



New Zealand 2025

Employment and Career Insights for Better Mondays

The Scitex Workforce Report:
Employee insights to accelerate your
organisational performance

Scitex are on a mission to engineer *better mondays*

We are pleased to release our 2025 New Zealand Workforce Report, aimed at helping employers shape their future employment plans with robust local data.

The survey findings that follow were collected via Scitex's Aotearoa Workforce Survey series.

These surveys tap into our inner network of 70,000+ candidates (in addition to organisational Leaders) and took place across 2024 and 2025 in three stages.



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Foreword

We Surveyed:

806 Employees in 2025

1,630 Employees in 2024

Created in collaboration with our communication and research partners, this report provides an overview of the emerging workplace trends for 2025 and beyond.

Drawing from our series of surveys, engaging with local employees and business leaders across various generations and industries across New Zealand, we examine the factors motivating employees to stay or leave their roles, while addressing key workplace themes aimed to help your organisation engineer Better Mondays for your business, plus current and future employees.

We are excited to share the 2025 edition of this report, which includes all relevant 2025 insights and retains some of the key learnings from 2024 too (for those new to the report).

As we look ahead, there's a palpable sense of optimism, tempered with some realism. We anticipate a steady increase in business activities, with hiring expected to rebound as the year unfolds. Within Scitex, we saw a positive bounce back in employment activity in March 2025 – the tone of the country has changed, for the better.

The 2025 Scitex Workforce Survey offers a clear message from its respondents: employees today know their worth, have specific expectations, and will likely pursue better opportunities if those expectations aren't met. At the same time, they are not fickle – when employers create the right environment, people are inclined to stay and thrive. Overall, the New Zealand workforce is confident and largely change-ready, with most keeping an eye out for opportunities, especially younger and contingent (Temporary and Contractors) workers. To recruit and retain effectively, **companies must focus on the factors that matter most to employees: work-life balance, fair compensation, strong management, positive culture and growth opportunities.**

Different demographics have their own priorities and needs – e.g. younger generations seek purpose and flexibility, while permanent staff value stability and rewards – but there are unifying themes of respect and development that cut across all groups. We also see that benefits like flexibility and health insurance can tip the scales for a candidate choosing an employer, and that workplace flexibility has essentially become non-negotiable in many sectors.

Furthermore, new trends like AI in the job search mean employers must remain vigilant to ensure accuracy in the recruitment processes; and that they are gaining candidates who genuinely have the skills and team fit they expect.

For employers in Aotearoa New Zealand and beyond, the path to improving hiring appeal and loyalty is to proactively address what this survey lays out. Per the data, 4 in 10 employees would leave due to poor management *or* pay; fix those weak links now. If half of your potential hires crave flexible work, consider how it can become a pillar of your organisation and how you attract talent. Importantly, listen to your team – conduct surveys, have conversations and act on feedback.

In the coming years, organisations that engineer Better Mondays – workplaces where employees look forward to each working week, where they know they can thrive – will have a competitive advantage. By applying the insights and recommendations found in this report, companies can create a culture where employees feel valued, engaged and excited to contribute. Not only will this reduce turnover costs and intellectual property loss, but it will also boost productivity and innovation, as a committed workforce drives better outcomes.

As we march towards 2026, we are optimistic for New Zealand.

Here's to a year of bold and successful endeavours in an evolving New Zealand (and global) landscape, and to enjoying your Sunday nights while looking forward to the week ahead.

Better Mondays everyone.

Gareth Robertson
Managing Director, Scitex
gareth@scitexgroup.com



Why do employees stay?

Does my job fit well within my life, am I thriving in & out of work?

Our research highlighted reasons employees will likely forgoe other opportunities and stay put in their current employer.

Work life balance / Flexibility (at 44%) is the number one reason for staying in their current employer: Do employees feel they can lead the life they want while working in your team? Does their work life gel with their life outside of work? Do both aspects get a chance to thrive? With the push globally and locally to 'return to the office', employees are making their preference heard.

This is followed by the level of salary they are paid (31%) - given cost of living increases in recent years; a good team to work with (31%) as they enable employees to enjoy work, and thrive together as a unit; and fourth, location (26%), how convenient and cost efficient is their commute? – location (which really equates to commute time and cost) is a growing focus for candidates and employees.





Why do employees leave?

Am I satisfied with how my team and or company is being lead, and the direction we are heading? How do I feel about my level of pay?

Poor management (42%) rose to first equal in 2025, now a leading concern for employees. This encompasses bad Managers, lack of support, or leadership failures – essentially, people quit managers, not companies. Challenging economic conditions have illuminated alignments or in certain times, misalignments with employees current Management.

A sense of being underpaid (also at 42%) was also a critical factor, a common reason to leave an employer. Sometimes this stems from genuine wage level issues (versus industry or alternative job benchmarks) which employees are aware of. And sometimes it's because they have taken a pay cut to accept a new opportunity for other areas of personal gain. Alternatively, it can be out of frustration in their own progression against milestones which were promising higher wage levels. In any case, feeling underpaid is a common reason staff look to leave their current employer, especially in the face of historical cost of living increases.

The third most prevalent reason for wanting to leave was a toxic or bad work environment (31%). A negative workplace culture – whether due to conflict, burnout, or poor conditions – is a major red flag that causes talent to head for the exits.

Close behind, lack of recognition for one’s contributions was chosen by 25%; employees who consistently feel unappreciated become disengaged and eventually leave for a place where they’ll be valued.





Flexibility is still the strongest currency: the top benefit you can offer

52% of employees rated flexible work & consistent WFH (work from home) opportunities, as one of their top three benefits, this has been consistent across our survey series.

We are seeing candidates reduce salary or forgo higher salaried positions, for roles that better fit their life and offer more flexibility.

We have seen a significant increase in the level of candidate enquiry around both the location of a job opportunity (i.e., commute distance from home) and approach to the company working style (office-based, work from home, or hybrid = the commute frequency each week); the amount of time spent commuting; more time away from family or hobbies or other responsibilities, were elevated as key concerns. Every 60 minutes employees save in commuting means significant additional time with family, a good workout at the gym, a coffee with a loved one or finally getting that all important haircut – it makes

a tangible difference to people who are considering new opportunities.

Many companies have begun utilising a four-day week (sometimes 10-hour days) as an employee perk and retention strategy. #workschoolhours is also a rising movement, based on similar principles enabling workers to marry up their family and work life, to maximise their performance and engagement in all aspects of life.

