



# **DUNEDIN LABOUR FORCE SURVEY 2009**

**A report prepared by the Policy Team of the Dunedin City Council  
for the Economic Development Unit of the Dunedin City Council,  
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## 1 EXECUTIVE SUMMARY

Responses to the 2009 Dunedin City Council Labour Force Survey suggest that economic growth in the Greater Dunedin Area has slowed further in the last 12 months than in the previous 12 months. Compared with Labour Force Survey results from previous years, the 2009 response shows that:

- Fewer staff have been employed in the last 12 months.
  - For the first time, the Labour Force Survey shows a net loss of 55 full time staff within the sample group. The net average job loss per respondent is 0.18 full time jobs compared with a net average gain of 0.24 in 2008. (See page 6 for six year trend)

A positive side is that:

- It has been easier to recruit staff in the last 12 months.
  - The number of businesses having difficulty recruiting staff has dropped from 26% in 2008 to 18% in 2009. (See page 6 for eight year trend)
- The ability of businesses to fill vacancies is the highest it has been since the Labour Force Survey began in 2003. (See page 8 for seven year trend on 'Unfilled Vacancies')

Other brighter results are:

- The percentage of those who anticipate hiring additional staff in the next 12 months has risen slightly since 2008.
  - 34% of businesses respond they would hire additional staff in the next 12 months. This is up from 32% in 2008 but down from 48% who said this in 2007. (See page 9 for four year trend)
- The number of part time staff employed in the last 12 months has stayed the same and the number of casual staff employed in the last 12 months has risen slightly.
  - For part time staff, the net average gain has remained at 0.12 jobs per respondent. For casual staff, the net average gain of 0.07 jobs in 2009 compares with the loss of jobs in 2008 (-0.05). (See page 6 for six year trend)
- 39% of businesses respondents said they did not think recruitment difficulties would affect long term growth.
  - This is slightly higher than 36% in 2008, but is still much less of an issue than in 2007 when 67% said the same thing. (See page 7 for seven year trend)

## 2 INTRODUCTION

This is the report of the ninth Labour Force Survey conducted by the Dunedin City Council. The purpose of the survey is to assess current labour market conditions and to update a list of skill shortages for Dunedin. The information will help the Council to evaluate current labour needs, plan for future labour requirements and develop appropriate strategies with local industry.

The Labour Force Survey is a valuable tool to monitor changes in the economy ahead of the release of the Council's annual economic profile produced by Business and Economic Research Limited (BERL). The Survey also allows the Council to track trends in the economy before official employment figures are released, increasing the ability to identify areas of contraction or expansion.

## 3 METHOD

The Labour Force Survey was distributed in October 2009 to 1,000 Dunedin businesses selected at random from a business database sourced from Veda Advantage. Businesses were given two weeks to return their completed survey and a spot prize was offered as an incentive to participate. After two weeks a second mail out of reminder surveys was sent to those who had not responded. In total 300 surveys were returned, providing a response rate of 30%. (Figures have been rounded and not everyone chose to answer all questions.)

## 4 RESPONSE

A wide range of businesses completed the survey, with the highest number of responses from the Professional and Business Services (14%) and the Wholesale and Retail sector (14%). This was followed by those involved in General Trades (12%), Manufacturing and Engineering (10%) and Tourism and Hospitality (10%). The proportion of responses from the major employment sectors is similar to those of previous years, in spite of a change to the source of the mailing list in 2008. See **Table 1** for sectors with ten or more responses in any of the last three years.

**Table 1: No. and % of Survey Respondents in each Industry Sector 2007-2009**

Sector	No.(07)	%(07)	No.(08)	%(08)	No. (09)	%(09)
Professional and Business Services	38	16%	41	20%	41	14%
Wholesale and Retail	55	23%	30	14%	40	14%
General Trades	29	12%	28	13%	35	12%
Manufacturing and Engineering (including food)	22	9%	22	11%	30	10%
Tourism and Hospitality	16	7%	21	10%	30	10%
Health Services	22	9%	16	8%	23	8%
Construction	16	7%	13	6%	21	7%
Apparel / Fashion	4	2%	8	4%	17	6%
Transport	10	4%	7	3%	9	3%
Other	29	12%	24	11%	50	17%
<b>Total</b>	<b>241</b>	<b>100%</b>	<b>210</b>	<b>100%</b>	<b>296</b>	<b>100%</b>

