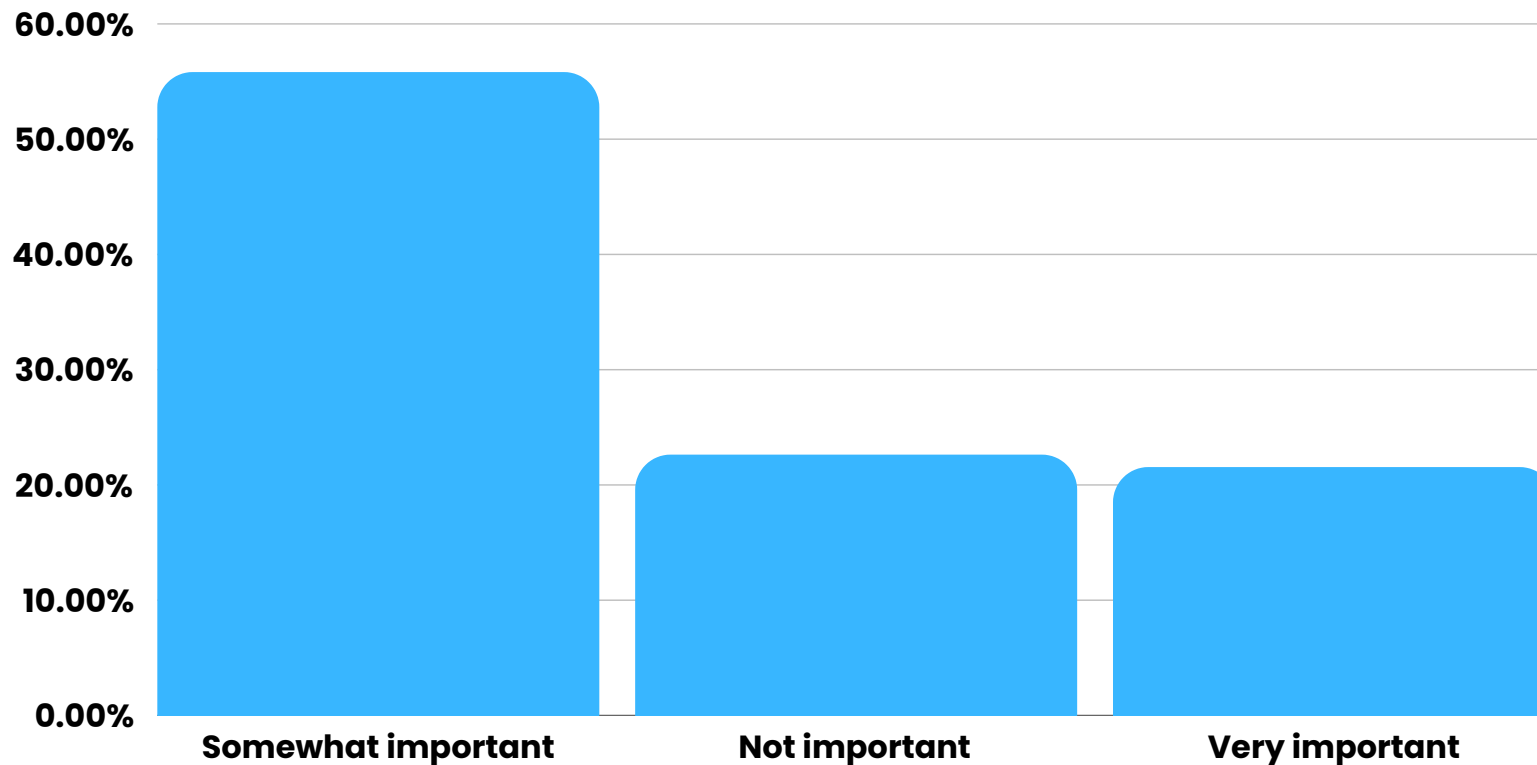
↖ Optimal to have a combination



After 4 years of predominantly virtual interviewing, the tides are changing and candidates want to meet potential employers and team mates in person. Face to face interactions through the hiring process helps with engagement, understanding the company culture, and feeling confident in making the right choice when deciding which role to take and organisation to join.

MEETING THE TEAM BEFORE ACCEPTING A ROLE?