52% rated flexible work and work from home opportunities as a key benefit

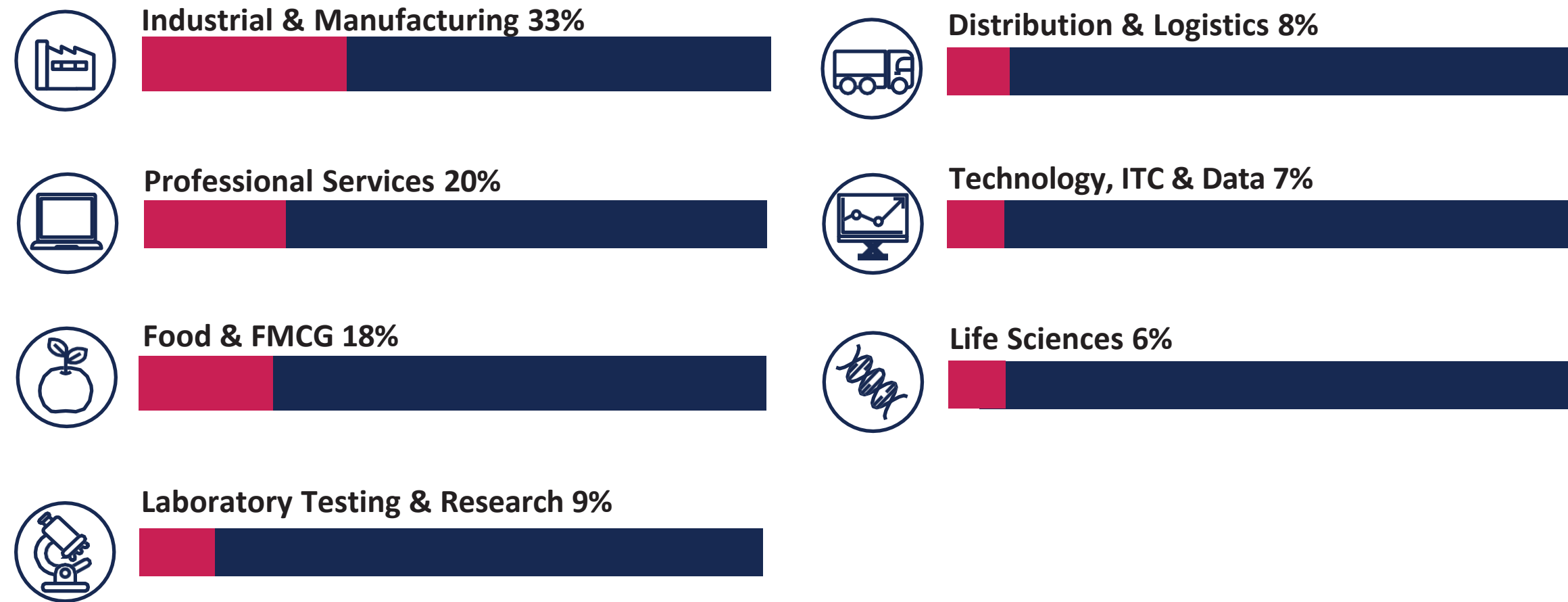
The full findings that follow were collected via Scitex's Aotearoa Workforce Survey, which ran in both 2024 and early 2025.



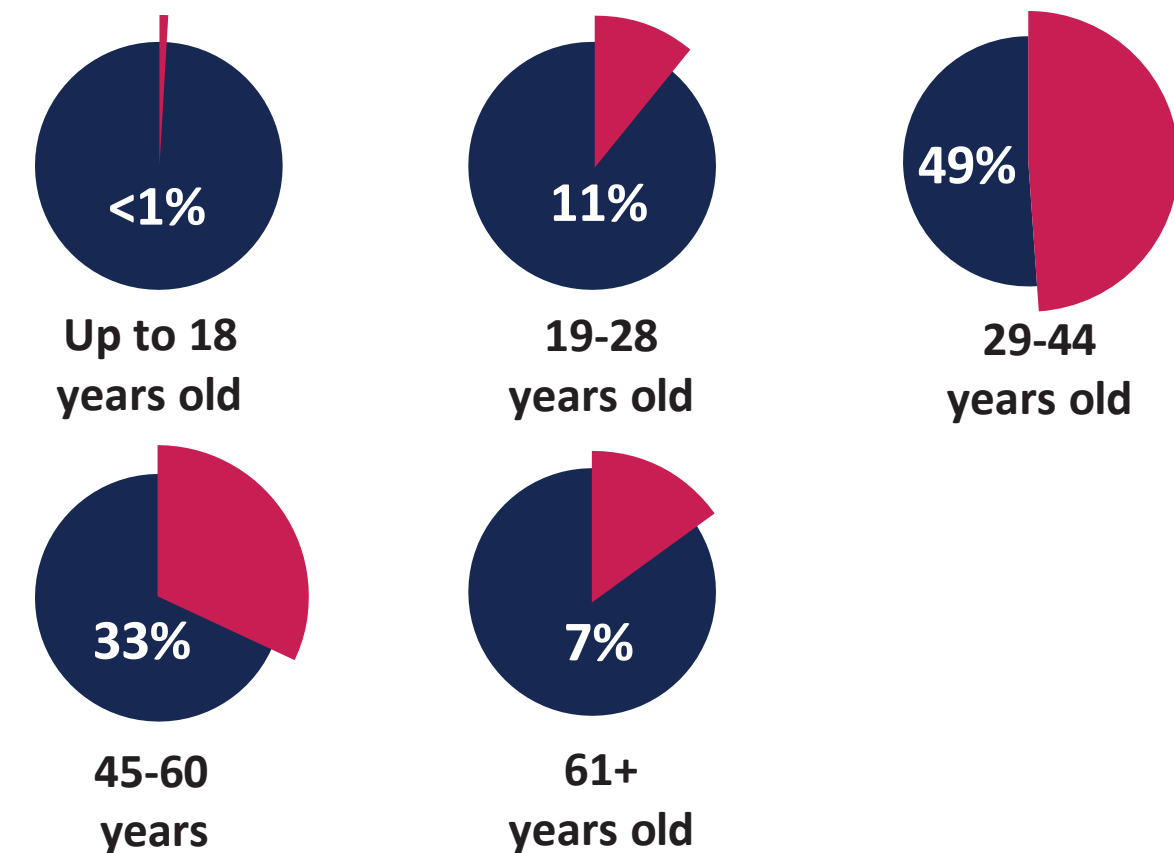
2025 Employee Sample Data

This surveys results are derived only from the 806 domestic employees, currently in NZ, who responded. Given the value of such data to NZ employers, we focused only on the domestic data subset.