## 5 EMPLOYMENT INCREASES AND CONTRACTIONS OVER THE LAST TWELVE MONTHS

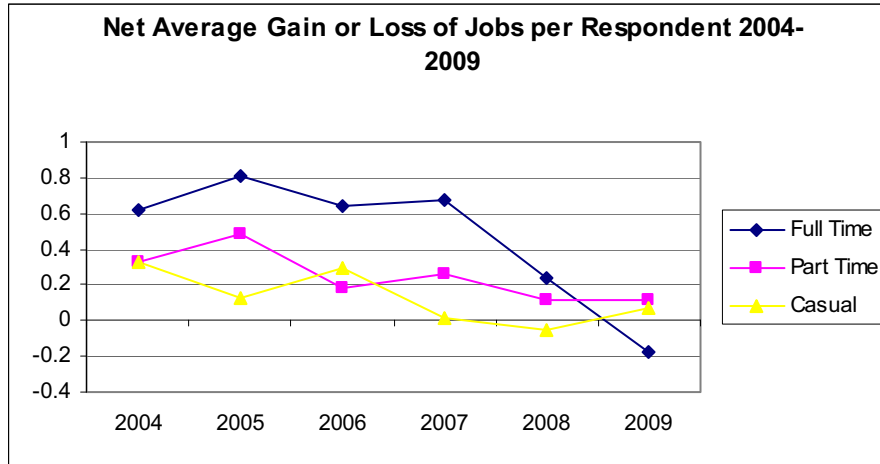
2008 survey results suggested a significant slow down in the local economy. This trend has strengthened over the last 12 months. Within the sample group, there has been a significant net loss of 55 full time jobs. This is the first year this Labour Force Survey has shown a loss in full time jobs. Net gains for part time and casual jobs are small, 36 part time jobs and 21 casual jobs.

These figures correspond to a loss of 0.18 full time jobs per survey respondent (compared with a gain of 0.24 in 2008). The net increase in part time jobs remains at the same low level as the 2008 figure of 0.12 jobs per survey respondent. There is a net increase in casual jobs per survey respondent to 0.07 (compared with the loss of 0.05 in 2008). See **Table 2** and **Figure 1**.

**Table 2: Jobs Created and Lost in Dunedin 2004-2009**

	2004	2005	2006	2007	2008	2009
<b>TOTAL RESPONDENTS</b>	<b>542</b>	<b>403</b>	<b>247</b>	<b>242</b>	<b>210</b>	<b>300</b>
<b>NEW JOBS</b>						
Full Time	467	409	203	201	159	111
Part Time	217	228	63	80	48	98
Casual	190	80	79	29	17	53
<b>LOST JOBS</b>						
Full Time	133	83	45	67	109	166
Part Time	38	31	19	48	23	62
Casual	13	29	5	8	27	32
<b>NET GAIN</b>						
Full Time	334	326	158	134	50	-55
Part Time	179	197	44	62	25	36
Casual	177	51	74	21	-10	21
<b>NET AVERAGE GAIN / LOSS PER RESPONDENT</b>						
<b>Full Time</b>	<b>0.62</b>	<b>0.81</b>	<b>0.64</b>	<b>0.67</b>	<b>0.24</b>	<b>-0.18</b>
<b>Part Time</b>	<b>0.33</b>	<b>0.49</b>	<b>0.18</b>	<b>0.26</b>	<b>0.12</b>	<b>0.12</b>
<b>Casual</b>	<b>0.33</b>	<b>0.13</b>	<b>0.30</b>	<b>0.01</b>	<b>-0.05</b>	<b>0.07</b>

