

THE
MONDAY
GROUP

AUSTRALIAN EVENTS INDUSTRY:

Workforce Sentiment Report & Salary Guide

WHAT YOU NEED TO KNOW ABOUT HIRING
AND RETAINING STAFF IN A POST-COVID WORLD

MARCH 2022



CONTENTS

3 Introduction

4 Attraction & Retention

4 Employee Intentions

5 Key motivators

7 Covid Impacts

9 Flexible Work

10 Remuneration & Benefits

12 Hiring & Recruitment

12 Hiring in a post-COVID world

14 Onboarding and induction

15 Survey Demographics

18 Salary Guide

20 About THE MONDAY GROUP



INTRODUCTION

The impacts of the COVID-19 pandemic have been particularly harsh on the events, hospitality, and tourism sectors, and living through the pandemic has resulted in record numbers of employees leaving their current roles or changing careers in what is being dubbed “The Great Resignation”.

While the events industry has been on its knees, the past two years has gifted a golden opportunity to other industries to attract talent from the sector. I think it’s safe to say that each of us know at least one former colleague who is now working in a global tech company or real estate agency.

To help turn the tables, are we able to do the same in terms of identifying transferable skills and talent from other industries that could make it in the events industry? And what percentage of those that have left our industry can we expect to return? How long will it take to rebuild the workforce?

While the answers to many of these questions remain unknown, from December 2021 to March 2022, THE MONDAY GROUP surveyed over 500 industry professionals with the aim of uncovering some of the key employment trends in the Australian events industry and the effect the pandemic has had on workforce sentiment. We also used this opportunity to capture a current salary guide for the industry - something we have frequently been asked for over the years.

Of the respondents, our survey found that 54 percent were actively seeking new employment or intended look for new employment within the next 12 months. A further 30 percent stated they don’t intend to look for a new role any time soon, however, they would be interested in hearing about new opportunities.

That’s a staggering 84 percent of the workforce who could potentially be lured to another role! Clearly, we may not have seen the full effects of The Great Resignation in Australia yet and it looks like things may get worse before they get better.

Whilst some are sobering facts, please read on, as I am pleased to share many valuable insights this research has produced in the hope that it may provide some value and support to all industry members - employees and employers alike – equipping them to make better informed career and hiring decisions in the future.

Best of health and business.

Jonathan Lamm

Founder & Managing Director
THE MONDAY GROUP

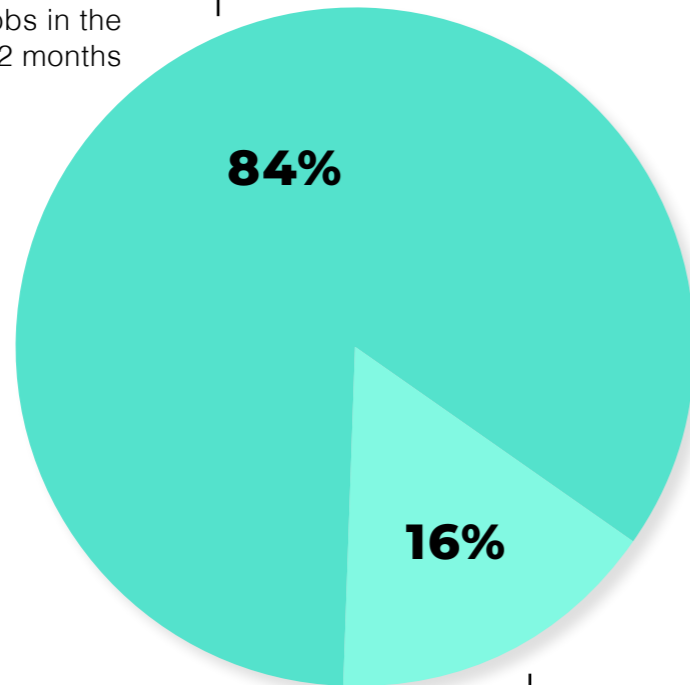


ATTRACTION & RETENTION

EMPLOYEE INTENTIONS

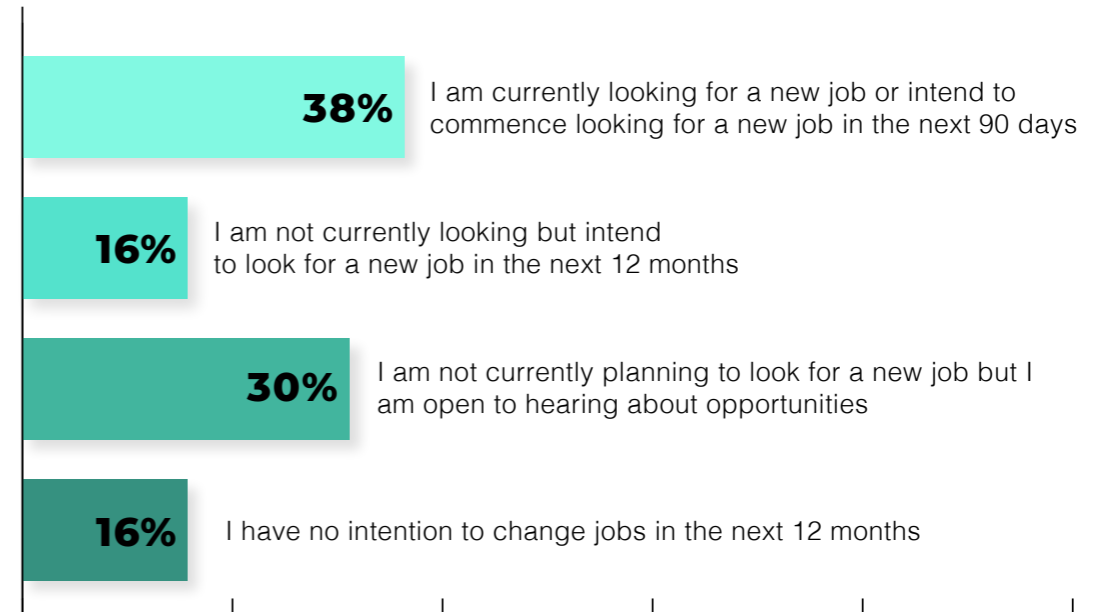
84% of employees intend to change jobs or could be open to changing jobs in the next 12 months.

Employees who intend to change jobs or could be open to changing jobs in the next 12 months



Employees who have no intention to change jobs in the next 12 months

Q. How would you describe your current intentions?



Thirty-eight percent of survey respondents are actively seeking new employment or intend to start in the next three months, and 16 percent within the next 12 months. A further 30 percent stated they don't intend to look but are interested in hearing about new opportunities.

That's a staggering 84 percent of the workforce who could be motivated to change jobs in the next 12 months! Clearly, retaining staff needs to be at the forefront of employers' minds.

Younger people appear to be more motivated to make a career move with 75 percent of those aged 18-24 intending to change jobs in the next 12 months.

Of the 16% of people who indicated they have no intention to change jobs in the next 12 months, the majority of those (58%) had been with their current company for less than 12 months.

KEY MOTIVATORS

Key motivators to move

Our survey confirms money remains a leading factor for seeking new employment with 37 percent citing salary as their top consideration. Career advancement (26%) and to seek new challenges (22%) were the second and third highest motivators respectively. Work-life balance (20%) and company culture (19%) round out the top five motivators to make a career move.



Key motivators to stay

Company culture (20%) and work-life balance (18%) rated ahead of salary and earnings potential (17%) as the top three reasons to stay with an employer, closely followed by workplace flexibility (16%) and job security (15%).