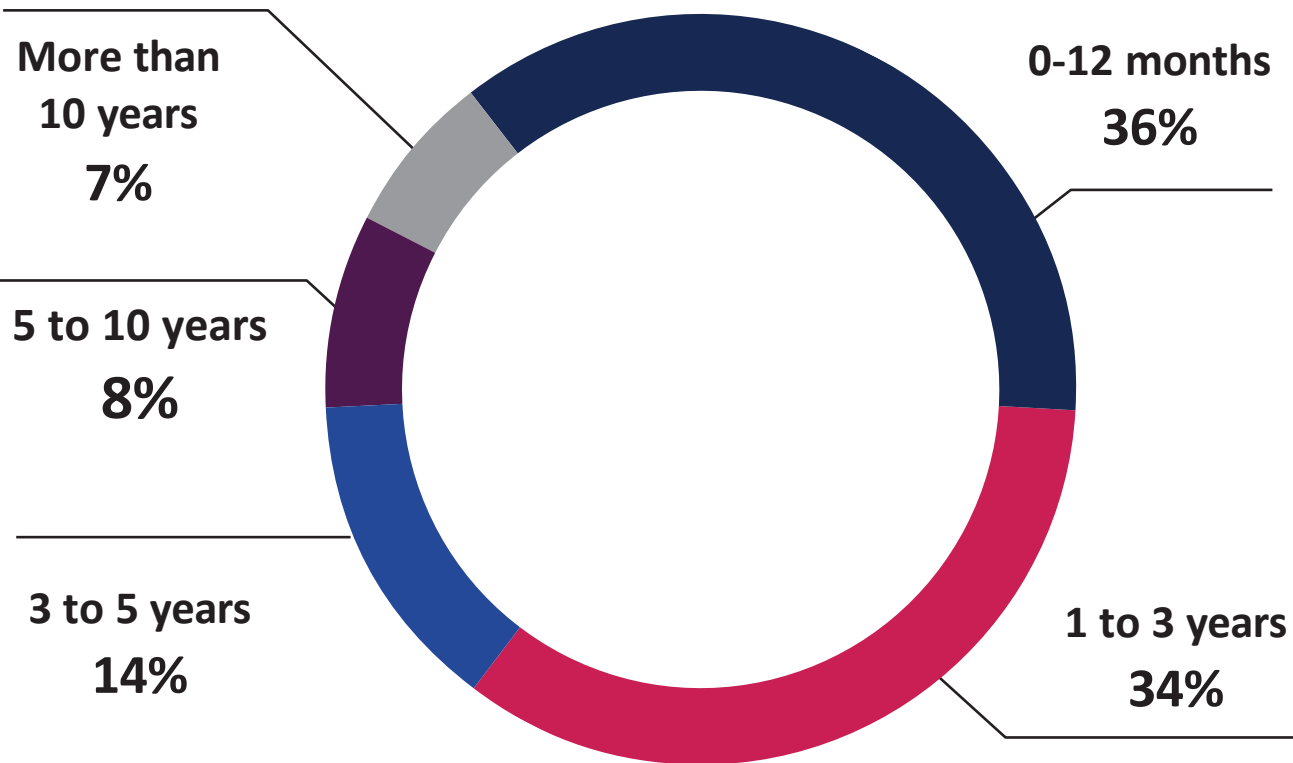
Industries that respondents work in



Respondent ages



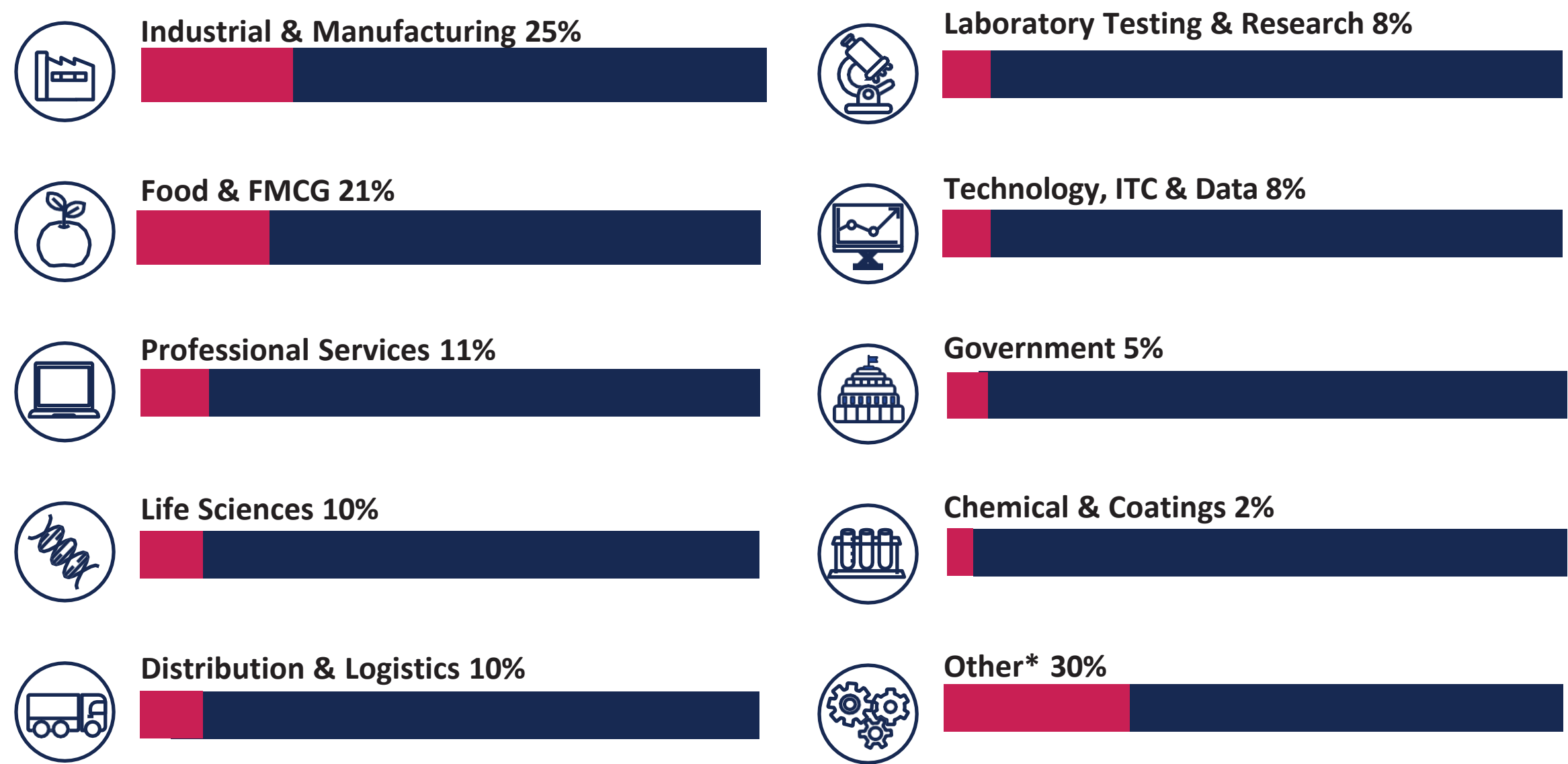
Respondent Tenure At Current Employer



2024 Employee Sample Data

