Recruitment
In New Zealand

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Market
Context

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Tough Economic Conditions Have Impacted the Job Market

Business Employment Intentions Remain Low

-9.9%

Drop in Demand for Labour YOY

In the March 23 Quarter job listings decreased in all regions and across all occupation groups

+13%

Lift in applications per job listing month on month

Job ad volumes declined -5% month on month in May 2023 and are -22% lower than they were in May 2022.

98,400

Net migration gain of non-NZ citizens to year ending April 23

This is +63% vs. the pre-Covid long term baseline. However, there was a net migration loss of 26,100 NZ citizens over the same period.

Redundancies are making headlines

Several Universities, Auckland Transport, NZ Post, Xero, Auckland Council and several building companies have all made headlines for reducing headcount in 2023

Source: MBIE Jobs Online Quarterly Report March 2023. ANZ Business Outlook May 2023. Seek NZ Employment Report - 20 June 2023 Stats NZ International Migration: April 2023

Labour Shortages Still Abound

More Kiwis are in work that ever before

40% Of working age New Zealanders are currently looking for employment or intend to change jobs in the next year

3.6% Unemployment rate - this has been sitting at historically low rates for over a year

72.4% Labour force participation rate - the highest since records began in 1986

Sectors in Demand

Short Term Shortages

Bus Drivers
Truck Drivers

Long Term Ongoing Shortages

Construction
Teaching
Healthcare
IT

Source: Stats NZ: Labour Market Statistics June 23 Quarter. Nielsen CMI Q2 22 - Q1 23 Apr 23 Fused - Medwkhld

Kiwis are being enticed to Australia

Cost of living crisis and higher wages across the ditch see more Kiwis leaving for Australia

$92.5K

YTD Ad-Spend recruiting NZers to work in Australia

This puts Australian State Governments within the top 10 advertisers within the recruitment sector

+30%

Higher average weekly wage in Australia vs. NZ

The average weekly full time wage in Australia is $1,970 vs. $1,506 in NZ

+42%

Increase in Kiwis arriving with the intention to stay in Australia

(Q1 23 vs. Q4 22)

Shortages in Same Industries as NZ

Nursing
Teaching
IT
Construction

Source: Nielsen AQX Jan-May 23. Ratecard Spend with ASA multiplier applied. Australia Bureau of Statistics - Average Weekly Earnings Feb 23 & Kiwi Migrants Arriving in Australia. Stats NZ Labour Market Statistics March 23 Quarter

The Opportunity

Creating future demand will ensure you are well placed to benefit as the economy picks up and even more workers mobilise

'Future demand' is created when new customers become aware of a brand and add it to their consideration set. Brand building marketing can be rethought as creating future demand.

Creating future demand requires the targeting of customers who aren't already in the market, by standing out with engaging advertising, and creating an emotional connection.

Source: Nielsen CMI Q2 22 - Q1 23 Apr 23 Fused - Medwkhld

Building Your Brand Affinity and Trust During Tough Economic Times is Key to both Creating and Harvesting Future Demand

Maintain a Strong Presence in Market

> Advertising Spend amongst Personnel Employment and Training Services has fallen -38% YOY in H1 2023 vs. same period 2022.

> Brands who **maintained their advertising** budgets during a recession saw a **54% improved ROI** on average.

> Those who **grew their budgets** saw a **60% improvement**.

Leverage Trusted Environments to Build Trust

> Brands that dedicate 15% or more of their media budgets to OOH experience a 24% increase in brand trust and 106% increase in brand quality scores.

> Campaigns that feature radio generate 4x the level of brand trust as those that don't

Source: Nielsen AQX with ASA multiplier applied. Analytics Partners ROI Genome Project. Vistar Media 5 Reasons Brands Trust OOH June 2019. Radiocentre.org: Radio for Building Brand Trust

Audience
Insights

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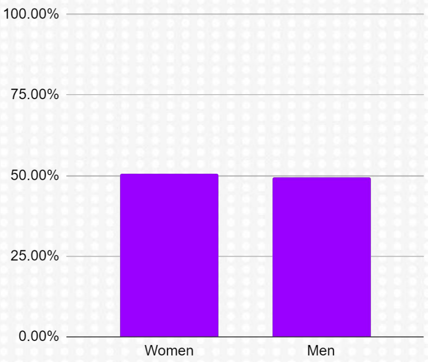
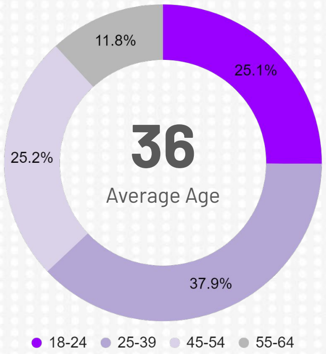
Audience Profile: Job Seekers

