

# Waikato and Bay of Plenty Insight Report

## OVERVIEW

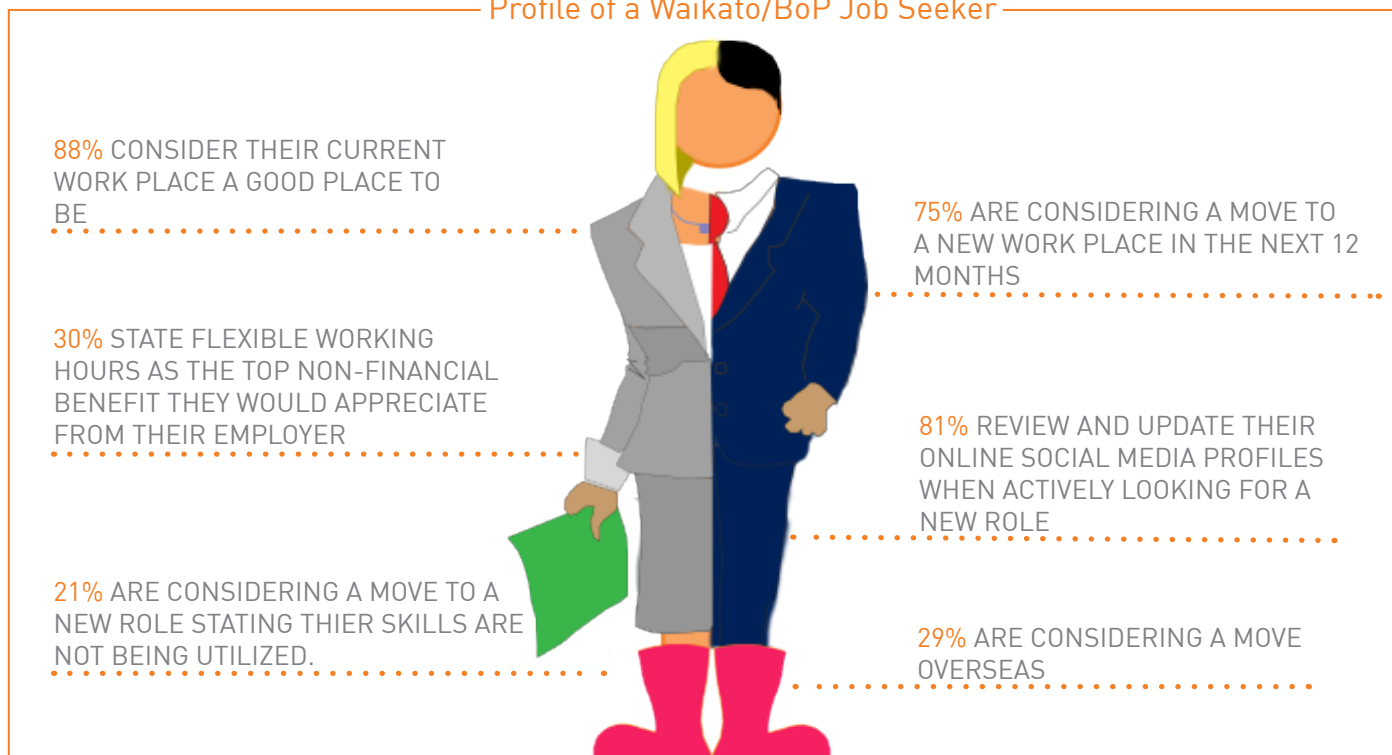
ICT talent looks set to continue to be in high demand in 2014 for the Waikato and Bay of Plenty Region.

Of the 460 Employers surveyed we asked about their upcoming challenges for the year ahead given the continued economic growth in the region. The overwhelming intent is that employers will be likely to increase headcount to address the demands of their business as they expand their utilisation IT.

This demand is in turn fueling a growing shortage of local skills, this is being offset by those attracted to the region for the lifestyle and challenging work opportunities, this talent is coming from a variety of sources with a growing number moving from Auckland.

Given the growth within the local industry and the demand for talent on the increase Employers are ensuring they are keeping the talent they have with 65% planning pay increases in there budgets. This is a rise of 13% compared to 2013 where only 52% of Employers planned to do the same

### Profile of a Waikato/BoP Job Seeker



### MEDIAN BASE SALARY

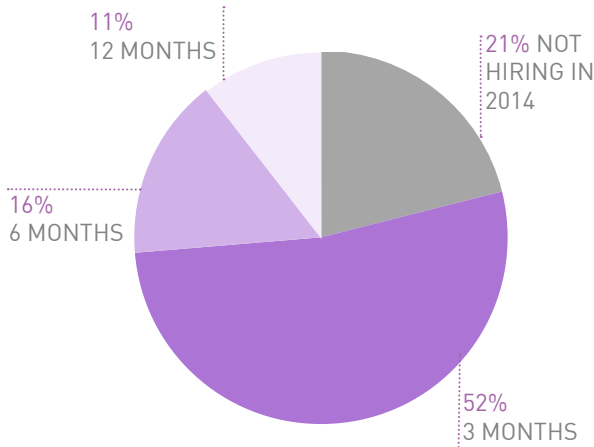
MEDIAN	WAIKATO & BoP 2014	NATIONAL 2014
SPECIFIC JOB ROLE		
BA	\$84,500	\$84,000
TESTER	\$75,000	\$71,500
DEVELOPER	\$75,500	\$82,250
PM	\$89,500	\$101,000
NETWORK ENGINEER	\$63,500	\$70,000