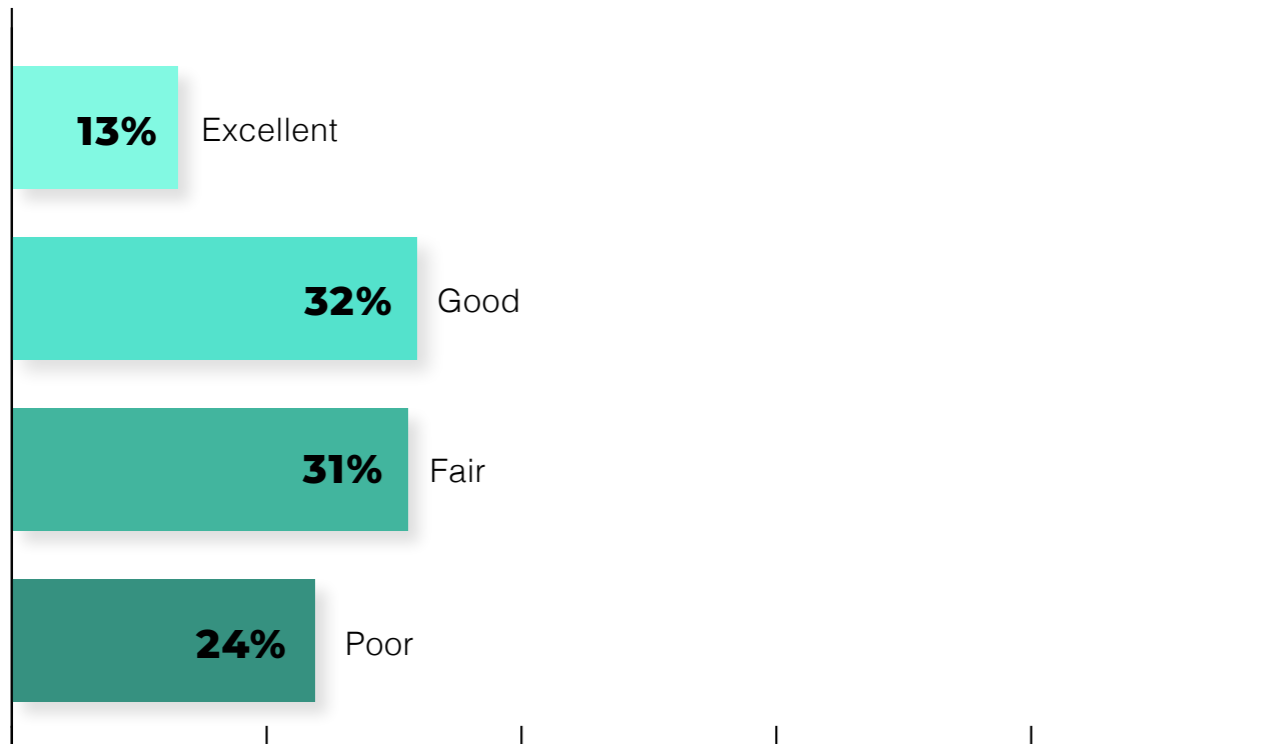
KEY MOTIVATORS

TIP

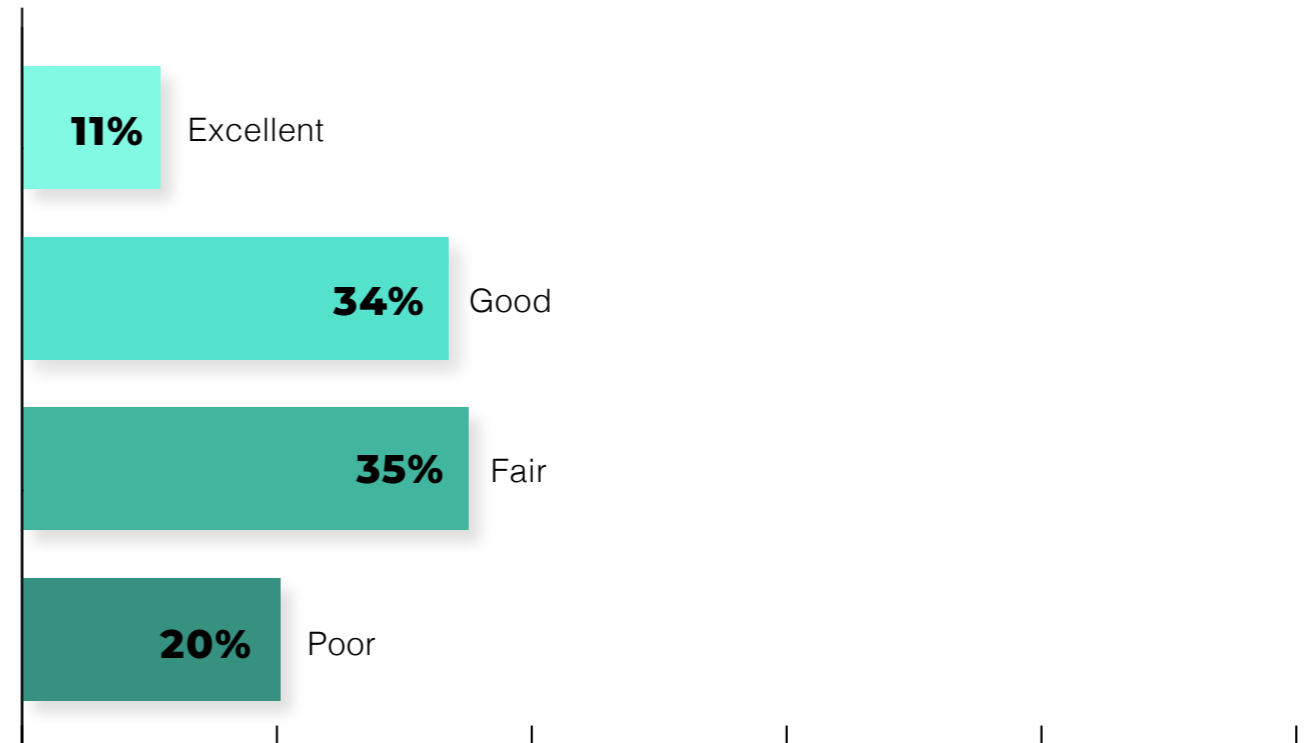
If you can't offer your employees more money, consider what your business can offer in terms of career advancement, professional development, lifestyle and cultural benefits.

Obviously, not every company can match Google with its office slippery slides and ping-pong tables however, there are plenty of worthwhile initiatives businesses can implement to better engage staff, improve company culture and reduce turnover without having to make a big statement or cost a fortune. Start small.

Q. How would you rate the opportunities for career advancement provided by your current company?



Q. How would you rate the training & development initiatives provided by your current company?



TIP

Remember, professional development is different from regular staff training – its purpose is to benefit the employee. Take some time to understand the skills or knowledge your employee wants to gain and make a plan to achieve those outcomes which may include mentoring from within the organisation or participating in externally run courses.

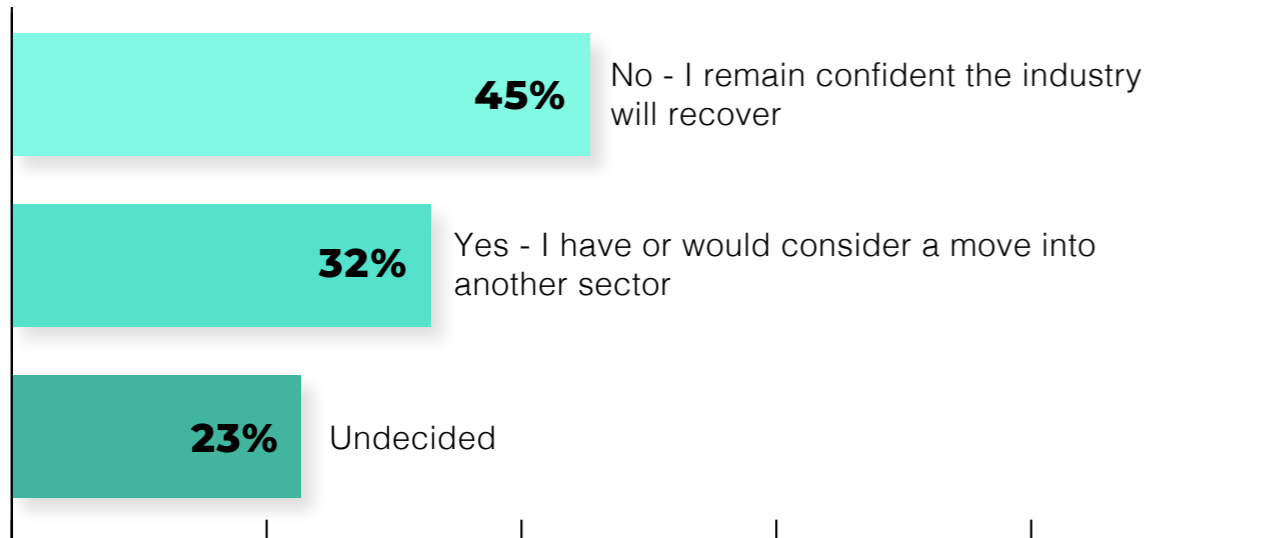
Speak to your accountant about any potential tax implications (positive or negative) associated with providing training and education to your employees. Potentially, you or your employees may be eligible for a range of government funding and assistance programs however, unless the training is clearly relatable to your employee's profession, your business might incur fringe benefits tax

COVID IMPACTS

Workforce confidence & job security

The pandemic has taken a toll on many people's confidence in continuing to pursue a career in the events industry with less than half (45%) of respondents indicating they remain confident the industry will recover. What is most alarming for the sector is that almost one third (32%) of respondents indicated they have or would likely consider a career move into another sector while around one quarter (23%) remain undecided on what long-term affect the pandemic has had on their confidence to pursue a career in the events industry.