Potential: 1,167,000



Age Profile



Looking to Get Ahead

Average Personal Income of **$57,693** (-8% vs. NZ average)
Median Personal Income of **$48,942**

Job Seekers are **+39% more likely** than the average Kiwi to **want to get to the top of their career**

- They are **+46% more likely** to say they **need to do more formal study to advance their career**

Lack of job security and work/life balance are likely triggers prompting Job Seekers into market

- They are **+24% more likely than those not in market** for a new job to **find it difficult to find a balance** between their work and leisure
- They are **+22% more likely** than non-Job Seekers to be **worried about their job security**

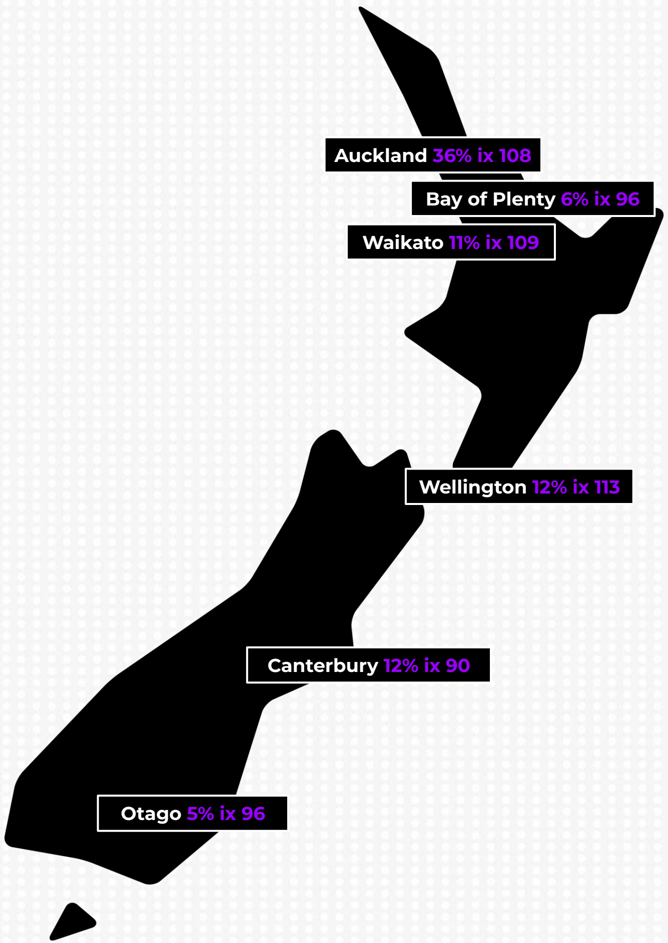
Open to Advertising

Job Seekers are likely to be **searching for jobs online**. **35%** have **accessed information on a product or service** online in the last week. They are **+19%** more likely to perform a **product search** in a typical week.

Consumers who see out of home are +63% more likely to take an online brand action (such as searching or visiting a website) vs. those who have not been exposed.

Exposure to radio can boost online brand browsing by an average of **+52%.**

Combining radio with outdoor and digital will ensure you connect with potential customers at all points of their job seeking journey and move them further down the funnel towards taking action.



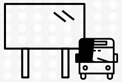
Source: Nielsen CMI Q2 22 - Q1 23 Apr 23 Fused - Medwkhld. WARC, Out-of-home advertising lifts online actions by 63%, May 2021. Radiocentre.org: Radio: The Online Multiplier

Media Engagement: Job Seekers

Potential: 1,167,000

80% have listened to the **RADIO**

52% have listened to MediaWorks **RADIO**



74% have seen **OUTDOOR ADS**

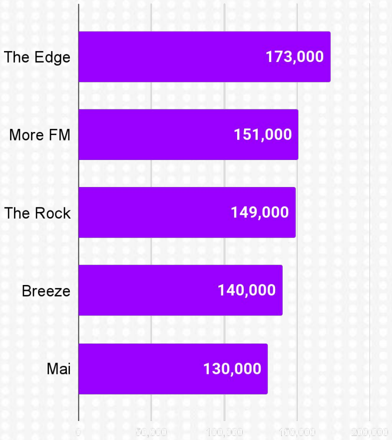
118% index to being **heavy consumers** of **OUTDOOR MEDIA**