**Figure 1: Net Average Gain or Loss of Jobs per Respondent 2004-2009**

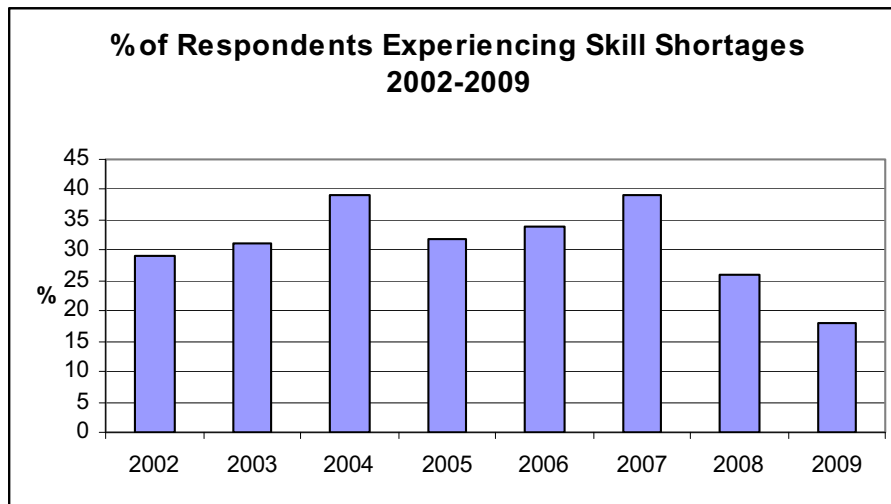


## 6 RECRUITMENT ISSUES

### 6.1 Businesses Experiencing Skill Shortages

Based on the results of this survey, the number of businesses experiencing skill shortages has continued to fall since 2008. Only 18% of respondents said they had difficulties recruiting staff in the last year (compared with 26% in 2008). 82% of respondents said they had not encountered recruitment difficulties in the last year (compared with 74% in 2008). See **Figure 2**.

**Figure 2: % of Respondents Experiencing Skill Shortages 2002-2009**



**Table 3** shows the number and percentage of respondents in each industry sector who said they had difficulty recruiting staff in the last year. (See Table 1 for the number of respondents in each industry sector.)

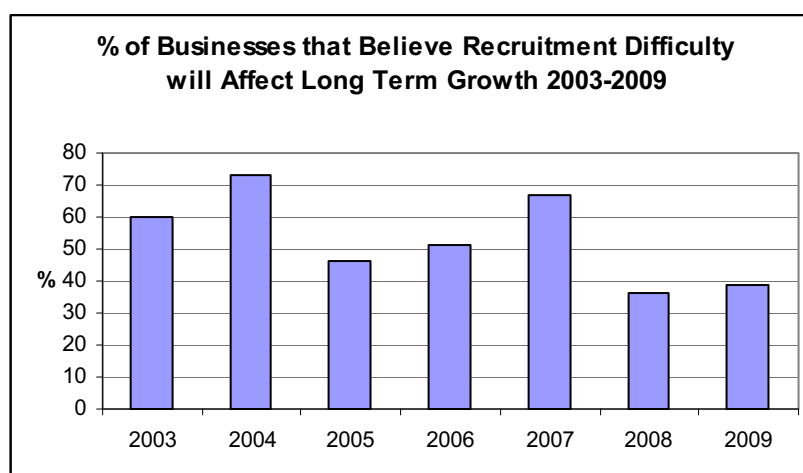
**Table 3: No. and % of Respondents who had Difficulty Recruiting Staff in last 12 months x Industry Sector, 2009**

Industry Sector	No.	% of that industry
Manufacturing and engineering (including food)	9	32%
Tourism and Hospitality	9	30%
Wholesale and retail	6	15%
Health Services	5	23%
Professional and Business Services	4	10%
General Trades	4	11%
Transport	4	44%
Apparel/Fashion	4	24%
Construction	3	14%
Agriculture and Horticulture	1	13%
Education Services	0	0
Forestry	0	0

## 6.2 Will Recruitment Difficulty Affect Long Term Growth?

39% of businesses surveyed said they did not think recruitment difficulties would affect the long term growth of their business. This is up slightly from 36% in 2008. See **Figure 3**.

**Figure 3: % of Businesses that Believe Recruitment Difficulty will Affect Long Term Growth 2003-2009**



### 6.3 Recruitment Trends

Of those businesses experiencing difficulty recruiting staff, 60% stated that difficulties had stayed at the same level during the last 12 months. 15% said difficulties had decreased and 15% that they were unsure. 11% said difficulties with recruiting staff had increased. See **Figure 4**.