Q. Has Covid-19 affected your confidence to continue/pursue a career in the events industry?



Workforce relocation

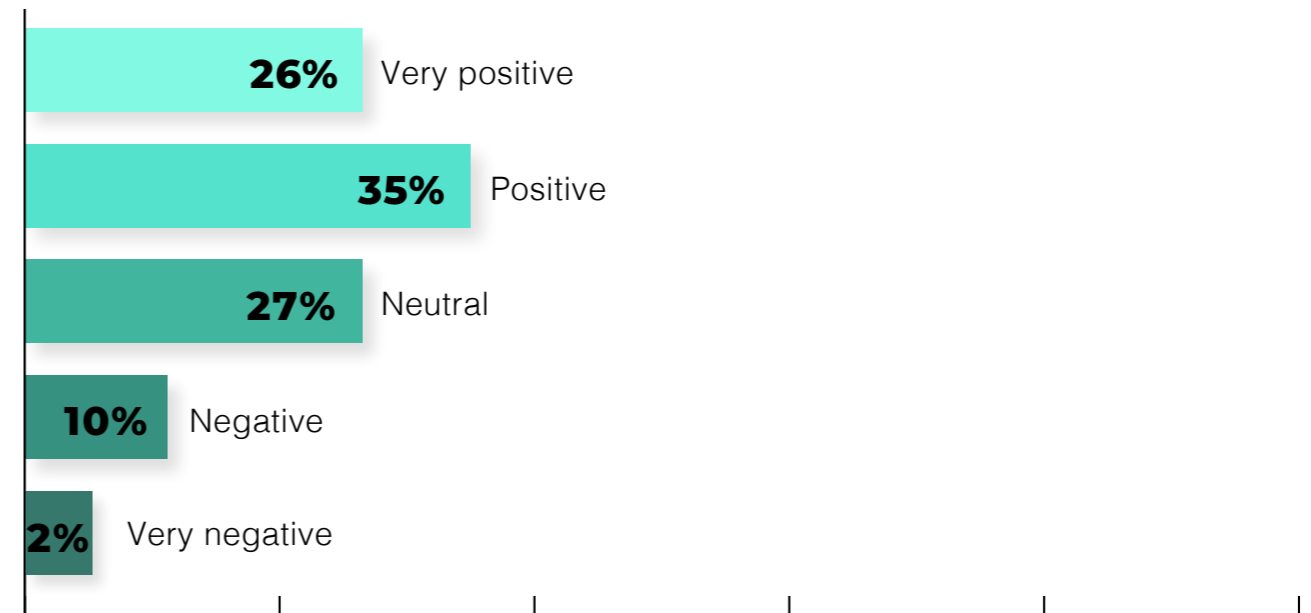
Approximately 1 in 6 respondents have relocated since the pandemic started, whether that be interstate (7%), intrastate (6%) or returned from overseas (3%).

Crisis handling

While the majority (61%) of respondents rated their company's handling of the pandemic as positive or very positive, there was a small portion (12%) of industry members who rated their experience as negative or very negative.

These experiences have been pivotal in driving employees' motives to stay with their current employer or to seek new employment elsewhere. Of those that rated theirs as a negative experience, 79% of those are either actively seeking new employment or intend to seek new employment in the next 12 months with a further 21% open to considering new opportunities.

Q. How would you rate your company's handling of the Covid-19 pandemic? i.e. internal communication, staffing strategies and support, health & safety etc.

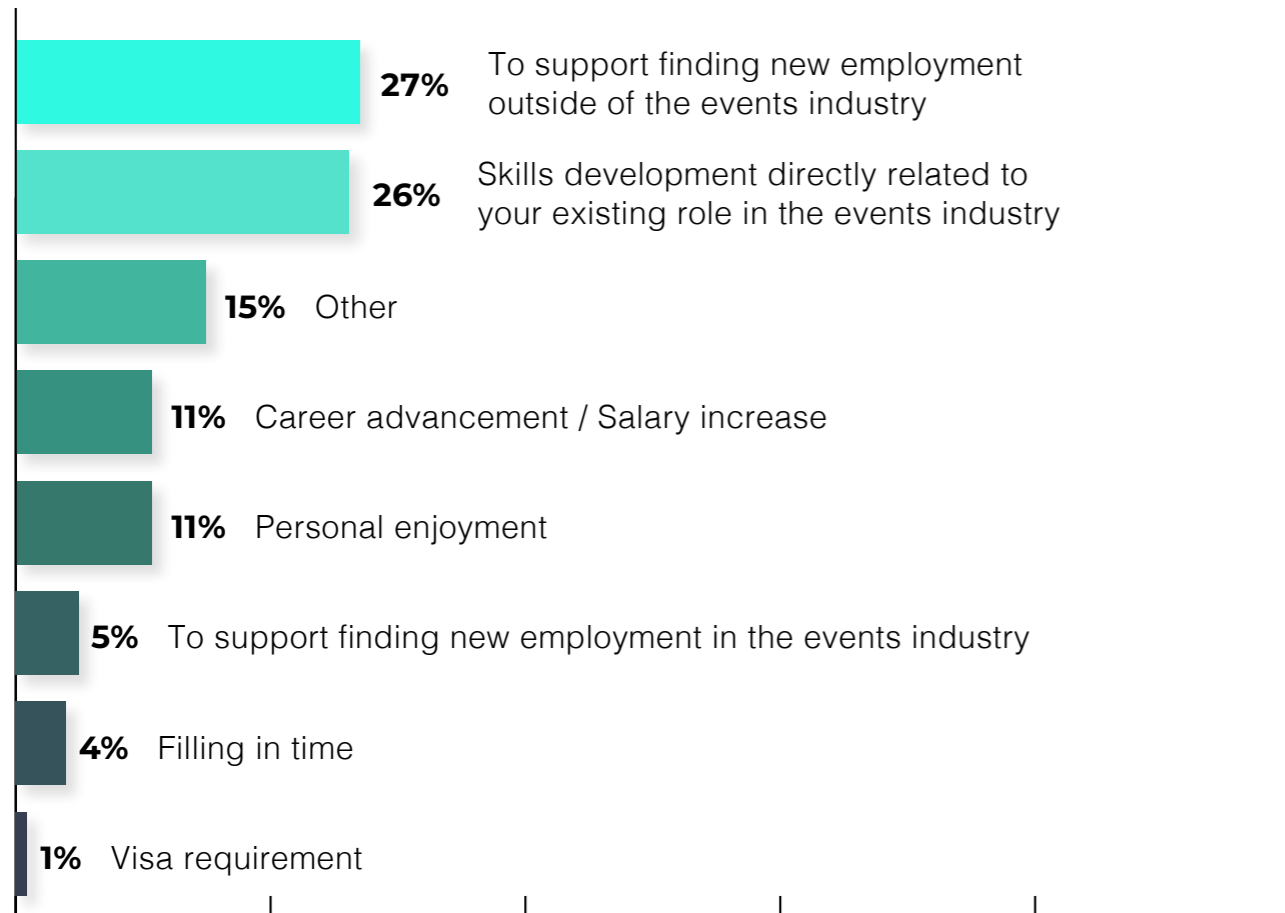


COVID IMPACTS

Upskilling & education

Twenty-seven percent commenced new training, short courses and/or higher education programs since the pandemic started. Of those people, 27 percent undertook training and education intended to support finding employment outside of the events industry. Another 26 percent undertook skills development directly related to their existing role in the events industry.

Q. What was your primary motivation for commencing new training and education?

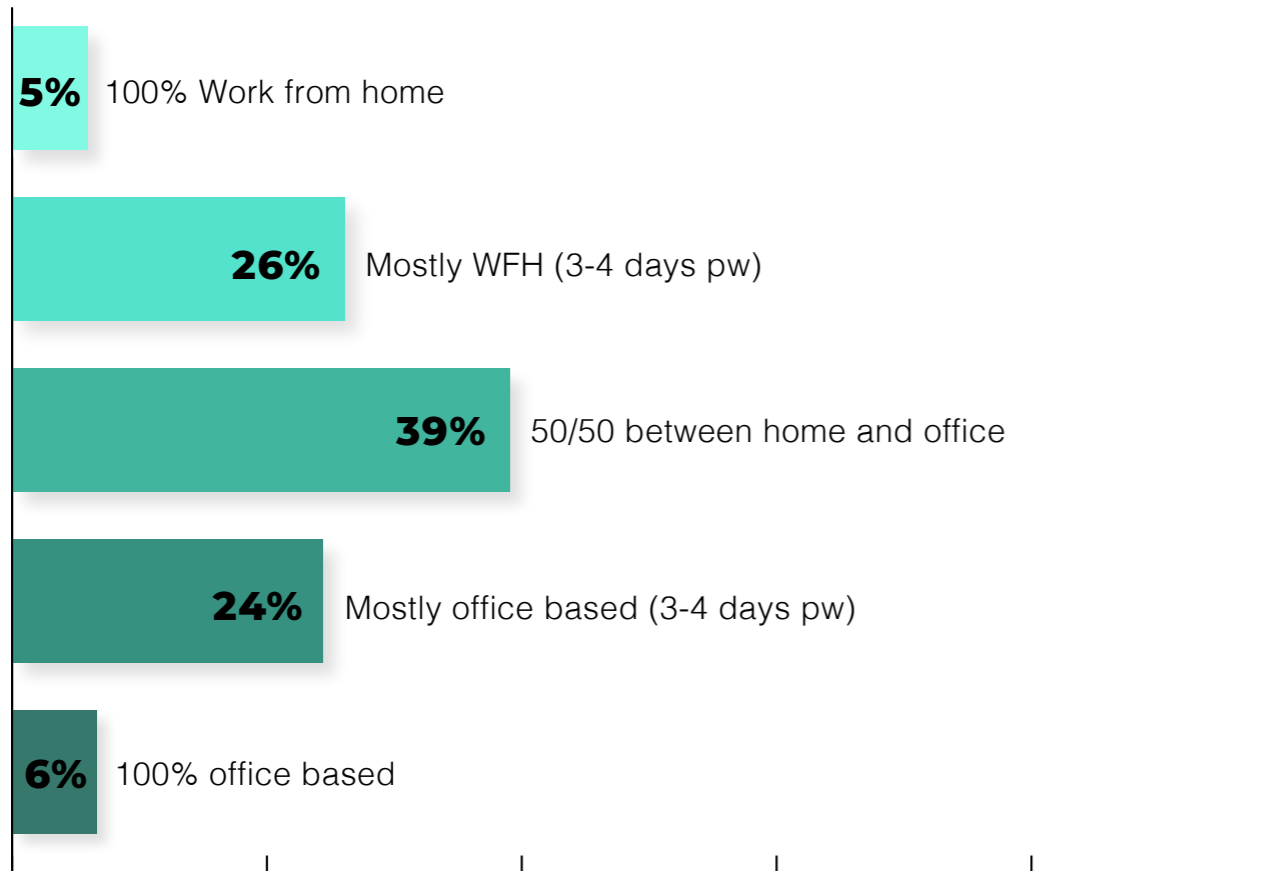


FLEXIBLE WORK

As the pandemic blurred lines between work and personal life, flexibility has never been a more requested job requirement. The number one interview question candidates are asking nowadays is: “Do I have to come to the office every day?”