100% have been **ONLINE**

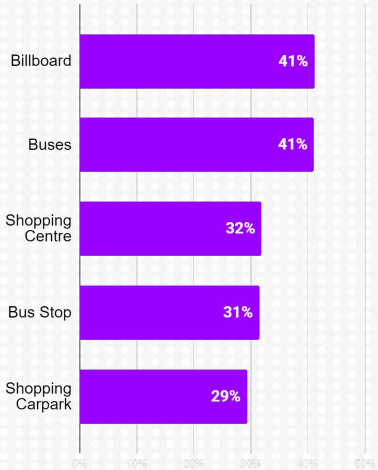
116% index to being **heavy consumers** of the **INTERNET**

Top MW Stations

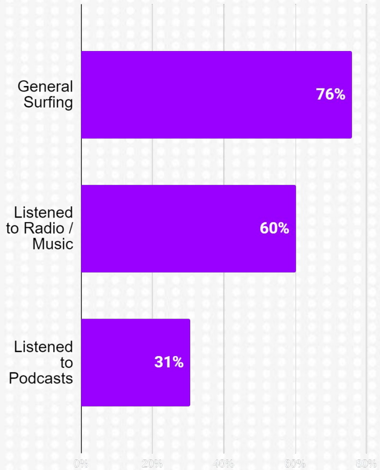
Weekly Cumulative Audience



OOH Formats Seen L7D



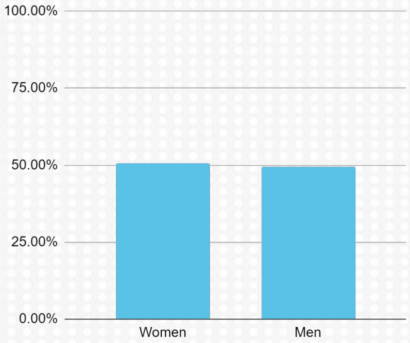
Digital Activities L7D

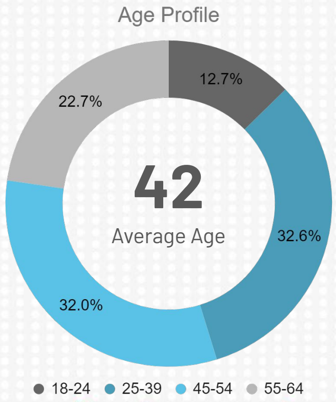


Source: Nielsen CMI Q2 22 - Q1 23 Apr 23 Fused - Medwkhld.

Audience Profile: Non-Job Seekers

Potential: 1,924,000





Established in their Career

Average Personal Income of **$73,321** (+17% vs. NZ average)
Median Personal Income of **$65,300**

Those who are not in market for a new job are more likely to agree with statements that align with increased job satisfaction

- They are **+17% more likely** than the average Kiwi to say their **work is more than just a job** to them
- They are **+17% more likely** to say that **flexible working arrangements** have **made their life easier**
- They are **+17% more likely** to describe their **colleagues as some of their best friends**

They are -13% less likely than active job seekers to be worried about job security.