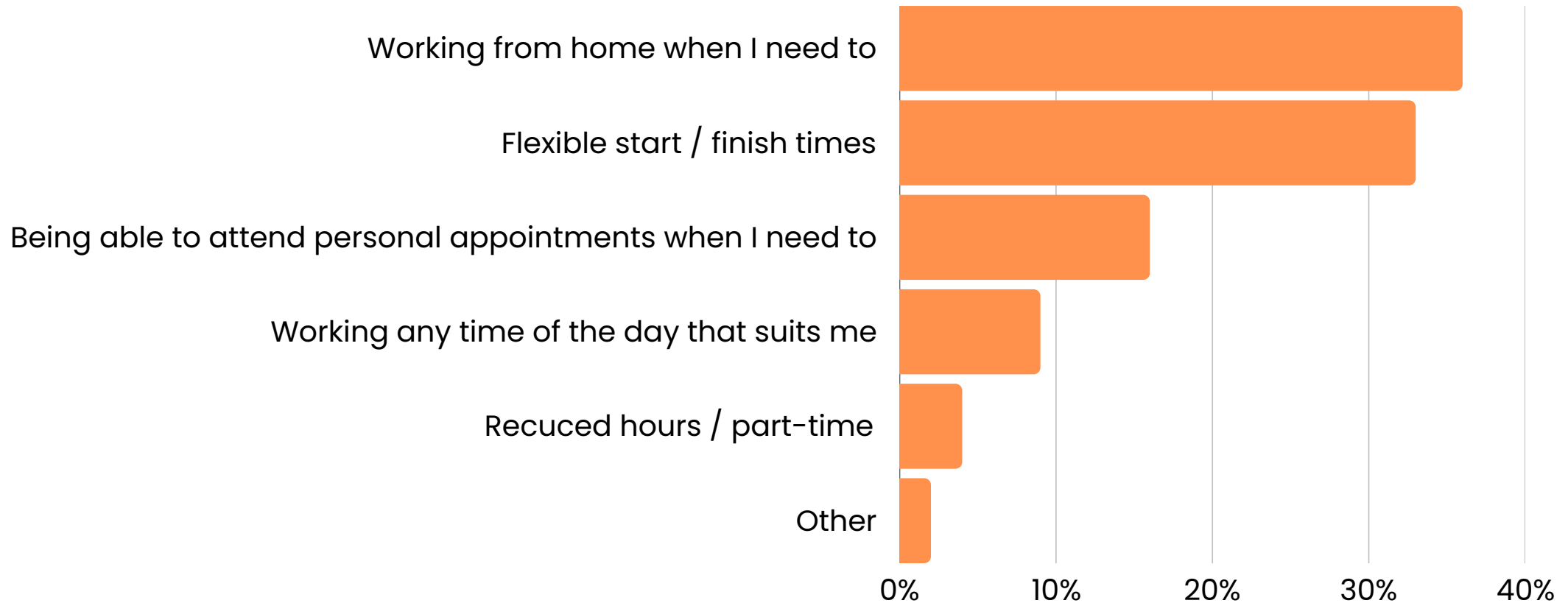
WE ASKED CANDIDATES TO RATE HOW IMPORTANT THEY DEEM MEETING THE TEAM BEFORE ACCEPTING A ROLE



A recent [shortlist article](#) stated “coworker quality” as a leading factor for employees leaving their current role, so it isn’t too much of a stretch as to why meeting the prospective company is an important factor for candidates before accepting an offer. We recommend creating opportunities for this in a relaxed yet professional environment to let potential new hires form connections, and get a sense of your company culture.

WHAT IS IMPORTANT WHEN WORKING FLEXIBLY?

WE ASKED CANDIDATES WHAT THEY DEEM MOST IMPORTANT WHEN IT COMES TO FLEXIBLE WORKING



Flexibility means different things to different people. It's clear the two most important flexibility factors in our research were the ability to work from home when needed, and start/finish times. When interviewing candidates, remember to ask, "what flexibility do you need?" to understand if it's something you can offer them (or not).



FINAL THOUGHTS



Our team talk to hundreds of candidates every week, understanding what motivates them in order to make their ideal employment match. Through this survey, we've been able to capture their feedback and give candidates a voice.

As part of our "We Care" ethos, every candidate who completed our survey was offered the choice of one of three amazing charities for MAYDAY to make a donation to on their behalf. To find out more about Women & Children First, Wires and The Salvation Army, and how you and your team can help them, scan the below QR codes.

Total raised: \$2,295



Thank you to all our incredible candidates who gave up their time to take part.

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



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