While only six percent prefer to work from home full-time, and seven percent from the office full-time, the majority of respondents sit in the middle, with two or three days in the office being the most popular option.

Q. What is your preferred work arrangement?



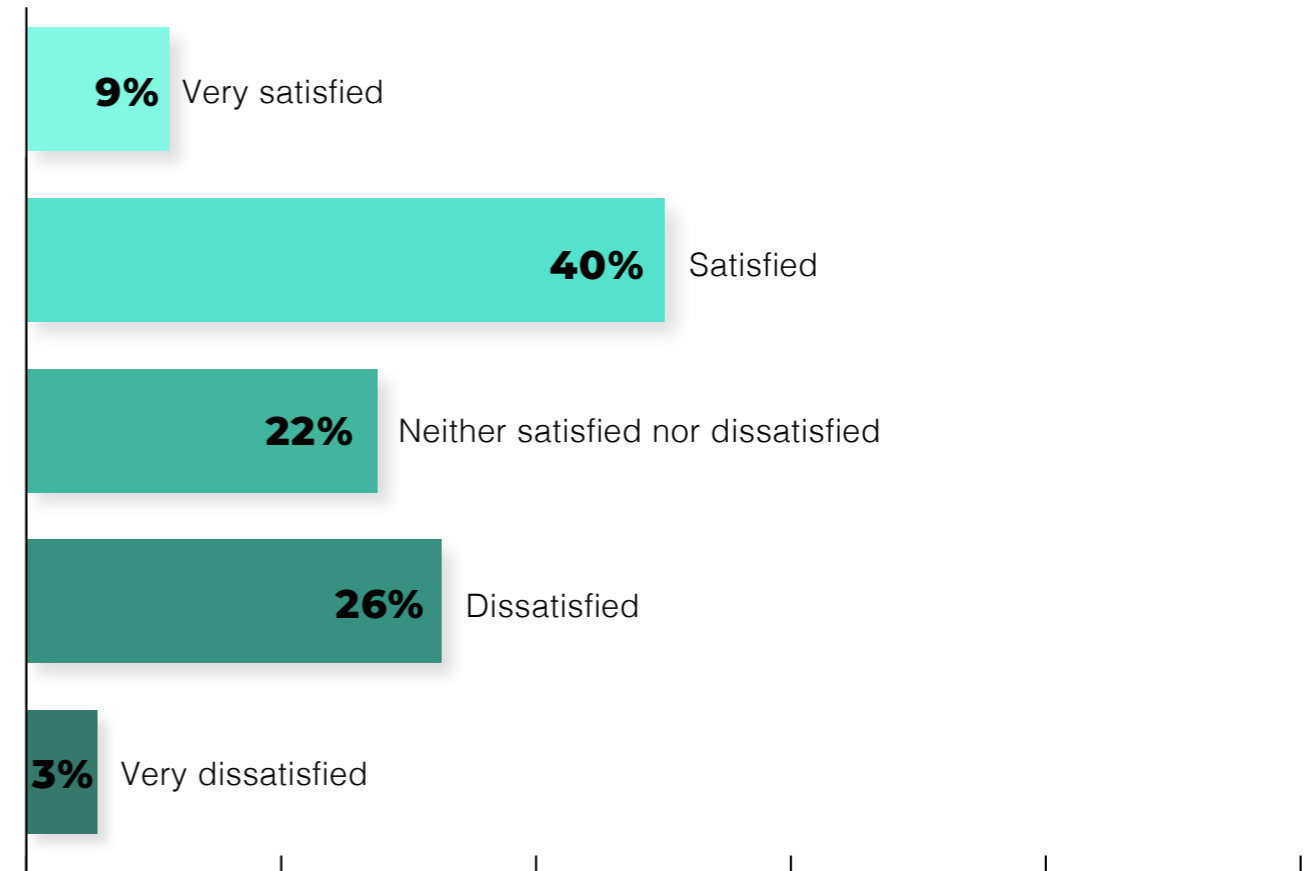
TIP

Many businesses that have adopted new flexible work arrangements tend to nominate specific days of the week which all staff are required in the office. That way, the company benefits from experiencing the full energy and collaborative effect of having the entire team in the office at least one or two days each week.

Businesses that prefer to see their people most days could consider a flextime policy which offers an earlier start or later finish to accommodate for personal commitments or allows commuting.

REMUNERATION & BENEFITS

Q. Overall, how satisfied or dissatisfied are you with the total salary offered by your company?



REMUNERATION & BENEFITS

Whilst salary remains the number one motivator to change jobs, interestingly, 40 percent said they are satisfied with their current salary package and 9% are very satisfied.

Experience pays

Of those who are earning a base salary of \$150,000 or more, 95% have been in the events industry for greater than 10 years.

Performance bonuses and commission

Approximately a third (35%) of respondents are eligible to receive some form of KPI incentive bonuses or commission payments. The average value of which is 23% of base salary.

Not surprising, senior managers, executive leadership and those positions directly responsible for producing revenue such as BDM's and Sales Directors are more likely to receive bonuses and commission payments above the average.

In the past 12 months, less than half (44%) of those eligible to receive bonuses and commission actually did.

Employee benefits

The top five most common employee benefits are;

1. Mobile phone allowance (41%)
2. Performance related bonus schemes (25%)
3. Car parking (23%)
4. More than the statutory holidays i.e. birthday leave (14%)
5. Complimentary / discounted hotels, travel, F&B etc. for non-business use (13%)

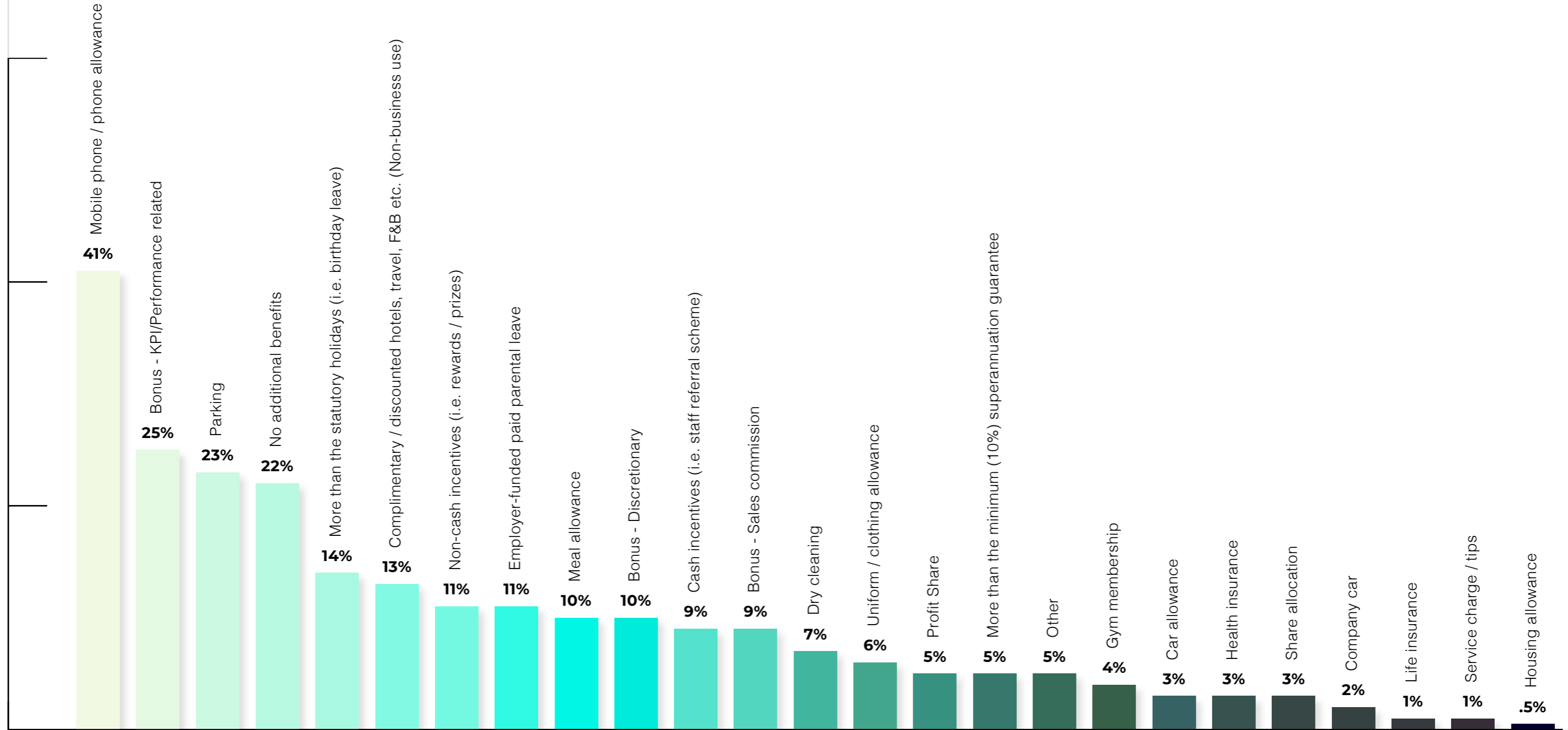
Those working in large national or multinational organisations are most likely to receive the largest range of benefits including health insurance, life insurance, gym memberships and discounted hotels, travel, F&B etc.