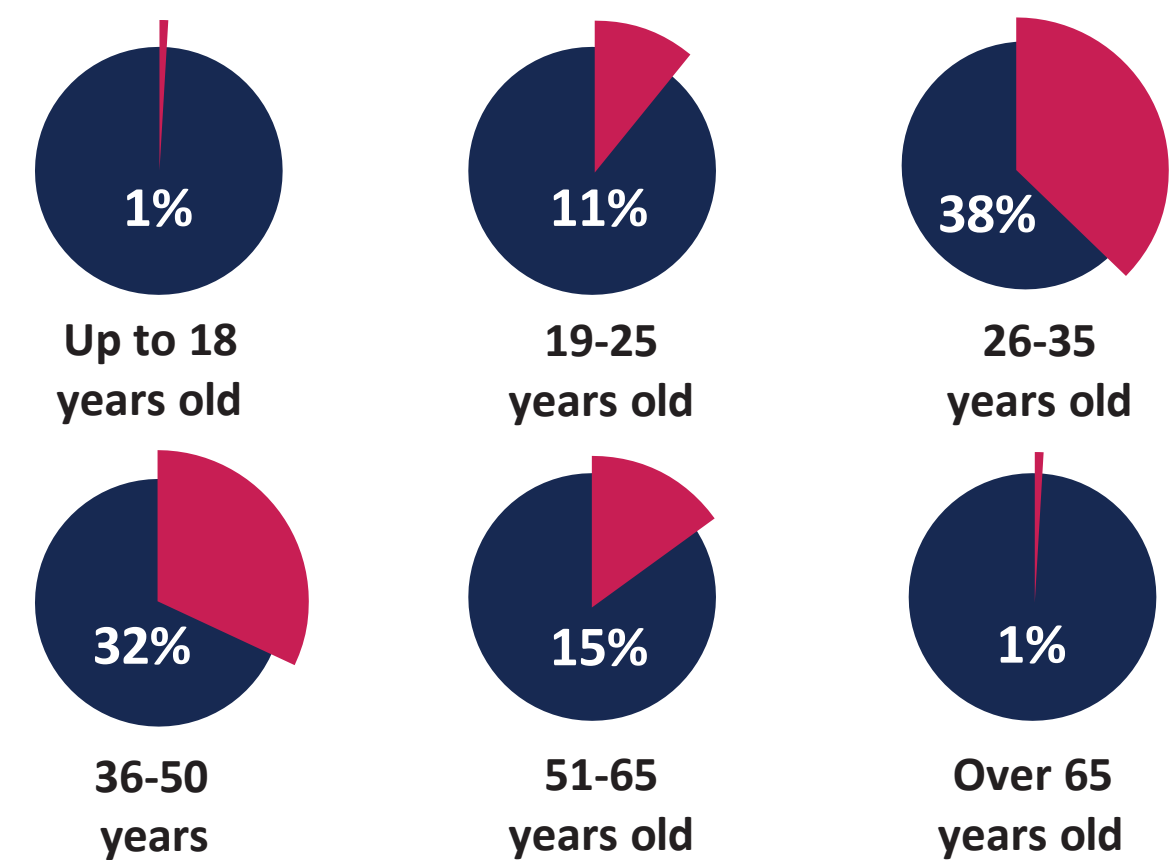
The 2024 survey was derived from 1,630 domestic employees who at that stage were working in NZ. We will include references to the 2024 study (in this 2025 report), where it adds value.

