



# Canterbury Regional Market Report

---

2021

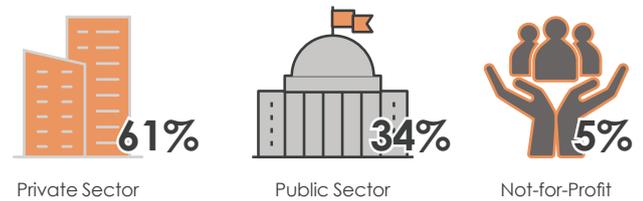
# Canterbury Regional Highlights

The tech employment market in the Canterbury region is active, attractive, and could be simply defined as having an appetite for change. At the time of writing this report our local team have seen an increase in both hiring activity and in the number of active and passive job seekers willing to consider new job opportunities.

The local business community has taken this opportunity to secure their tech futures, and their plans for digital transformation with a hiring focus on permanent roles. Many clients that we work with are taking the approach to build and bolster their permanent teams whilst trying to balance their increasing project workload with the existing team members. In the past these gaps would have been immediately filled with contractors however employers are now prioritising permanent positions and upskilling existing staff to manage the workloads.

With a more competitive employment market locally, alongside a reasonable cost of living and housing prices compared to the rest of the country, and more flexible and remote working options on offer than ever, the Canterbury Region is proving to be an attractive option for IT career professionals and families alike. We expect these key trends to hold for the remainder of the year and well into 2022.

## INDUSTRY SPLIT

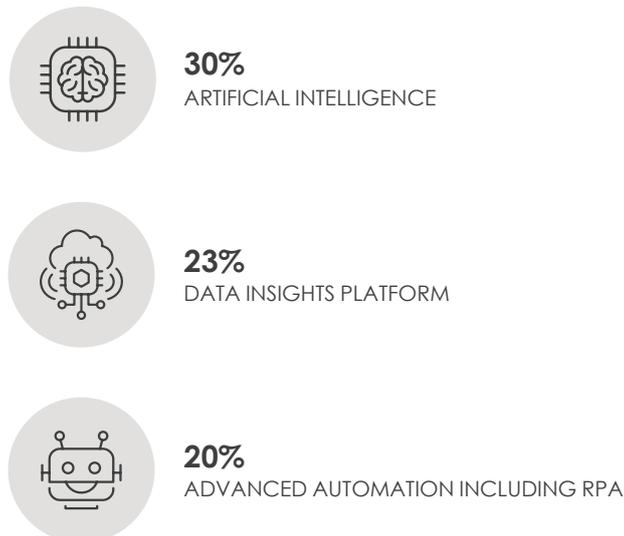


## REMUNERATION SUMMARY

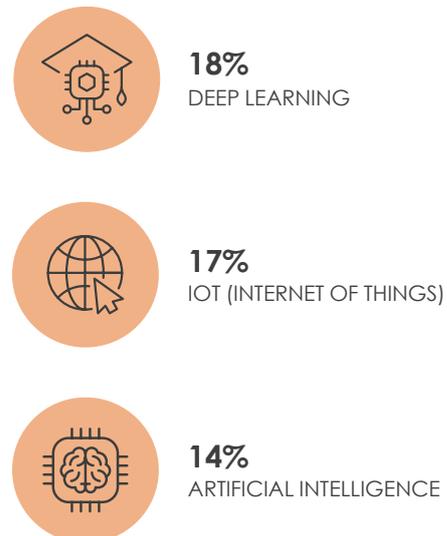


## TECH TRENDS

Tech trends that IT employers in Canterbury believe will have the most impact on the NZ Tech sector in the coming year...



Tech trends IT professionals are most excited about in the coming year...



# Tech Employment Market

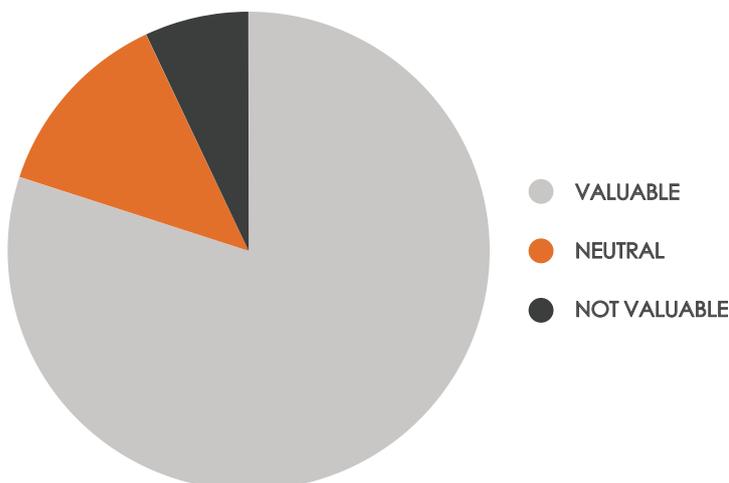
## TOP 10 MOST PREVELANT SKILLS AMONGST JOB SEEKERS