Public sector and government jobs are the least likely to receive any form of bonus but are most likely to offer perks such as employer funded parental leave and superannuation payments above the minimum statutory requirement.

Twenty-two percent of people receive no employee benefits other than salary – jobs in not-for-profit organisations are most likely to miss out.



REMUNERATION & BENEFITS



HIRING & RECRUITMENT

HIRING IN A POST-COVID WORLD

Top 3 Channels to find new employment opportunities

1. LinkedIn
2. Online job boards
3. Recruitment Agency

TIP

If finding time to conduct a professional recruitment campaign is difficult or stressful, partnering with a professional recruitment agency which has specialist knowledge of your industry sector can provide employers immediate access to pre-qualified candidates who may not be actively seeking employment via any other channel as well as freeing up valuable time and team resources.

For jobseekers, using a specialist recruiter is a free service which can often provide access to exclusive job vacancies that may not be advertised by any other source. Most professional recruiters will also offer their candidates valuable career coaching and interview preparation advice.

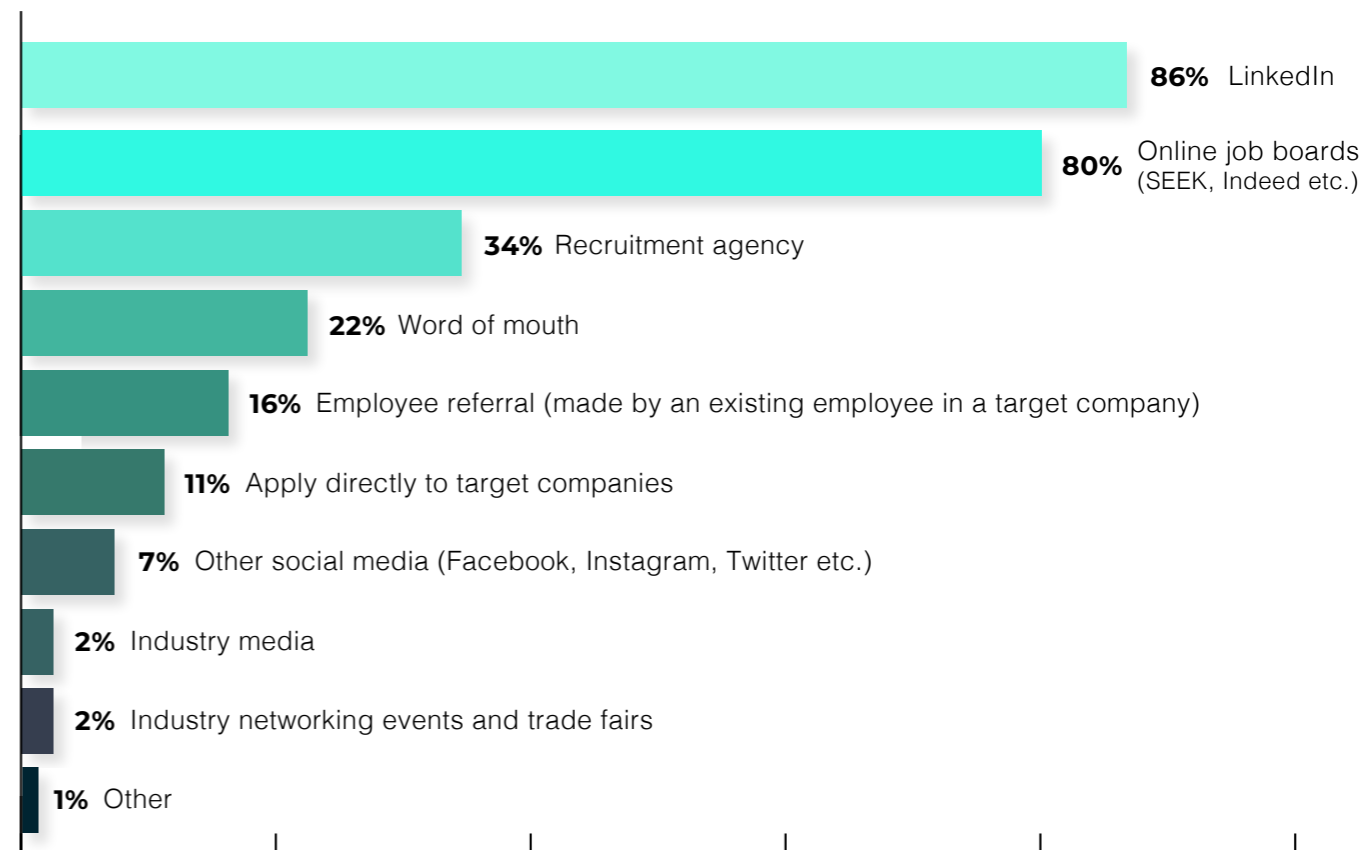
If finding time to conduct a professional recruitment campaign is difficult or stressful, partnering with a professional recruitment agency which has specialist knowledge of your industry sector can provide employers immediate access to pre-qualified candidates who may not be actively seeking employment via any other channel as well as freeing up valuable time and team resources.

For jobseekers, using a specialist recruiter is a free service which can often provide access to exclusive job vacancies that may not be advertised by any other source. Most professional recruiters will also offer their candidates valuable career coaching and interview preparation advice.

The effectiveness of online job boards has continued to weaken in recent years, largely due to the increase in the number of advertising channels available to employers including popular social media platforms such as LinkedIn. Also, due to typically longer application response times (if any), online job boards have lost their appeal to many jobseekers.

For employers, posting jobs online usually results in a significant drain of time and energy having to review and respond to many unsuitable applicants, not to mention the cost of wasted hours and resources which could be better spent on more profitable business activities.

Q. What are the most common channels you would use when searching for a new job?



TIP

Momentum

Once a person commits to a career move, it's common for them to explore multiple opportunities. The more time that elapses during the hiring process, the more likely they could be lost to another job offer. Plan ahead and be clear on your process. Who needs to be involved? Will any key decision makers be away? Schedule time to draft employment contracts and incentive schemes. We often see businesses taking too long to decide on the details and this time can be crucial in securing the talent you want.

Consistency

Ensure all candidates are assessed in the same way. Without being overly structured or formal, it helps to determine a game plan and set key interview questions and criteria. Ideally, the same group of people should be doing the interviewing of all candidates.

The candidate experience

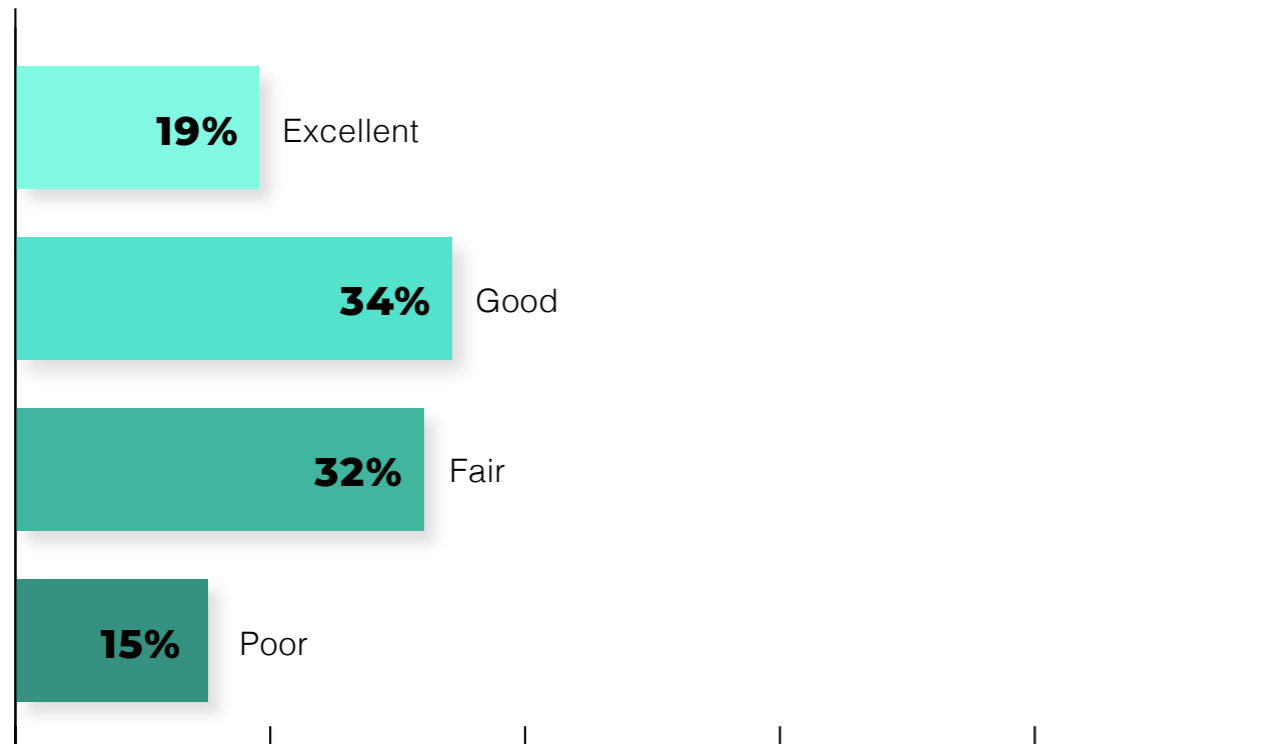
Make your candidates feel appreciated and welcome throughout the hiring process. It's the simple things, like offering them a glass of water, that make a good impression. Let candidates know who they are meeting and their job titles before the day of the interview.