Industries that respondents work in

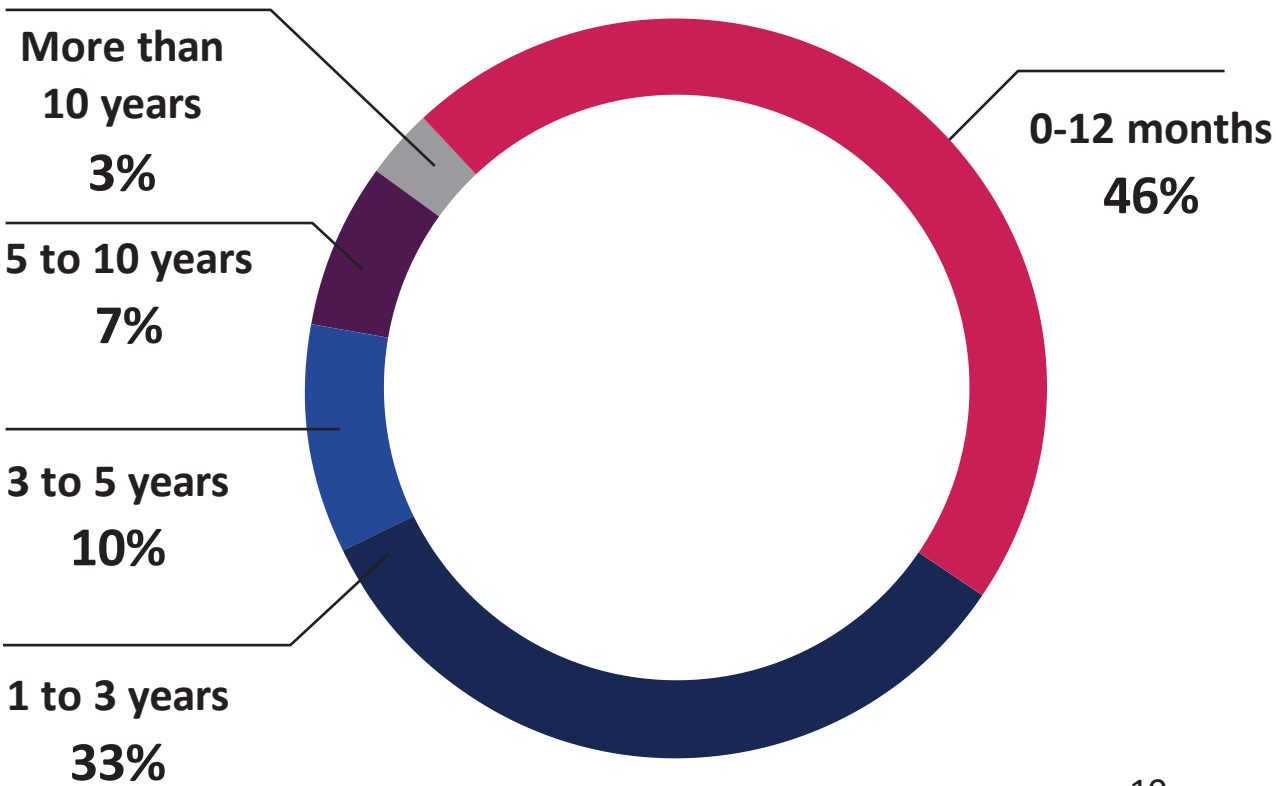


*The top 4 categories people specified in free-text, when selecting 'other' are:
None / Unemployed / seeking work / student / between jobs 12.9% Construction 10.5%
Retail (inc supermarket, online, pharmacy) 8.0% Engineering 7.2%

Respondent ages

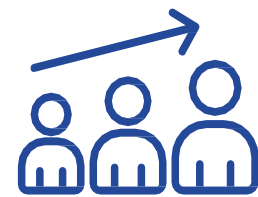


Respondent Tenure At Current Employer

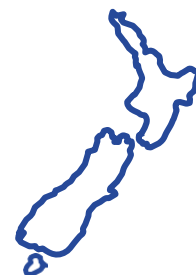


2,436 Responses (2024, 2025)

Scitex utilised its proprietary network and partnered with external experts, to gather 2,436 responses from employees (across 2024 and 2025) currently in New Zealand. In summary, this group consists of:



18-65 years
olds



Currently within
New Zealand



Varying job
search
statuses



Varying
tenures



General
Management



Human
Resources



Operations



Area or function
management

63 Business Leaders

We also connected with 63 business leaders to better understand their perspective and experiences. These leaders came from a range of fields:

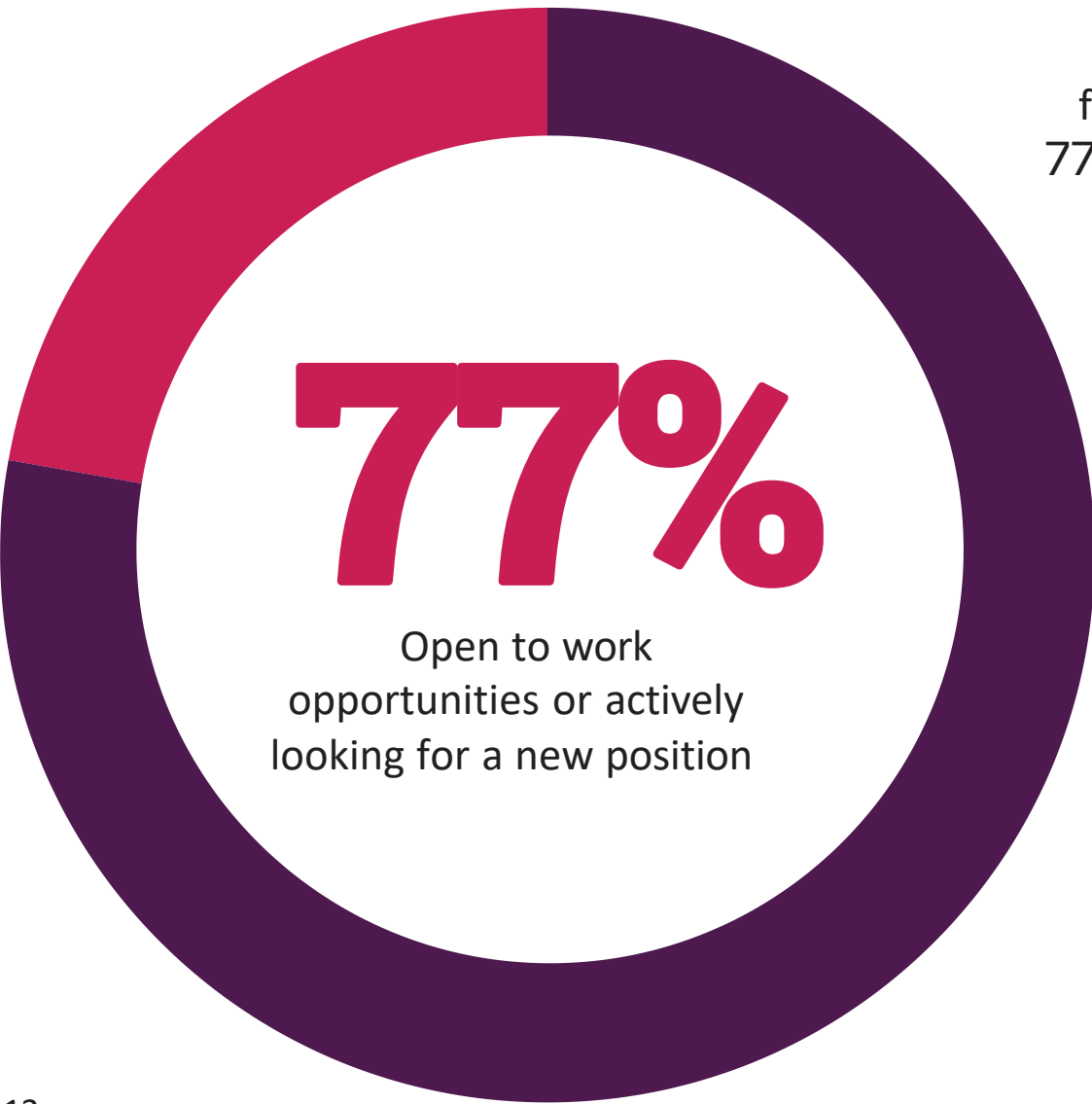
The insights that follow are derived from individual studies, i.e. data (from different surveys) is never aggregated.

