



**UNDER EMBARGO**  
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**Contact:**  
Vern Narayan  
Marketing Manager  
M: 0427 254 416  
E: [vnarayan@manpower.com.au](mailto:vnarayan@manpower.com.au)

## **Manpower Australia: Talent Shortages Continue Despite Global Recession**

***49% of Employers in Australia are Struggling to Find Qualified Job Candidates-  
Wanted by Employers in Australia: Skilled Manual Trades, Sales Representatives and Engineers***

AUSTRALIA (28 May 2009) – Manpower Australia today released the results of its fourth annual talent shortage survey, revealing that 49 percent of employers in Australia and 32 percent of employers in the Asia Pacific region are continuing to struggle to fill positions available despite the economic crisis. This is a slight single percentage point increase when compared to the 2008 survey and is two percentage points greater than the global average (30 percent).

Nearly 11,500 employers were interviewed in Australia, China, Hong Kong, India, Japan, New Zealand, Singapore and Taiwan as part of a global survey. Employers having the most difficulty finding the right talent to fill jobs in the Asia Pacific region are those in Taiwan (62%), Japan (55%), Australia (49%) and New Zealand (39%). The talent shortage appears to be least problematic in China (15%) and India (20%).

“Despite high levels of unemployment in many markets, this year’s talent survey suggests a mismatch between the type of individuals available for work and the specific skills that employers are looking for,” said Lincoln Crawley, Managing Director, Manpower Australia and New Zealand. “In an environment where companies are pressured to shift their mindset to think more strategically and creatively about how to do more with less, the same approach is being applied to how they manage their talent. Employers are looking for ways to accelerate their business strategy with less people. It’s this specificity of skills required in the individuals that employers are now seeking that is creating a sense of talent shortage amidst an overabundant pool of available workers. This conundrum is frustrating both employers and individuals.”

The top 10 jobs that employers are having difficulty filling in Australia in 2009 compared with 2008 are (ranked in order):

### **2009 Hot Jobs in Australia**

1. Skilled Manual Trades
2. Sales Representatives
3. Engineers
4. Management / Executive (Management / Corporate)
5. Accounting & Finance Staff
6. Technicians
7. Customer Service Representatives and Customer Support
8. Machinist / Machine Operator
9. Production Operators
10. Drivers

### **2008 Hot Jobs in Australia**

1. Skilled Trades (1. Electrician, 2. Carpenter / Joiner, 3. Welder)
2. Engineers
3. Sales Representatives
4. Accounting & Finance Staff
5. Drivers
6. Technicians
7. Labourers
8. Secretaries, PA's, Administrative Assistants & Office Support Staff
9. Mechanics
10. Management / Executive (Management / Corporate)

The complete results of Manpower's global talent shortage survey can be downloaded at [www.manpower.com/ResearchCenter](http://www.manpower.com/ResearchCenter).

Here in Australia, while there has been some movement in ranking, the top three remain the same as last year. The continuing difficulty recruiting Engineers and Skilled Manual Trades reflects the severity of the talent shortages which existed in the Resources and Infrastructure segments. This resulted in the inflation of wages however there are signs of realignment in some pockets. Sales Representatives climbs one place, indicating companies are still striving for growth even in challenging conditions. Customer Service roles move into the top ten and reflects the need to protect the existing client base from increased competition. Management / Executive climbs six places as organizations seek experienced executives with proven track record capable of producing results in a downturn.

Employers in Asia Pacific identified vacancies for sales representatives as the most difficult to fill for the fourth year in succession. Skilled trade vacancies have become increasingly difficult to fill, moving from eighth place in 2006, to fifth in 2007, fourth in 2008, and second in this year's survey.

"The current economic downturn is masking mega trends such as demographic shifts and underlying talent shortages that are impacting the way companies and individuals view work around the world. Talent management strategies are no longer a one size fits all. The importance of an organization's employer brand will become more critical as companies continue to adjust and align their workforce to prepare for the next cycle," Lincoln Crawley continued. "This downturn signifies how an agile workforce strategy is required to attract and retain the talent that a company needs in order to achieve its business strategy."

According to the Global Talent Crunch – Why Employer Branding Matters Now White Paper also released by Manpower today, having a strong brand as an employer, which accurately reflects what it is like to work in the organization, will help employers attract and retain the best talent; and therefore enable them to win during these challenging times and achieve their growth plans.

"We believe that employer brands live across the business, from CEO to frontline employees, and are a vital tool in retaining and attracting talent to core business areas. Building a strong brand has become increasingly relevant and necessary to organizations during the current global recession, and is a way in which to help companies advance towards achieving their business goals," concluded Crawley.

In 2009, Manpower surveyed nearly 39,000 employers across 33 countries and territories as a follow-up to its surveys in the three years previous. According to the Talent Shortage Survey 2009 the top three positions employers globally are having most trouble filling remain unchanged from the previous year: skilled manual trades, sales representatives and technicians (which are technical workers in the areas of production/operations, engineering and maintenance).

Globally, employers having the most difficulty finding the right people to fill jobs are those in Romania (62%), Taiwan (62%), Peru (56%), Japan (55%), Australia (49%), Costa Rica (48%) and Poland (48%). The talent shortage appears to be least problematic in Ireland (5%), Spain (8%), the United Kingdom (11%), China (15%) and the Czech Republic (17%).

Visit <http://www.manpower.com.au/research/FreshPerspectives.aspx> for a copy of the Manpower white paper.

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#### **Note to editors**

Manpower Inc. (NYSE: MAN) surveyed nearly 39,000 employers across 33 countries and territories in late January to determine the extent in which talent shortages are impacting today's labor markets. To obtain the full Manpower Talent Shortage Survey results, click on the following link: <http://www.manpower.com/ResearchCenter>

In this survey, skilled manual trades refers to a broad range of job titles that require workers to possess specialized skills, traditionally learned over a period of time as an apprentice. Examples of skilled trades jobs include: electricians, carpenters, cabinet makers, masons/bricklayers, plumbers and welders. Technicians include primarily production/operations, engineering and maintenance.

#### **About Manpower Inc.**

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable clients to win in the changing world of work. Founded in 1948, the \$22 billion company offers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's network of 4,200 offices in 82 countries and territories enables the company to meet the needs of 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. Manpower focuses on raising productivity through improved quality, efficiency and cost-reduction across the total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. Web site is [www.manpower.com](http://www.manpower.com).

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