Closing the loop after an interview is so important, particularly if a candidate is unsuccessful. They may not be the right person right now but that could change, and they may not consider your company again if they are left with a bad impression.



ONBOARDING & INDUCTION

Q. How would you rate the onboarding and induction experience provided by your current company?



Whilst 53 percent of respondents rated the onboarding and induction experience provided by their current company as good or excellent, 32 percent rated as fair and 15 percent had a poor experience. Clearly there is room for improvement.

TIP

You may not have realised this, but the first 90 days of a new hire's employment with your organisation is crucial to get right from an 'employee attachment' perspective and employees that go through a structured onboarding program are more likely to stay long-term.

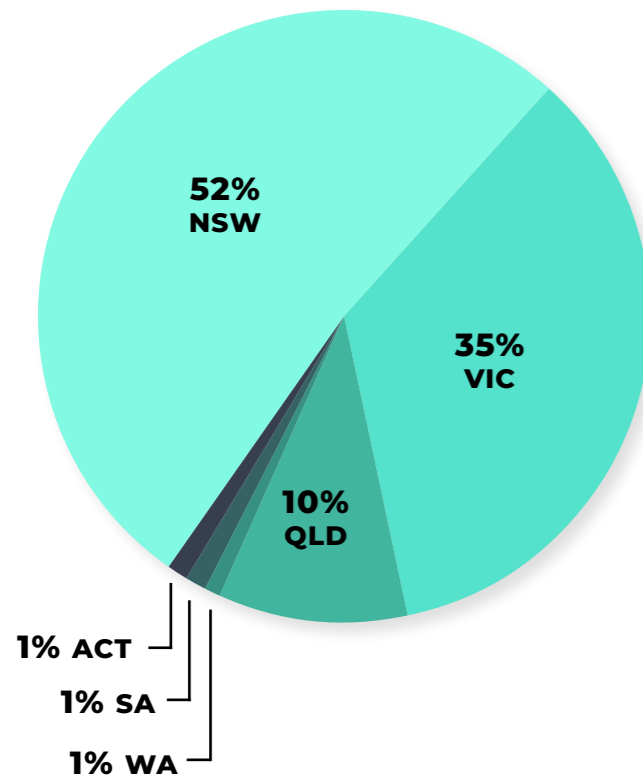
Here's a few pointers...

- Review your standard onboarding processes and create a checklist
- Assign a go-to buddy for your new employee for their first 90 days
- Provide weekly itineraries for the first two weeks at least
- Have all their tools (phone, laptop, workspace etc.) ready to go on day one
- Schedule a 90-day review and keep it simple (Note, this shouldn't be the first time they hear from you about what they're doing well or not so well!)

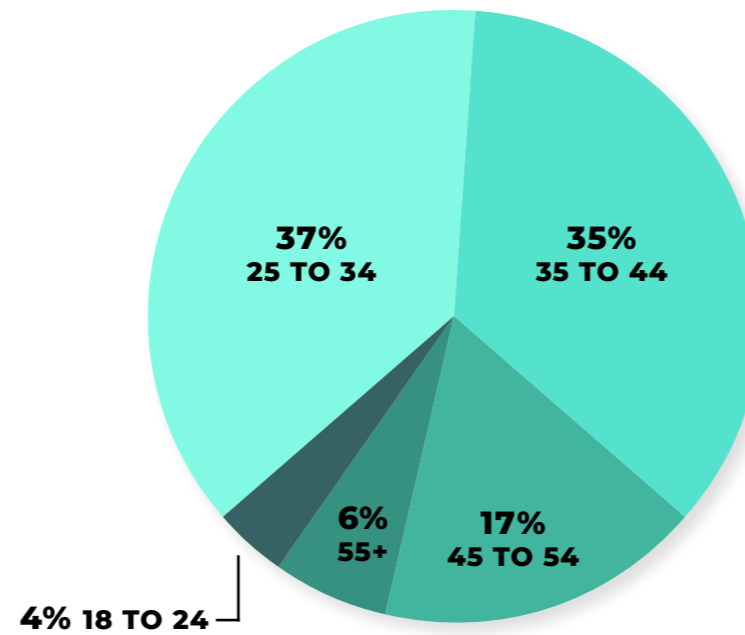
SURVEY DEMOGRAPHICS

The survey was conducted online using SurveyMonkey from 2 December 2021 until 11 March 2022