**Figure 4: % of Businesses which Believe the Difficulty of Recruiting Staff has Changed 2008 and 2009**



### 6.4 Unfilled Vacancies

Respondents were asked to list the number and type of vacancies that were unfilled in the last twelve months. In total, the 300 respondents identified that they had been unable to fill 31 full-time jobs, 29 part-time and seven casual positions. Businesses' ability to fill vacancies is the highest it has been since the survey began. See **Table 4**.

**Table 4: Unfilled or Difficult to Fill Jobs 2003-2009**

	Respondents	Full-Time	Part-Time	Casual
2003	377	149	34	14
2004	542	361	103	38
2005	403	192	95	40
2006	247	74	17	9
2007	242	163	39	9
2008	210	112	28	16
<b>2009</b>	<b>300</b>	<b>31</b>	<b>29</b>	<b>7</b>

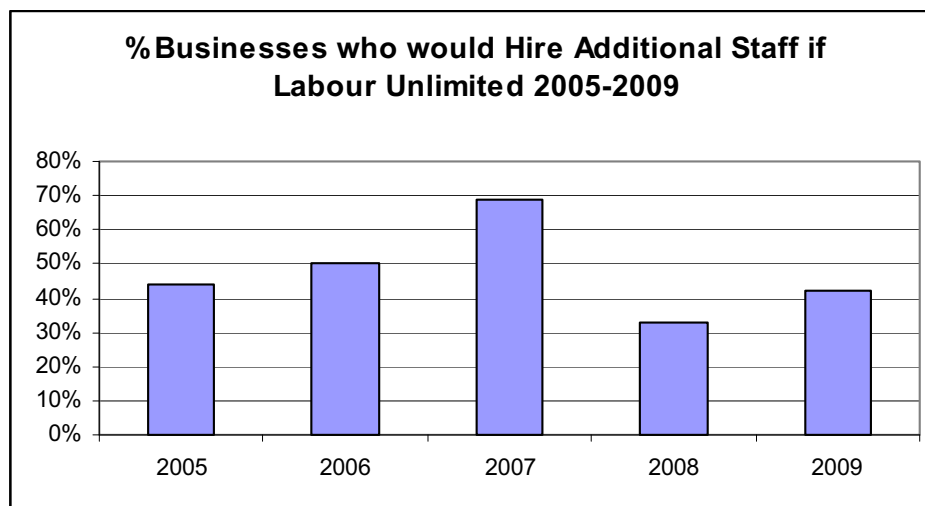
See **Appendix 1** for a detailed breakdown of the specific jobs respondents had difficulty filling.

### 6.5 Lost Potential

The survey shows that given an unlimited pool of labour, 42% of respondents who answered this question (12% of total respondents) said they would hire additional staff. This compares with 33% in 2008, 69% of respondents in 2007 and 50% of

those who answered this question in 2006 who said they would hire staff immediately (if available). The total number of jobs respondents indicated they would hire in this situation is 25 full-time positions (compared with 35 in 2008) and 32 part-time jobs (compared with 26 in 2008). See **Figure 5**.

**Figure 5: % of Businesses who would Hire Additional Staff if Labour Unlimited 2005-2009**



## 6.6 Future Labour Requirements

102 businesses anticipated hiring additional staff within the next twelve months. This represents one third of all respondents and is consistent with figures in 2008 (32%). See **Figure 6**.

**Figure 6: % of Businesses who Anticipate Hiring Additional Staff in Next 12 Months 2005-2009**



These businesses indicated they plan to hire a total of 94 full time staff (compared to 92 in 2008) and 112 part time staff (compared to 42 in 2008). **Table 5** shows the number of respondents from each sector that intends hiring additional staff in the next 12 months.