Changing Jobs

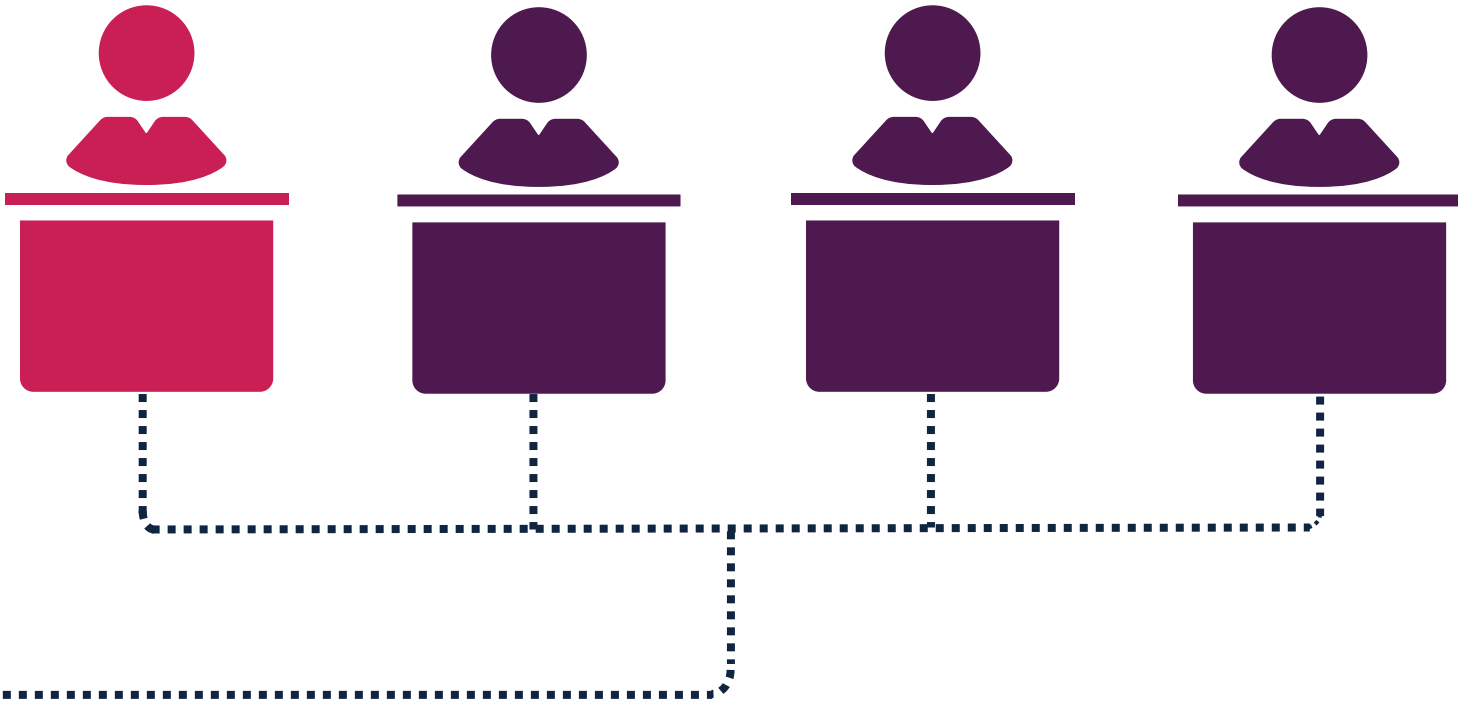
The data highlighted that employees consider changing work situations more often than you might like to think. Delving into why can help reduce staff turnover and help make Better Mondays for employees and employers alike.

1 in 4

employees are focused solely on their current employer with no interest in other opportunities.



Interestingly, the first finding of our research is that 77% of local workers surveyed are either looking for a new role, or open to a new role



If you are a hiring Manager, there is value in understanding what drives change and what encourages people to stay. This can help direct efforts to retain key talent.