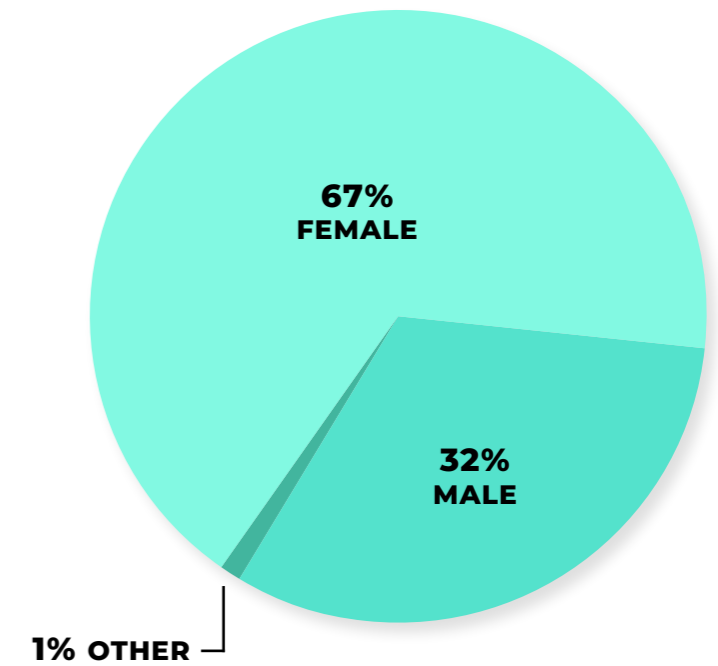
LOCATION OF RESPONDENTS



AGE OF RESPONDENTS

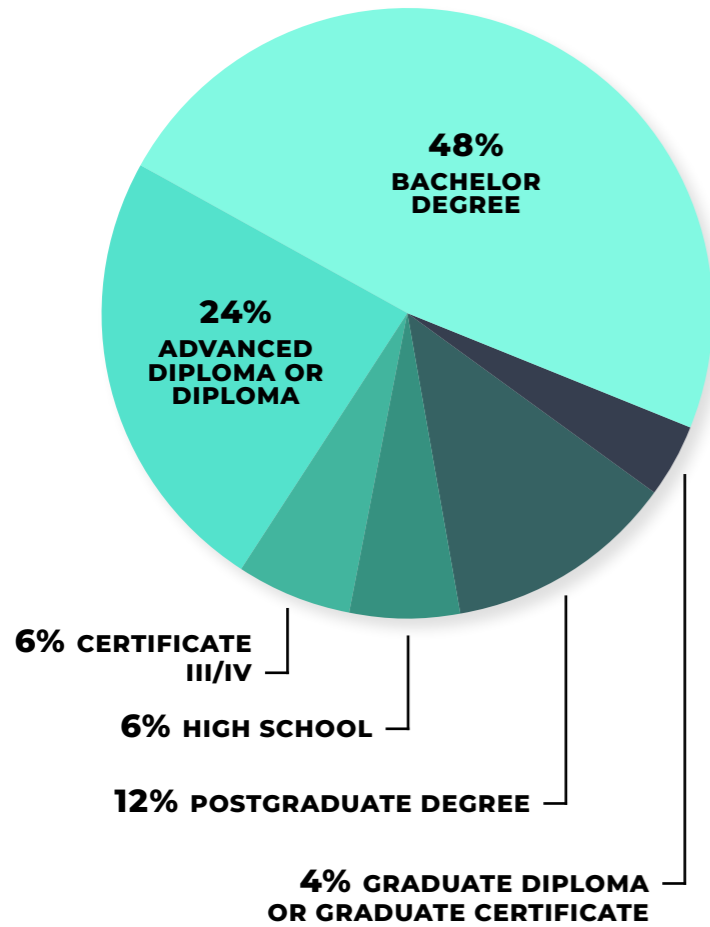


GENDER OF RESPONDENTS

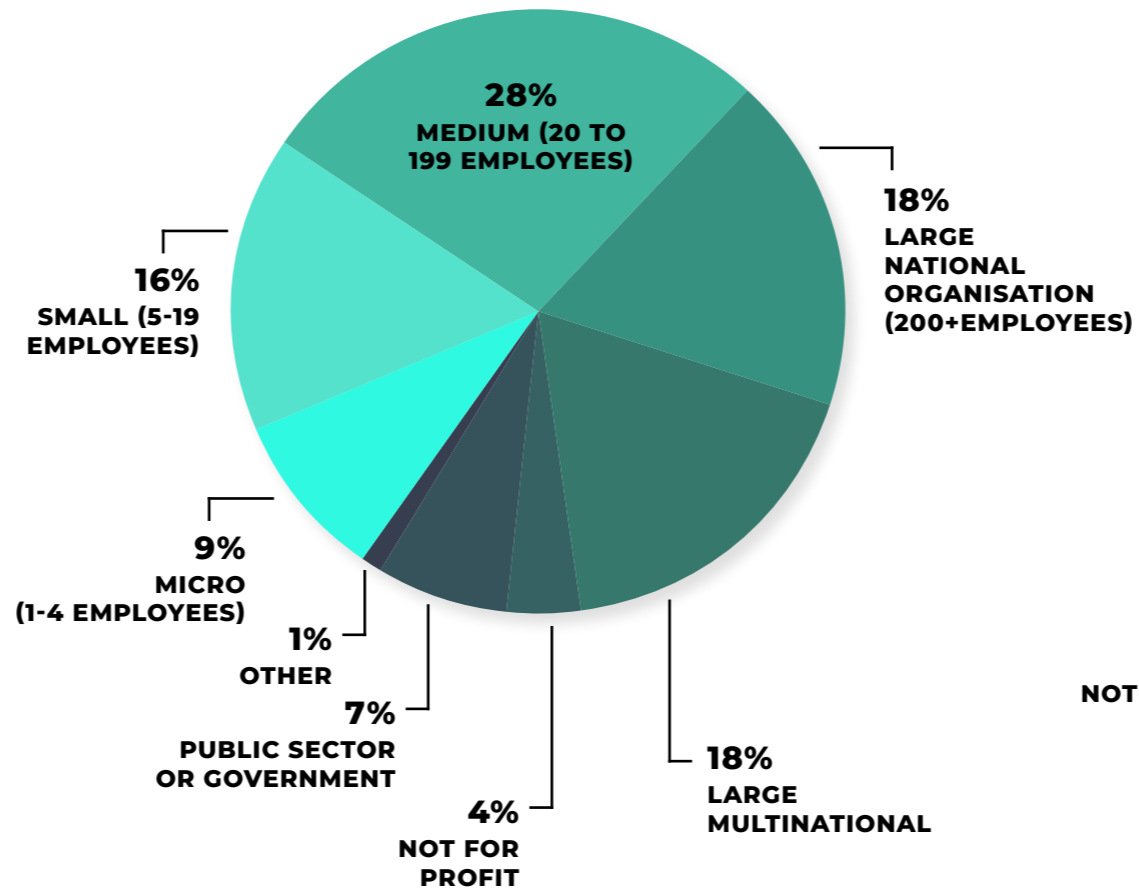


SURVEY DEMOGRAPHICS

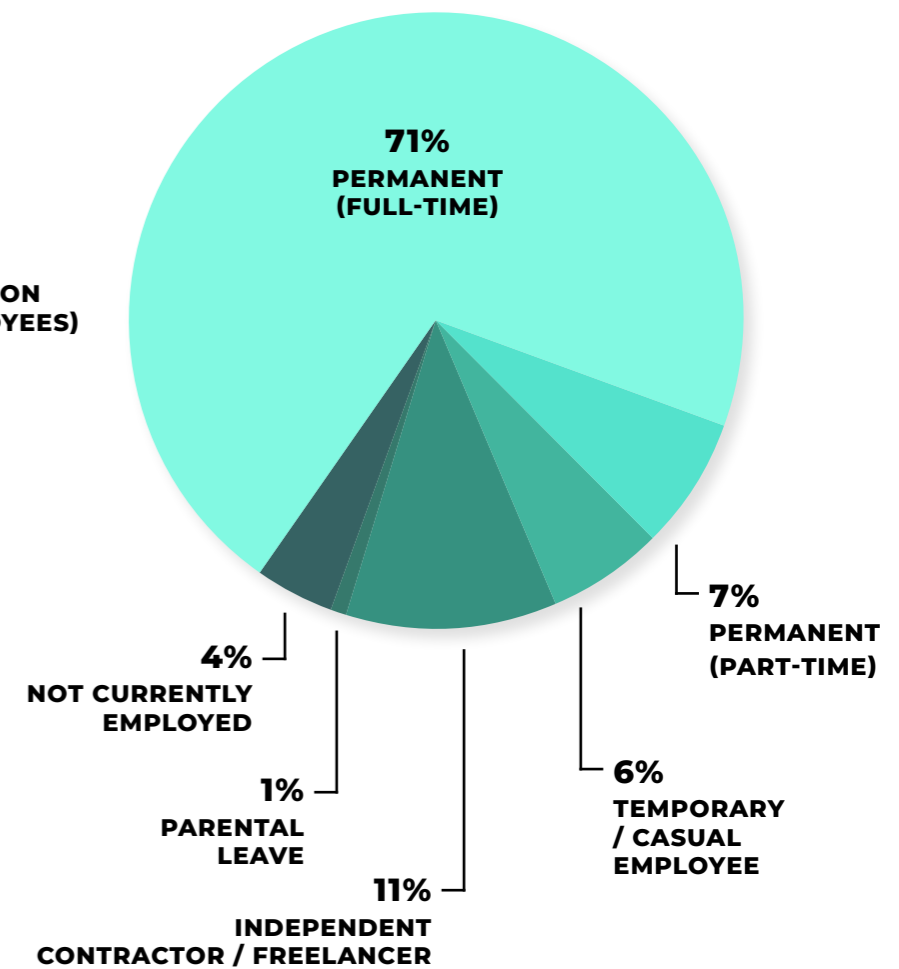
HIGHEST LEVEL OF EDUCATION OF RESPONDENTS