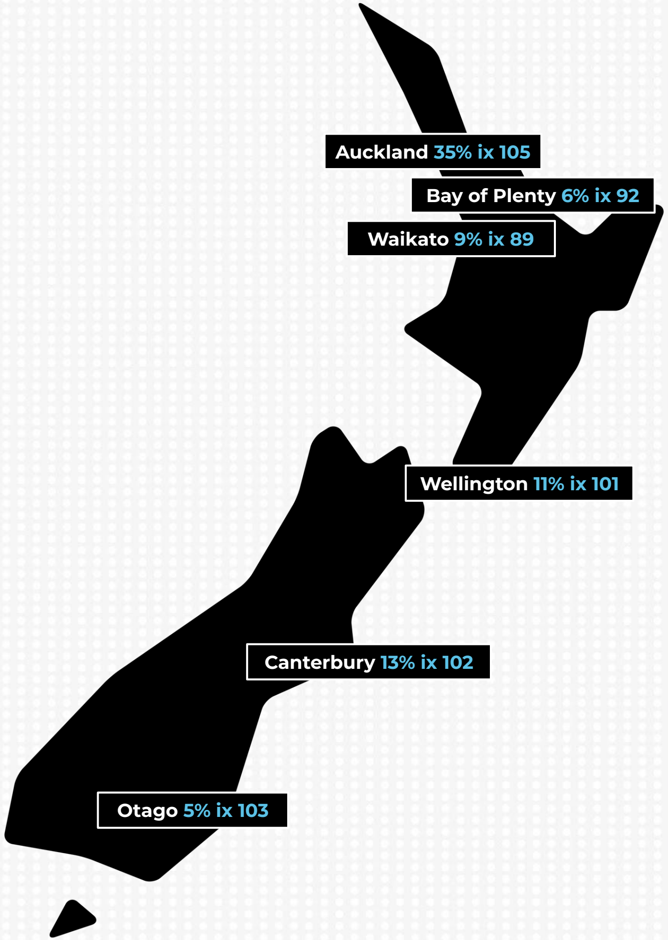
Open to Advertising

Non-Job Seekers are **+6% more likely** to **enjoy most ads**. They are also spending time online. **37%** have **accessed information on a product or service** online in the last week. They are **+14%** more likely to perform a **product search** in a typical week.

Consumers who see out of home are +63% more likely to take an online brand action (such as searching or visiting a website) vs. those who have not been exposed.

Exposure to radio can boost online brand browsing by an average of **+52%.**

Combining radio with outdoor and digital will ensure you connect with potential customers at all points of their job seeking journey and move them further down the funnel towards taking action.



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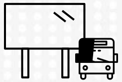
Source: Nielsen CMI Q2 22 - Q1 23 Apr 23 Fused - Medwkhld. WARC, Out-of-home advertising lifts online actions by 63%, May 2021. Radiocentre.org: Radio: The Online Multiplier

Media Engagement: Non-Job Seekers

Potential: 1,924,000

84% have listened to the **RADIO**

54% have listened to MediaWorks **RADIO**



70% have seen **OUTDOOR ADS**

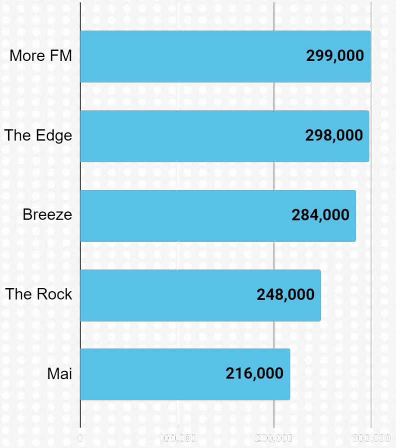
109% index to being **heavy consumers** of **OUTDOOR MEDIA**

100% have been **ONLINE**

111% index to being **heavy consumers** of the **INTERNET**

Top MW Stations

Weekly Cumulative Audience



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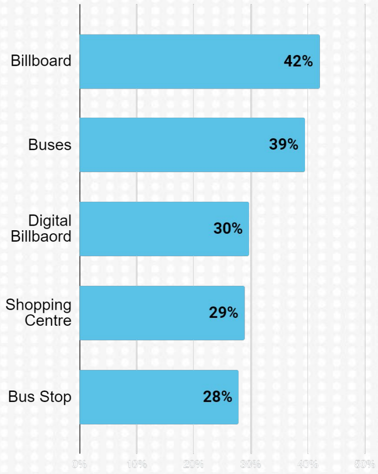

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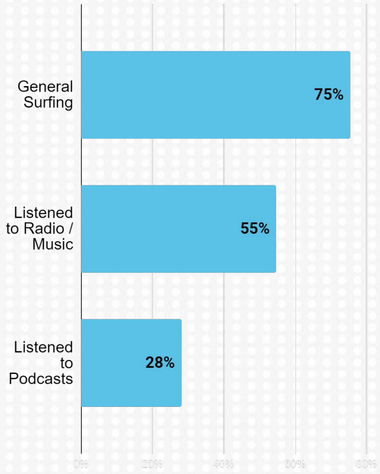

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Source: Nielsen CMI Q2 22 - Q1 23 Apr 23 Fused - Medwkhld.

