

# 2015 Randstad Award New-Zealand

What are the main factors defining attractiveness of an employer?  
Which are the most attractive sectors?  
Which are the most attractive companies?

## Attractiveness of an employer defined by functional attributes

When comparing the results from 2015 with 2014 in New-Zealand, we observe a similar pattern: the most important factor when looking for a job is salary (21%, -1%) before job security (12%, -1%). Next are interesting job content (11%, id.), pleasant working atmosphere (10%, -1%), and work-life balance (10%, +4%).

When potential employees are asked to select their top 5 most important factors, again results from 2015 and 2014 are very much alike: salary (67%, -2%) remains the most important factor followed by pleasant work atmosphere (54%, -1%). Work-life balance (50%, +11%) now completes the top 3 factors showing highest increase in the ranking, before job security (49%, -2%) and interesting job content (46%, +1%).

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	21	67	69%	▲	62%
pleasant working atmosphere	10	54	55%		56%
good work-life balance	10	50	▲	39%	41%
long-term job security	12	49	▲	51%	48%
interesting job content	11	46	▲	45%	40%

## Attributes by gender

Working atmosphere, work-life balance, workplace accessibility and flexible working arrangements are valued more by women. On the other hand, they are as driven as men by salary but also by interesting jobs and training. Men seem to be more motivated by job security, (international) career opportunities in companies that make use of latest technologies.

## Attributes by age

Young potentials are typically searching for employers that offer training and (international) career opportunities. They are also more concerned with environmental and social awareness (CSR) and interested by diversity management. Older people in New Zealand are clearly more concerned about salary and job security, they look for financially healthy companies with strong management that offer high quality.

## Attributes by education level

Job security, convenient location, good training and financial health of a company attract more people with a lower education degree, whereas job content and (international) career prospects are more appealing to the higher educated.

### Top 3 sectors in which potential employees would like to work

- **education & training services**
- **professional services**
- **information technology & telecommunications**

### Top 3 most attractive sectors viewed by attribute

	1 <sup>st</sup> position	2 <sup>nd</sup> position	3 <sup>rd</sup> position
salary & employee benefits	professional services	information technology & telecommunications	banking & financial services
career progression opportunities	professional services	banking & financial services	information technology & telecommunications
pleasant working atmosphere	education & training services	banking & financial services	media
long-term job security	professional services	public sector	banking & financial services
good work-life balance	education & training services	banking & financial services	information technology & telecommunications
financially healthy	professional services	banking & financial services	FMCG
interesting job content	education & training services	media	public sector
good training	public sector	professional services	education & training services
strong management	professional services	banking & financial services	FMCG
environmentally & socially aware (CSR)	education & training services	public sector	community services

### Top 3 companies for which potential employees would like to work

1. **Department of Conservation**
2. **TVNZ**
3. **New Zealand Customs Service**

### Hall of Fame: Air New Zealand

*(three year consecutive Randstad Award winner entered Hall of Fame in 2014 for next three years)*