ORGANISATION SIZE RESPONDENTS ARE EMPLOYED BY

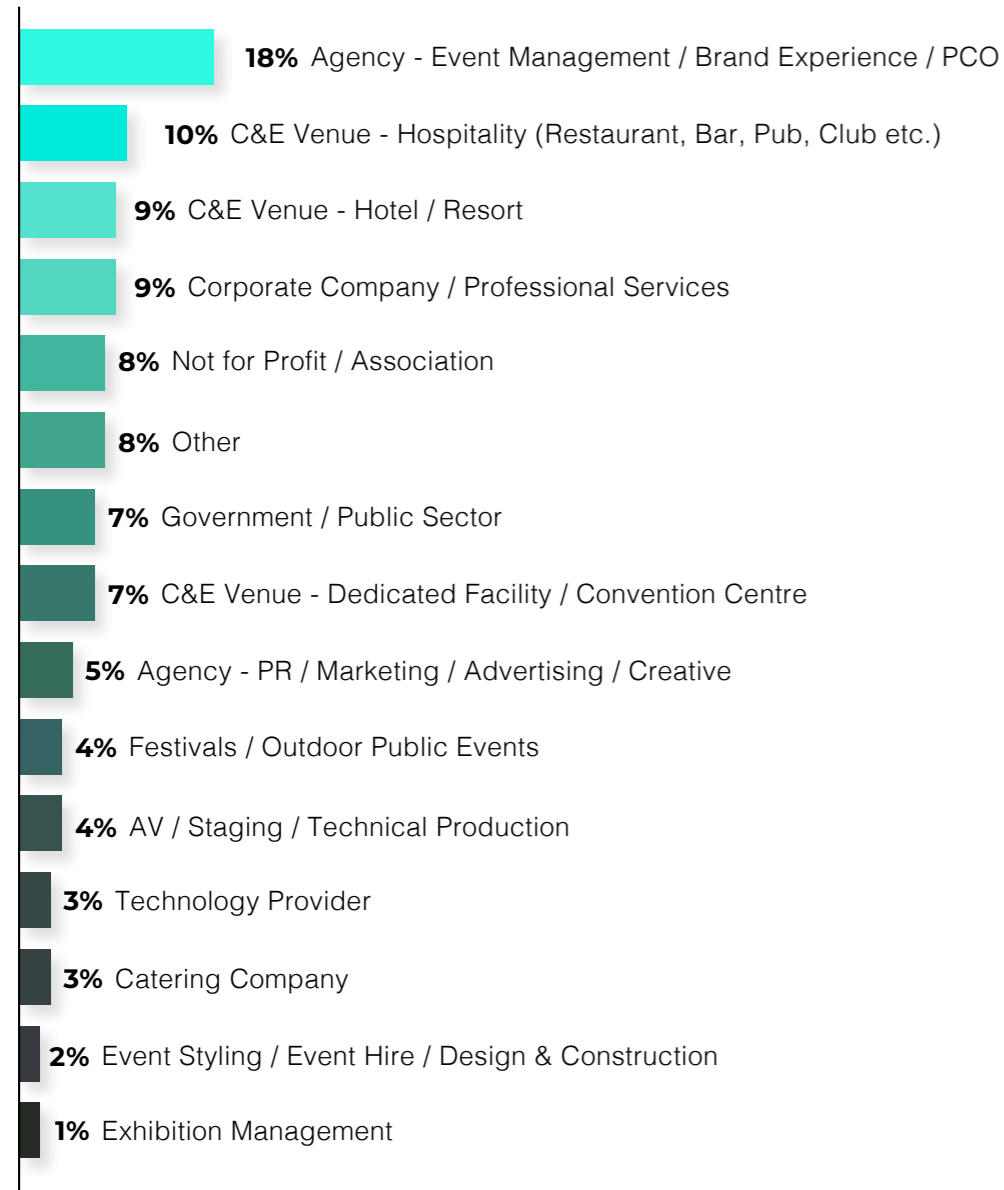


EMPLOYMENT STATUS OF RESPONDENTS

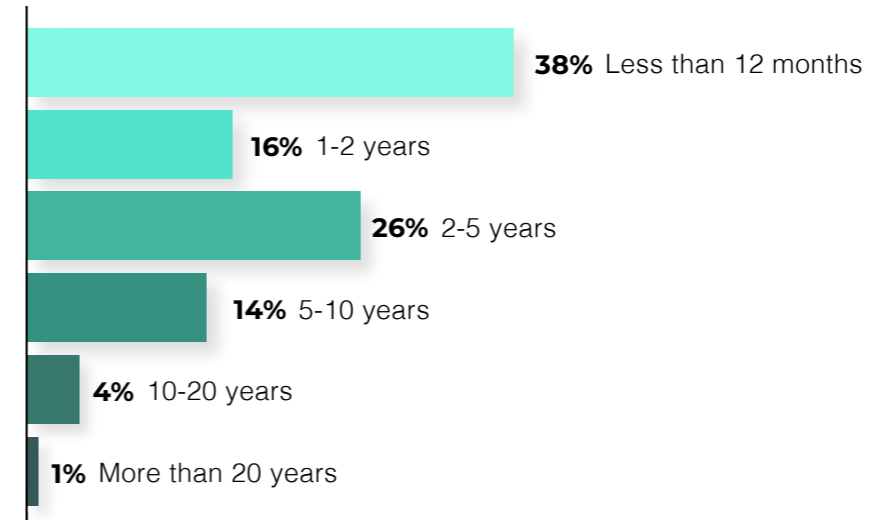


SURVEY DEMOGRAPHICS

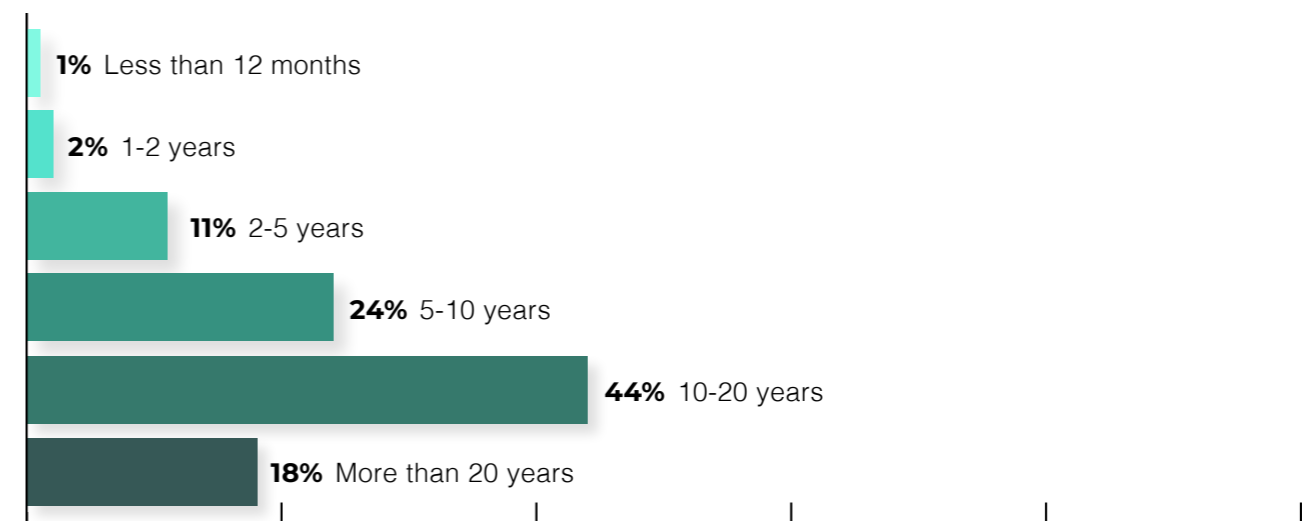
BUSINESS CATEGORY RESPONDENTS ARE EMPLOYED BY



RESPONDENT LENGTH OF EMPLOYMENT WITH CURRENT COMPANY



RESPONDENT LENGTH OF TIME EMPLOYED IN INDUSTRY



SALARY GUIDE

We have collated this salary guide based upon data obtained from survey responses and current data held within THE MONDAY GROUP's our own propriety database.

Figures quoted are base salaries exclusive of superannuation payments and any performance bonuses and commission.

Whilst not conclusive, the data indicates that roles in Sydney tend to pay around 5% higher than most other cities and regional areas. For example, the average salary for an Event Manager in Sydney was \$92,598 whilst the average in Melbourne was \$90,043 and for all other states and cities combined the average Event Manager salary was \$88,217.

EVENT MANAGEMENT, PRODUCTION & CREATIVE

Role	Survey Range	Average Salary
Art Director	\$80,000 - \$120,000	\$105,000
Creative Director	\$90,000 - \$200,000	\$160,250
Executive Creative Director	\$140,000 - \$300,000	\$192,500
Event Coordinator	\$52,000 - \$89,000	\$66,000
Event Director	\$85,000 - \$190,000	\$116,500
Event Manager	\$61,900 - \$135,000	\$91,250
Associate Producer	\$63,000 - \$80,000	\$71,750
Event Producer	\$75,000 - \$120,000	\$95,750

Role	Survey Range	Average Salary
Senior Event Producer	\$90,000 - \$140,000	\$120,500
Executive Producer	\$105,000 - \$190,000	\$144,250
Event Stylist	\$49,000 - \$120,000	\$83,250
General Manager	\$95,000 - \$200,000	\$146,000
Head of Production	\$120,000 - \$200,000	\$147,500
Production Coordinator/Assistant	\$46,500 - \$78,000	\$65,250
Production Manager	\$65,000 - \$136,000	\$98,750
Technical Director	\$80,000 - \$140,000	\$106,750

CLIENT SERVICES, SALES & MARKETING

Role	Survey Range	Average Salary
Account Director	\$80,000 - \$150,000	\$113,000
Group Account Director	\$105,000 - \$170,000	\$143,500
Account Manager	\$60,000 - \$117,000	\$84,750
Senior Account Manager	\$90,000 - \$130,000	\$107,750
Client Services Director	\$130,000 - \$260,000	\$173,000
Marketing Coordinator/Executive	\$55,000 - \$85,000	\$64,500
Marketing Manager	\$68,000 - \$190,000	\$104,500
Marketing Director	\$90,000 - \$250,000	\$157,000
Partnerships/Sponsorship Manager	\$80,000 - \$140,000	\$101,250
Sales Coordinator/Executive	\$51,000 - \$75,000	\$65,750
Sales/Business Development Director	\$90,000 - \$250,000	\$133,500
Sales/Business Development Manager	\$68,000 - \$145,000	\$89,250
Event Sales Manager	\$55,000 - \$105,000	\$79,000
Social Media Marketing Manager	\$65,000 - \$93,000	\$83,750

HOSPITALITY, HOTELS & CATERING

Role	Survey Range	Average Salary
Chef – Executive	\$85,000 - \$220,000	\$126,000
Chef – Head	\$70,000 - \$130,000	\$97,500
F&B/Catering Director	\$120,000 - \$300,000	\$149,500
F&B/Catering Manager	\$74,000 - \$140,000	\$89,750
Hotel Manager	\$65,000 - \$140,000	\$99,500
Hotel General Manager	\$80,000 - \$230,000	\$144,500
Venue Manager	\$60,000 - \$139,000	\$81,750
Venue General Manager	\$80,000 - \$160,000	\$107,500

ABOUT THE MONDAY GROUP

THE MONDAY GROUP is a boutique recruitment and executive search agency specialising in the events, experiential marketing, hotel, and hospitality sectors throughout Australia and Asia Pacific.

We know and are connected with the industry's top talent.

OUR SERVICES

- Executive Search
- Permanent Placements
- Temporary Contracts & Freelancers

TALENT WE REPRESENT

- Event Management & Production Specialists
- Sales, Marketing & Business Development
- Account Management & Client Services
- Senior Leadership & Executive Teams
- Hospitality & Hotel Management

For more information on how we can help your business to attract and retain top talent or if you would like explore opportunities for your next career move, get in touch today!

1300 358 072

hello@mondaygroup.com.au

SYDNEY

Lvl 10, 418A Elizabeth St,
Surry Hills NSW 2010

MELBOURNE

Lvl 19, 485 La Trobe St,
Melbourne VIC 3000



www.mondaygroup.com.au

THE
MONDAY
GROUP

www.mondaygroup.com.au

PREPARED BY

Jonathan Lamm
Founder & Managing Director
THE MONDAY GROUP Pty Ltd
ABN 34 601 596 276

DISCLAIMER

Information contained herein is based on data supplied by third parties. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. THE MONDAY GROUP does not accept responsibility for any inaccuracy in such data. The views expressed herein are general information only and are provided in good faith to assist THE MONDAY GROUP'S clients and professionals employed in the events and hospitality industries. THE MONDAY GROUP disclaims all liability arising from use of these materials by others.