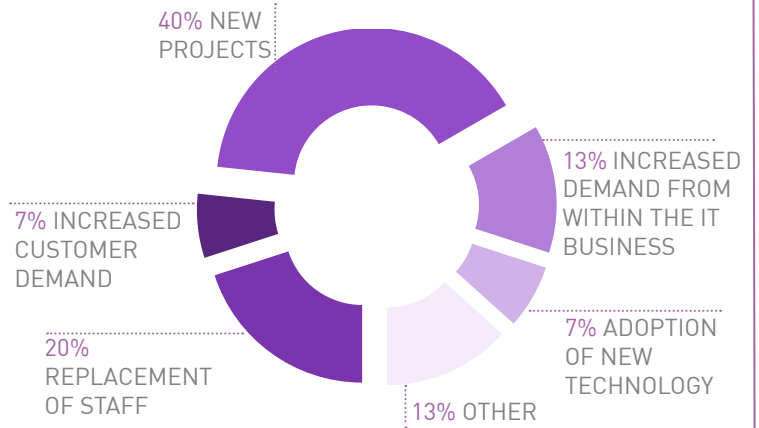
Market Insight for more detail on remuneration data please go to [www.itsalaries.co.nz](http://www.itsalaries.co.nz)

MOTIVATIONS FOR HIRING

Employers planning to recruit over the next 12 months



Key reasons for hiring in 2014



Market Insight

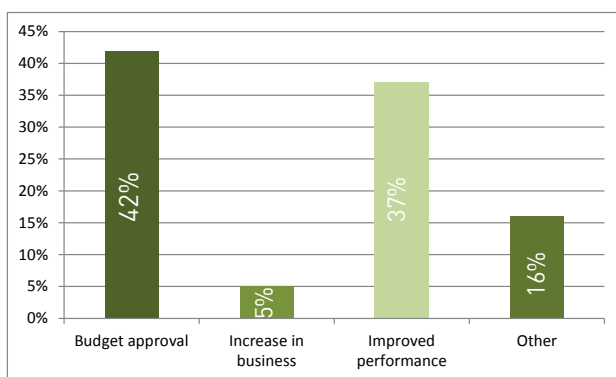
Active growth is expected in sector over the next 12 months with over 79% of employers planning to recruit additional staff, of this 52% are looking to hire in the next 3 months. Our reports also show that the two key reasons for the increase in employment is driven by new projects (40%) and replacement of staff (20%) perhaps reflecting an expectation from Employers that staff attrition may increase given the growing demand for talent.

REMUNERATION

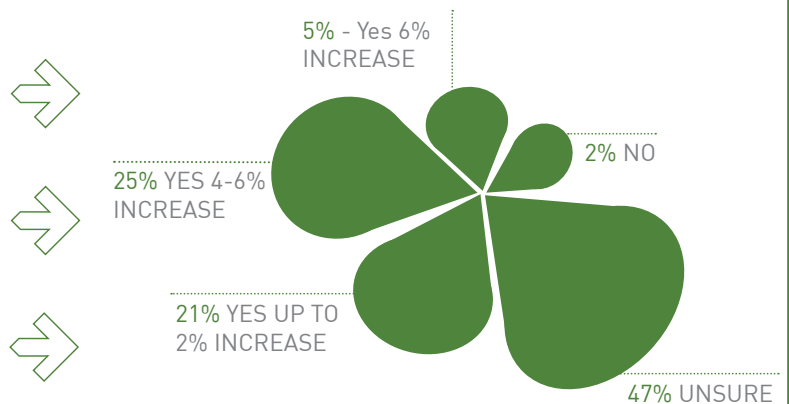
Market Insight

More than half of employers (51%) are expected to increase salaries in 2014. With a 42% increase in 2013 due to budget approval there are strong expectations of higher wages filtering through 2014 and 2015. Results (below) show business confidence is strong with new projects matching remuneration reflecting the active and boyant nature of the sector.

Primary reasons staff had pay increase in 2013



Are you planning on giving staff/contractors a pay increase this year in 2014



METHODOLOGY

The Absolute IT Employer Insight Survey captures valuable information on the ICT Industry in New Zealand, particularly employer's hiring intentions for contractors and permanent employees in both the public & private sectors.

The report is formed from over 460 respondents within the Waikato/BOP area.

The report is renewed every 12 months following our annual December survey.

STAY IN TOUCH



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