Christchurch Insight Report

OVERVIEW

The Christchurch ICT market is set to cement itself as a key ICT hub of New Zealand this year, with both employer and job seeker confidence on the up.

ICT companies are in high speed growth mode this year, with an additional 12% of employees planning to recruit staff, up to 86%. The two main motivations for the increase are driven by new projects (21%) and the increased demand of IT from the business (26%).

Attracting top ICT talent to the Christchurch region and holding onto them is front of mind for Christchurch employers, with over 68% planning to increase employee remuneration. That’s a promising 18% increase on 2013. Equally, remuneration has taken top spot as the most critical motivator for Christchurch job seekers when accepting a job offer, with 27% considering it to be the key factor.

Job seeker confidence in the Christchurch market is at an all time high. This is being driven by increased employee work satisfaction; up 4% since last year to 89% - that is 5% higher than both Auckland and Wellington job seekers. There has also been a 9% decrease in the number of job seekers considering a move offshore – down to 25%.

This year also sees a 4% decrease in the number of Christchurch job seekers considering a move to a new work place, down to 65%. Of those job seekers considering a move, they are citing ‘skills not being utilised’ (25%) as the main reason, closely followed by ‘time for a change’ (23%).

Of the key skills in demand this year, in the Christchurch region, five areas make up over 65% of what Christchurch employers plan to recruit in; software development, testing, project management, business analysis and database.

MOTIVATIONS FOR HIRING

<table>
<thead>
<tr>
<th>Employers plans to recruit</th>
<th>Biggest influence for job seekers when accepting an offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>CAREER DEVELOPMENT</td>
<td>CHALLENGING WORK</td>
</tr>
<tr>
<td>BETTER SALARY PACKAGE</td>
<td>BETTER CULTURE</td>
</tr>
<tr>
<td>2014</td>
<td>2013</td>
</tr>
</tbody>
</table>

REMUNERATION

Planned pay increases for 2014

68% of Christchurch employers are planning to increase employee remuneration this year. That’s a promising 18% increase on 2013; 28% more than Wellington, 19% more than Auckland and 3% more than Hamilton Employers.

68% OF CHRISTCHURCH EMPLOYERS ARE PLANNING PAY INCREASES FOR 2014

50% YES
2-4% INCREASE
14% YES UP TO 2% INCREASE
4% YES
4-6% INCREASE
31% UNSURE
1% NO

Christchurch 68%
Hamilton 65%
Auckland 49%
Wellington 40%
Change in opinions and views of job seekers in the Christchurch region from 2013 and 2014.

- Consider their work place a good place to be:
  - 89% 2014
  - 85% 2013

- Are considering a move overseas:
  - 25% 2014
  - 34% 2013

- Are considering a move to a new work place in the next 12 months:
  - 65% 2014
  - 69% 2013

- Review and update their online social media profiles when actively looking for a new role:
  - 83% 2014
  - 63% 2013

**SKILLS**

Top six ‘Hot Skills’ job seekers would reskill in:

1. Business Intelligence
2. Mobile Application Developer
3. .NET Software Developer
4. Business Analyst
5. Cloud
6. Web Developer

Top six made up 54% of top sixteen

Top Five Skills Employers are looking to Recruit:

1. Software Development
2. Testing
3. Project Management
4. Business Analysis
5. Data/Database

Top 5 made up 63% of top 12 skills employers will be recruiting

**MEDIAN BASE SALARY**

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

<table>
<thead>
<tr>
<th>Skill</th>
<th>Median Salary 2014</th>
<th>Median Salary 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA</td>
<td>$85,000</td>
<td>$84,000</td>
</tr>
<tr>
<td>Tester</td>
<td>$69,500</td>
<td>$71,500</td>
</tr>
<tr>
<td>Software Developer</td>
<td>$68,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>PM</td>
<td>$100,000</td>
<td>$101,000</td>
</tr>
<tr>
<td>Database Developer</td>
<td>$83,500</td>
<td>$82,250</td>
</tr>
</tbody>
</table>

**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 and private sectors. The report is renewed every 12 months following our annual December survey.

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