- |  |                                  |
|--|----------------------------------|
| 1. SOFTWARE DEVELOPMENT                  | 7. SALES                         |
| 2. SUPPORT / HELPDESK / CUSTOMER SERVICE | 8. NETWORKING AND INFRASTRUCTURE |
| 3. BUSINESS ANALYSIS                     | 9. BUSINESS INTELLIGENCE         |
| 4. PROJECT MANAGEMENT                    | 10. DATA / DATABASE              |
| 5. MANAGEMENT                            |                                  |
| 6. TESTING/QA                            |                                  |

## TOP 10 SKILLS IN DEMAND BY EMPLOYERS

- |                          |                         |
|--------------------------|-------------------------|
| 1. BUSINESS ANALYSIS     | 6. SOFTWARE DEVELOPMENT |
| 2. SUPPORT / HELPDESK    | 7. DATA / DATABASE      |
| 3. BUSINESS INTELLIGENCE | 8. DEV OPS              |
| 4. PROJECT MANAGEMENT    | 9. SECURITY             |
| 5. SERVICE DELIVERY      | 10. CLOUD               |

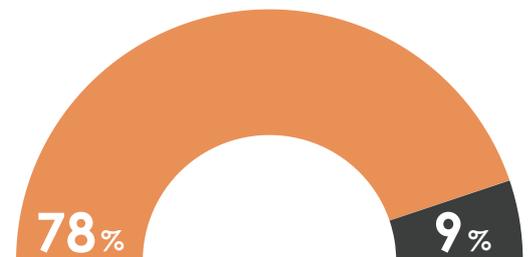
## VALUE RECEIVED FROM INTERNSHIP OR GRADUATE PROGRAMMES FOR IT PROFESSIONALS



## INTERN AND GRADUATE PROGRAMMES

43%

of Canterbury IT professionals surveyed have undertaken an internship or graduate programme at some point in their career



of these individuals believe their internship or graduate programme placement helped them develop skills for their next job

believe the impact of their internship or graduate programme placement was neutral

47%

of Canterbury employers have employed IT interns or graduates over the past 3 years

# Tech Employers

## HIRING INTENTIONS

In the next 12 months...



of IT employers in Canterbury are planning on hiring contract staff

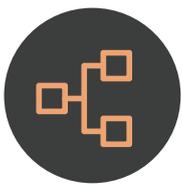


of IT employers in Canterbury are planning on hiring permanent staff



of IT employers nationally stated that they intend to hire contract staff in the next 12 months

## EMPLOYERS' TOP REASONS FOR HIRING CONTRACTORS



1. Project work



2. Business flexibility



3. Quick start

## BUSINESS CHALLENGES

Budget constraints and funding remain the top business challenge for Canterbury IT employers. Creating a positive workplace culture, staff attraction and retention and growing market share are tied in the second spot of primary business challenges facing employers in the Garden City.

53% of Canterbury IT employers have a corporate social responsibility initiative in the tech space as part of their 2021 business plan.

77% of IT employers in Canterbury find it hard to attract tech and digital talent to their organisation.