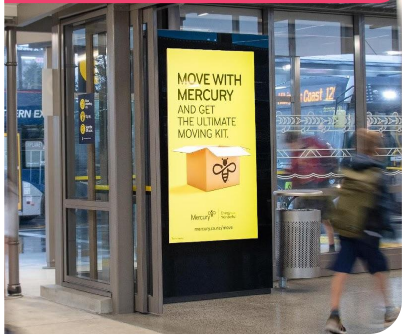
The Urban Network allows you to target Job Seekers in a contextually relevant environment during their commute

Job Seekers are **+32%** more likely to be public transport users

362,000 Aucklanders travel on public transport in an average week

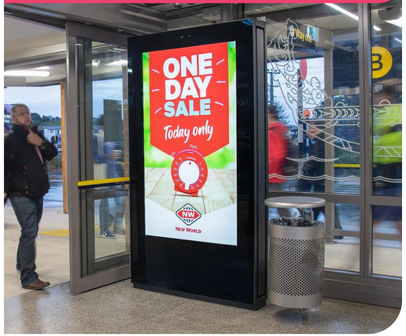
An average of **1.8 million** public transport journeys per week were made in the first two weeks of March 2023

FULL MOTION



Full-motion digital outdoor screens deliver 2.5x the emotional intensity and memory encoding vs. a static screen.

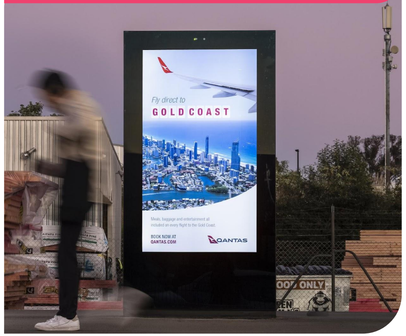
ENGAGED AUDIENCES



The Urban Network audience is engaged and have high dwell times. They are likely to respond to a call to action on their journey.

Research from the UK post pandemic found that, 23% of UK rail travellers researched and/or bought products every time they commuted.

SUPERCHARGE WITH LIVE CONTENT



Full-motion DOOH that combine live broadcast content (e.g. weather updates or news headlines) with advertising messages are 5x more engaging than pure play ads alone.

Competitive Context

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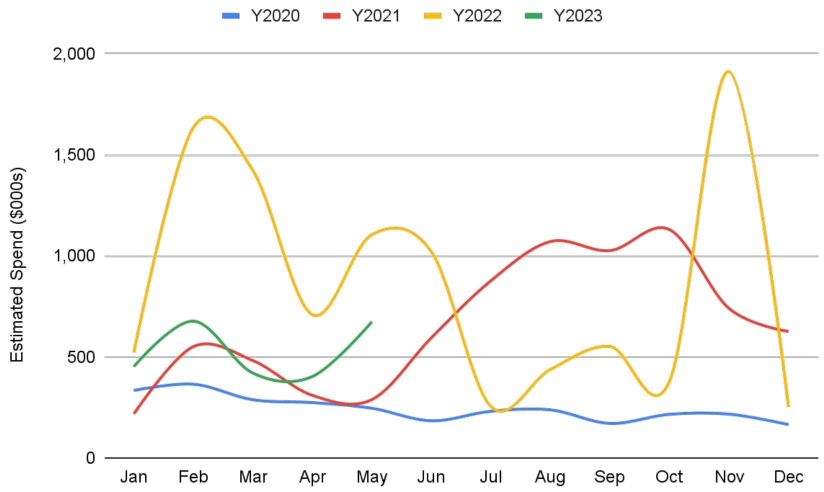
Recruitment Spend by Month

2023 YTD investment is down -53% vs. same period last year

Spend within Personnel Employment and Training Services sector is tracking significantly back on 2022, but is more in line with H1 2021.

Spend is quietest over December and January giving advertisers in this space an opportunity to gain outsize share of voice while connecting with people during a period where they are likely to be setting goals for the new year.

Spikes in spend in 2022 were predominantly driven by Seek.co.nz.



Source: Nielsen AQX. Based on Personnel Employment & Training Services Subcategory excl. NZ Post & incl.+ Australia State Govt Spend. Estimated Spend is based on ratecard with ASA multiplier applied. 2023 YTD is Jan-May

