Auckland Market Insight

Our Auckland Market Insight Report shares key local ICT industry trends. It offers insight into what Auckland employers have planned for 2013, what ICT professionals are seeking and local ICT remuneration rates.

OVERVIEW

2013 is going to be another good year for the Auckland ICT industry. Our recent surveys of over 1500 ICT professionals and almost 200 ICT employers in Auckland, show that 76% of employers are planning to recruit additional staff/contractors in 2013 – up 4% from 2012.

Remuneration continues to be a crucial component in attracting the best Auckland ICT talent, with 31% of ICT professional citing a better salary package as the main deciding factor when accepting a new job and 59% expecting a pay increase in 2013.

The good news is 49% of Auckland employers are planning to give their staff/contractor a pay increase and further 41% are still considering it.

76% of Auckland ICT employers plan to recruit permanent staff in 2013 indicating that employer confidence is growing and there is a shift towards a more settled workforce in Auckland.

AUCKLAND ICT PROFESSIONALS

- 62% are considering a move to a new work place in the next 12 months
- 74% are using social media/websites to evaluate potential employers
- 35% are considering a move overseas
- 87% consider their current work place a good place to work
- 31% cite a better salary package as the main deciding factor when accepting a new job
- 47% state flexible working hours as the top non-financial benefit they would appreciate from their employer
- 74% are using social media/websites to evaluate potential employers
76% of Auckland employers are planning to recruit additional staff/contractors in 2013.

Why

- 37% New projects
- 17% Increased customer demand

From the almost 200 Auckland ICT employers who responded to our recent survey, there will be a recruitment push for over 680 new vacancies in Auckland in 2013.

Top skills employers need

- Software development: 36%
- Network & infrastructure: 27%
- Project management: 12%
- Business analyst: 12%

76% of Auckland employers plan to recruit permanent staff this year.

Attracting the best talent

Factors that influence Auckland ICT professionals into accepting a new job

- Better remuneration: 30%
- Career development opportunities: 25%
- Challenging work: 15%

47% of Auckland ICT professionals cite flexible working hours as the top non-financial benefit an employer can offer.
Since launching Absolute IT in 2000 we’ve established offices in Wellington, Auckland, Hamilton, Christchurch and the United Kingdom, allowing us to build a local, national or global solution based on needs. As we see it, operating in a global market is essential to efficient delivery in today’s high-demand, low-supply IT employment environment.

Our database is a gold mine holding more than 75% of all IT professionals in the New Zealand. They trust us as valued partners in their career growth; more than 95% of those we have placed in positions saying they’d recommend us to other IT job seekers. So the best people come to us, which translates into an advantage for our clients.