## KEY REASONS EMPLOYERS ARE HIRING



Increased demand of IT from the business



New Projects



Replacement of staff

# Tech Professionals

## DEMOGRAPHICS

### Gender



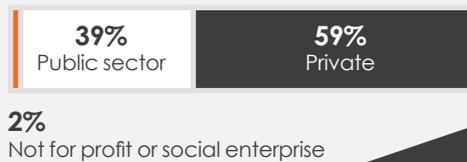
### Employment Type



### Work Type



### Industry Group



## TOP 3 REASONS FOR CHANGING JOBS



## MOST APPRECIATED NON-FINANCIAL BENEFITS BY CANDIDATES



**87%** of candidates rate their workplace as a good place to work

**63%** of IT professionals are planning to change jobs in the year ahead

**63%** of IT professionals would consider a new job in the year ahead in the right circumstances

## PRIMARY DRIVERS OF WORKPLACE SATISFACTION



## PRIMARY DRIVERS OF WORKPLACE DISSATISFACTION



## PRIMARY DECIDING FACTOR WHEN ACCEPTING A NEW JOB OFFER



## Remote & Flexible Working



of organisations said that their remote working offering includes a mix of working remotely and coming into the office at agreed times



Flexible working hours and remote access



Flexible working hours only



Remote access only

### Benefits of offering remote working for employers



Happy, motivated workers



Ability to access talent from other locations

### Drawbacks of remote working for employers



Loss of personal connection to team members



Impact on team dynamic

## WORK-LIFE BALANCE

**43%** of tech and digital professionals in Canterbury rate their work-life balance as above average, **47%** rate it as average and **10%** rate it as below average.

Career development opportunities and flexible working hours rate as the top non-financial benefits for IT professionals in Canterbury.

Employers in Canterbury said that they offer remote working primarily for staff retention, and also to attract talent from across the country.

## Summary & About the Team

**Absolute IT is a specialist recruitment company operating across New Zealand, solely in the ICT market. We have been a proud and passionate contributor to New Zealand's tech sector for over 20 years. Our approach is based on fully understanding our clients and candidates, their needs and the sectors they operate in, so that we can match the right people with the right roles for them.**

Absolute IT was established in Wellington in 2000. We opened our Auckland office in 2004, Hamilton in 2012 and Christchurch in 2013. We are specialists in the recruitment of permanent and contract IT professionals for roles across the New Zealand market.

Our success has been built on honesty, integrity and the ability to provide quality people solutions to our information technology business partners. We do this through employing the right people, being guided by our values, and by utilising leading edge technology and effective marketing solutions.

These innovative marketing and advertising techniques are used to connect with the best tech and digital talent in the market, and we have a reputation for delivering smart recruitment solutions that leverage the expertise and capability of our talented team.

From application and software development to AI, automation, business intelligence, data and analytics, cloud, cybersecurity, CX, UX, management, networks, project services and technical support, alongside many other tech and digital role types, we are a leading provider of talent to New Zealand's IT sector.

We are proud to be 100% New Zealand grown. We are a member of the Accordant Group, which is New Zealand's leading recruitment and resourcing company and the only staffing provider listed on the NZX.



**Lewis Edmond**  
Business Manager | [lewis.edmond@absoluteit.co.nz](mailto:lewis.edmond@absoluteit.co.nz)

Lewis is originally from Edinburgh, Scotland. Lewis started his IT recruitment career in 2002 in the UK and European market before relocating to Christchurch in 2005 and joining Absolute IT in 2015. Lewis enjoys working closely with candidates to assist them in identifying the next step in their career, as well as with his clients to grow their IT teams, adding value to their recruitment life cycle across both contract and permanent opportunities. His professional customer focus and easy-going style ensures he builds strong and long-term relationships with clients and candidates across the Canterbury and South Island IT market.



**Yvette Fourie**  
Consultant | [yvette.fourie@absoluteit.co.nz](mailto:yvette.fourie@absoluteit.co.nz)

Yvette relocated to New Zealand in 2019 after ten years of successfully recruiting in the IT industry in South Africa, covering both permanent and contract placements. Her passion for recruitment has grown over the years and she finds that helping people to reach their goals is the absolute cherry on the cake for her! Yvette's reputation to build strong relationships with both clients and candidates is further aided by her down to earth nature and friendly manner.



**Anita Patel**  
Candidate Manager | [anita.patel@absoluteit.co.nz](mailto:anita.patel@absoluteit.co.nz)

Anita started working for Absolute IT in 2019. She has lived in Melbourne and Wellington prior to settling in Christchurch in 2018 and spent a few years in Melbourne before moving back to NZ and making the move down to Christchurch in 2018. Anita has a background in both internal and agency recruiting, she enjoys meeting candidates and aims to meet the requirements of both the client and candidate.



## Absolute IT Christchurch

Level 1, Building 3, 1 Show Place,  
Addington, Christchurch

03 943 5299 | [absoluteit.co.nz](http://absoluteit.co.nz)