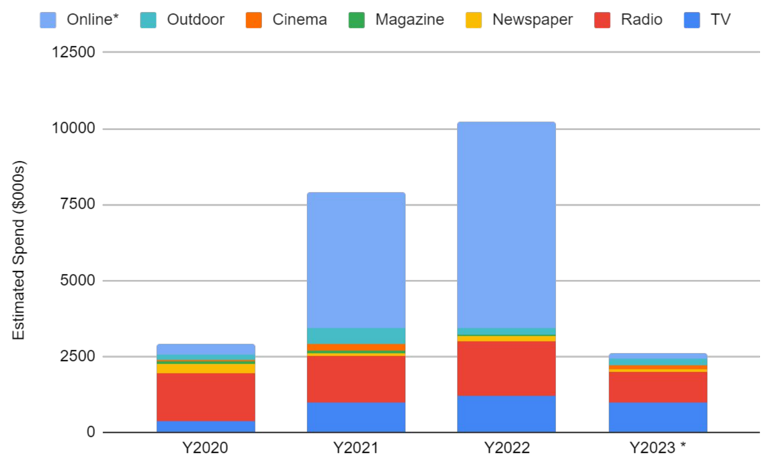
Recruitment Media Mix Trends

Radio and General Display are key channels in the Recruitment Sector

While radio has been a traditional mainstay within the media mix of recruitment advertisers, there was significant investment in YouTube as a channel in 2021 and 2022 across the sector but high spend in this channel was mainly due to Seek.co.nz.

There has also been growth in budgets to TV over the last couple of years, with investment in 2023 YTD already outpacing total spend for 2021.

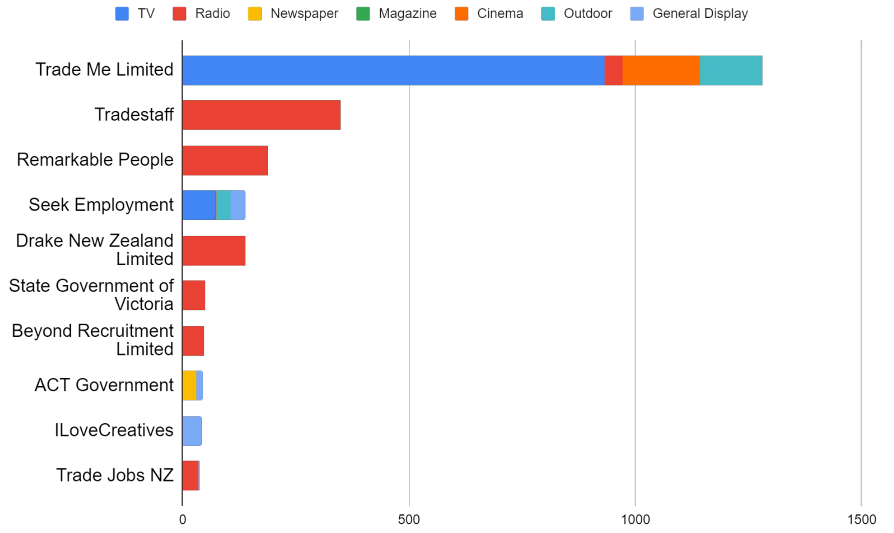
Out of Home remains a channel that is largely underutilised within this sector.



Source: Nielsen AQX. Based on Personnel Employment & Training Services Sub-Category + Australia State Govt Spend. Estimated Spend is based on ratecard with ASA multiplier applied. 2023 YTD is Jan-May

Top Spenders: Recruitment YTD

Budgets are mostly focused on a single channel



There are over 100 advertisers active in the Personnel Employment and Training space YTD in 2023.

The top 10 advertisers account for 87% of spend in this space. Trade Me accounts for 43% alone. Trade Me and Seek both are using a wide media mix which is lead by TV and includes Out of Home.

The remaining advertisers are concentrating their budgets in a single media, which is most likely to be radio.

Source: Nielsen AQX. Based on Personnel Employment & Training Services Sub-Category + Australia State Govt Spend. Estimated Spend is based on ratecard with ASA multiplier applied. 2023 YTD is Jan-May

Thank

YOU

APPENDIX

CMI Audience Definitions:

Job Seekers:

((Age [18-19 Years or 20-24 Years or 25-29 Years or 30-34 Years or 35-39 Years or 40-44 Years or 45-49 Years or 50-54 Years or 55-59 Years or 60-64 Years]) and ((Currently Looking For Employment [Yes Looking For Employment] or Expect Experience in next 12 months [Change job]) or Expect Experience in next 12 months [Start first job]))

Non-Job Seekers:

Age [18-19 Years or 20-24 Years or 25-29 Years or 30-34 Years or 35-39 Years or 40-44 Years or 45-49 Years or 50-54 Years or 55-59 Years or 60-64 Years] and Currently Looking For Employment [No Not Looking For Employment]