**Table 5: No. and % of Respondents who Anticipate Hiring Additional Staff in next 12 months x Industry Sector 2009**

	<b>Count</b>	<b>% of industry</b>
Manufacturing and engineering (including food)	17	57%
Professional and Business Services	15	37%
Tourism and Hospitality	14	47%
Wholesale and retail	14	35%
Health Services	9	39%
Construction	8	38%
Apparel/Fashion	8	47%
General Trades	4	11%
Agriculture and Horticulture	3	38%
Forestry	1	50%
Transport	1	11%
Education	1	20%

See **Appendix 2** for a breakdown of the future employment needs and the anticipated number of vacancies amongst the 210 responding firms.

## **7 CONCLUSION**

Indications from the responses to the 2009 Dunedin City Council Labour Force Survey are that economic growth in the Greater Dunedin Area has slowed even further in the last 12 months than in the previous 12 months when it dropped significantly.

## 8 APPENDICES

### APPENDIX 1 – UNFILLED OR DIFFICULT TO FILL JOBS IN DUNEDIN LABOUR FORCE SURVEY (NOVEMBER 2009)

Vacancy Title	Full-time	Part-Time	Casual
Accountants	2		
Administrative staff	1	3	
Automotive dismantler	1		
Bakers	3		
Bar staff		4	
Baristas		2	
Beauty nail technician		1	
Casual staff			3
Chefs	5	5	
Cleaners		1	1
Design engineer	1		
Duty café manager	1	1	
Electric motor rewinder	1		
Electrician	2		
Film editor			1
Florists - qualified		1	1
Hairdresser - apprentice	1		
Hairdressers - senior	1	2	1
Kitchen hands	1	3	
Operations manager	1		
Pharmacist	1		
Pharmacy assistant		1	
Production manager	1		
Sheet metal tradesmen	2		
Skilled fabricators	2		
Solicitor - staff		1	
Sprinkler fitter	2		
Team leader	1		
Waiters / Waitresses		4	
Welders / fabricators	1		
<b>TOTAL</b>	<b>31</b>	<b>29</b>	<b>7</b>

**APPENDIX 2 – ANTICIPATED VACANCIES IN NEXT 12 MONTHS IN DUNEDIN LABOUR FORCE SURVEY (NOVEMBER 2009)**

<b>Vacancy Title</b>	<b>Full Time</b>	<b>Part Time</b>	<b>Casual</b>
Administrative staff	2	2	
Agribusiness specialist	1		
Aluminium joiner	1		
Animal groomer – assistant		1	
Bar staff	1		
Barista		2	
Beauty nail technician		1	
Builder's labourer		1	
Business marketing	1		
Business services contractor		1	
Carpet technician	1		
Chefs	4		
Cleaners		2	4
Construction manager	1		
Consultant	1		
Contact centre operators	2		
Dental assistant	1		
Dispensary technician		1	
Driver		1	
Educational consultant	1		
Electric motor rewinder	1		
Electrician		1	
Engineer	1		
Fabrication tradesmen	4		
Film makers	1	1	
Financial adviser	1		
Fitter – maintenance	1		
Florists – qualified		1	1
Foundry labourers	2		
Furniture polisher	1		

<b>Vacancy Title</b>	<b>Full Time</b>	<b>Part Time</b>	<b>Casual</b>
Gardner – qualified		1	
Graduates – professional	2		
Hairdresser – apprentice	1		
Hairdressers – senior	1	1	1
IT and web manager		1	
Kilt maker	1	1	
Kitchen staff	1	3	1
Landscape foreman	1		
Lawyers	2		
Machinist – experienced	1		
Machinists – sewing		2	
Manager – operations	1		
Manager – production	1		
Manager – project	1		
Manager – tourism	1		
Managers – sales	2		
Manufacturing staff	2	3	
Nurse – senior	1		
Occupational therapist		1	
Pharmacist	1		
Pharmacy assistants		2	
Planters	3		
Pricing person	1		
Process workers	2		
Pruners	2		
Retail assistants	1	5	1
Roofers	2		
Sales persons	2	2	
Secretary – tourism		1	
Signmaker	1		
Solicitor – staff		1	
Team leader	1		

<b>Vacancy Title</b>	<b>Full Time</b>	<b>Part Time</b>	<b>Casual</b>
Thinners	2		
Waiters / Waitresses	1	1	2
Water jet operator	1		
Welders / fabricators	1		
<b>TOTAL</b>	<b>69</b>	<b>40</b>	<b>10</b>