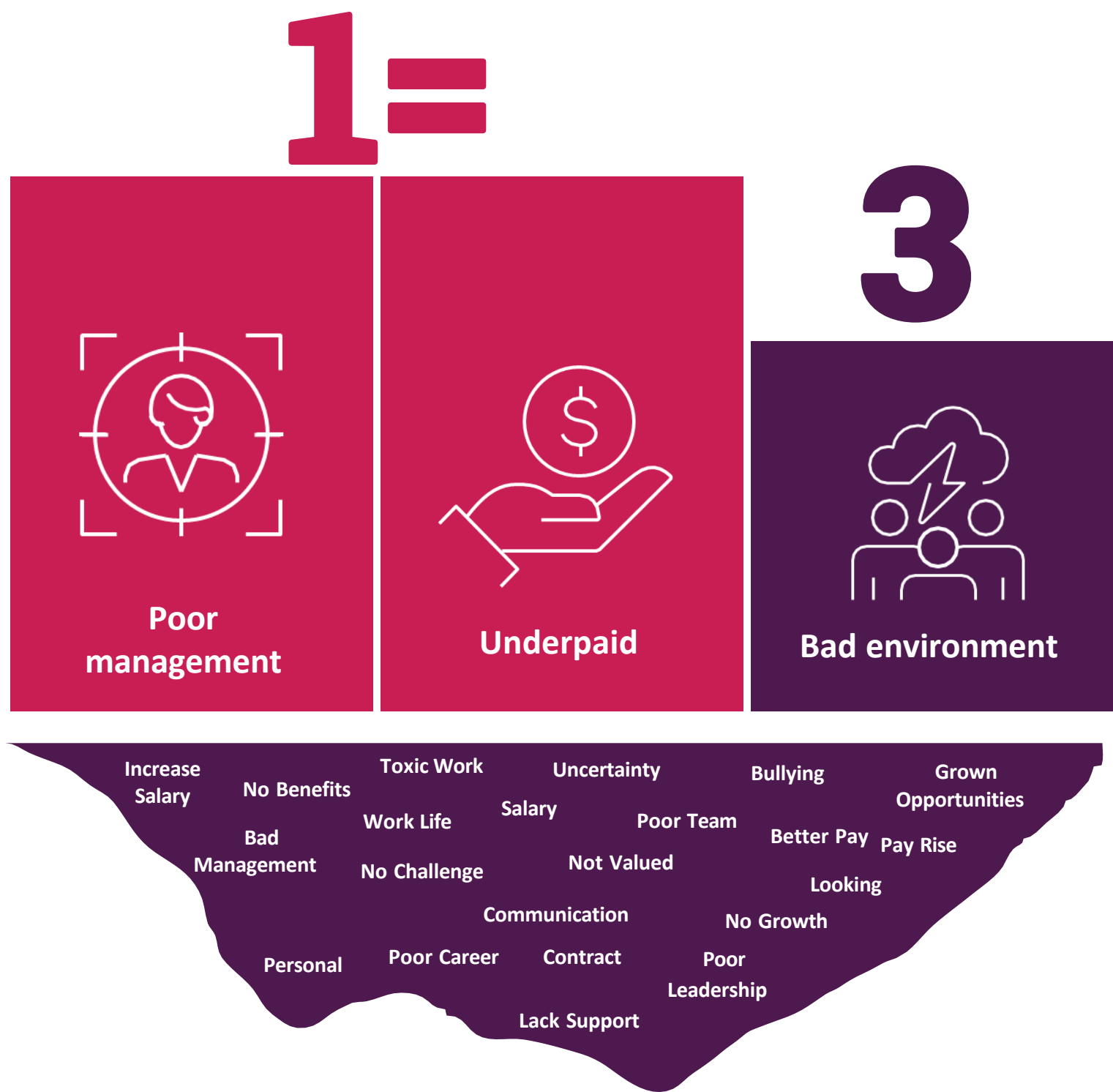
What drives change?

Our research highlighted reasons why employees stay in their current employment, or consider other opportunities. But beneath the surface (of the major drivers), each individual has a range of smaller but still important considerations they take into account (based on their personal context); balancing standardised (companywide) *and* personalised benefits for each individual is an optimal approach for employee engagement.

Key factors driving desire to stay with an employer



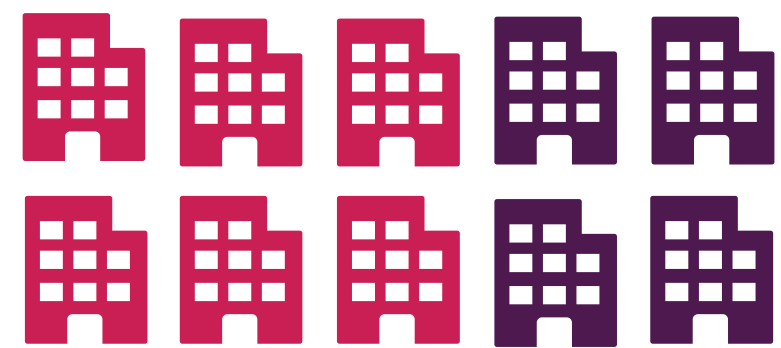
Key factors driving change and decisions to leave



In 2024, job security was top of mind for candidates and employees, for good reason

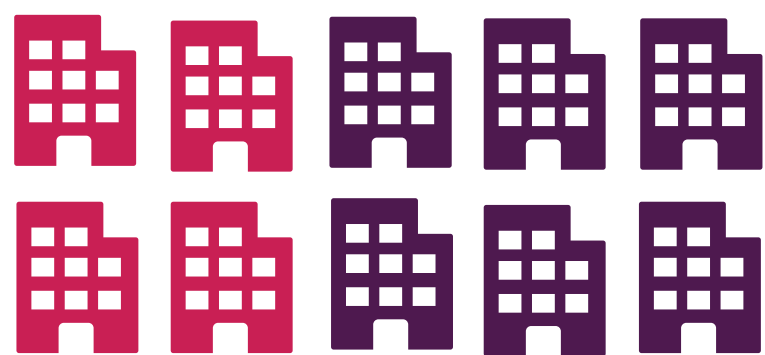
6 in 10

Employees stated that their employer had a restructure in the last 24 months



4 in 10

Employees stated that their employer had a restructure in the last 12 months



1 in 4

of those surveyed, were personally impacted by a restructure in the last year



2024 was a particularly challenging year for many organisations, 43% of individuals surveyed stated that their employer restructured that year.

Why employees stay

We know from employees, that in order to retain top talent, these are the key levers to consider pulling:

52%

Flexible work;
consistent WFH
opportunities

37%

Bonus

36%

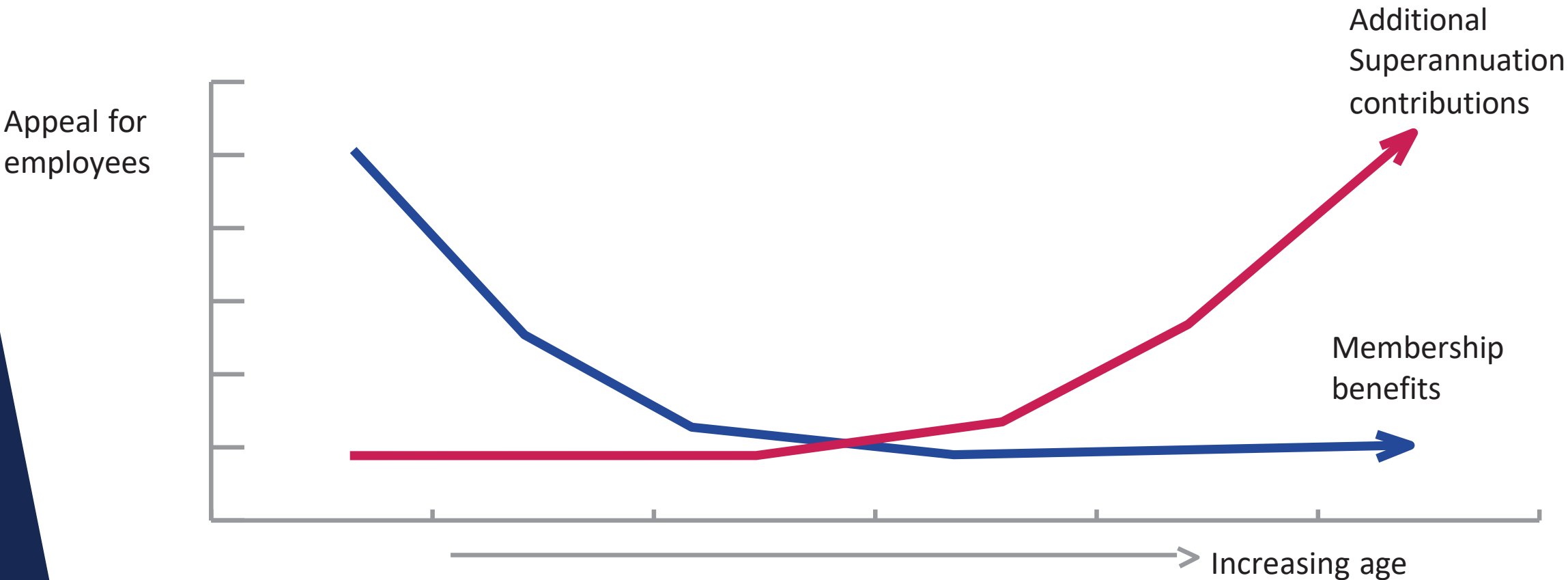
Medical or health
insurance

34%

Specific Coaching
and development
opportunities

Other related insights:

The appeal of a bonus and membership benefits (such as gym, online store or club memberships) lowers as employees get older; the appeal of additional Superannuation contributions is more appealing amongst older employees.



Additional leave (birthday, mental health etc.) over index's with 19- 25 year olds (followed by the 26-35 year olds)



Additional Super contributions appeal more as we age older

Fresh benefits – what employees ‘dream of’

When asked what benefits employees wish were offered to them, a top four emerged:

**4-day
work week**

**In office daycare or
childcare assistance**

**Mental Health
days**

**Free transport to/from work
(e.g. bus allowance)**

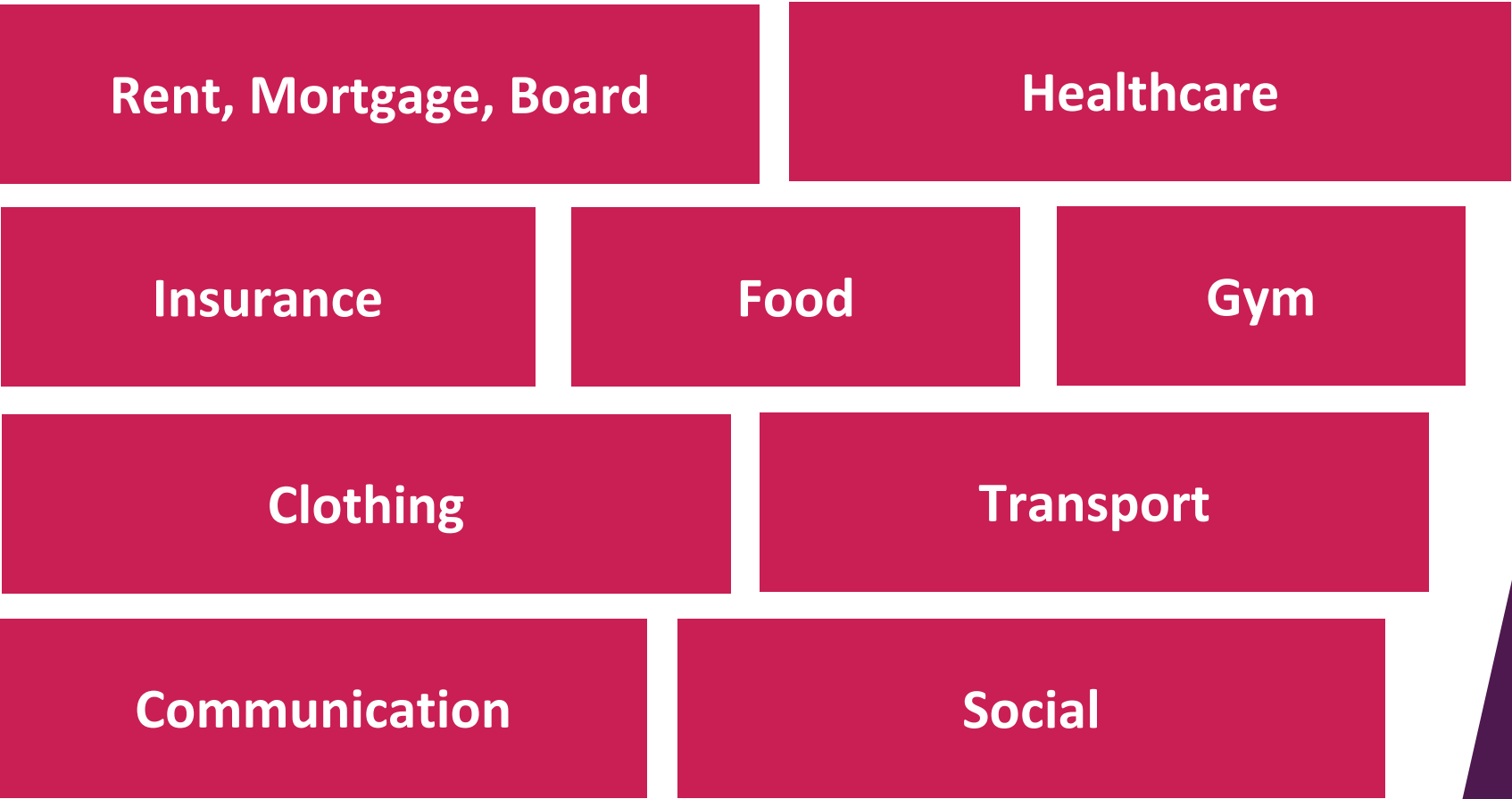
Other notable options raised:

- Double time, over time
- Option to take a Hybrid or Electric car
- Finish early Fridays
- Income protection insurance
- Gaining new skills from other departments; role shadowing
- School holiday assistance
- Employer driven savings scheme
- Having “no contact” days

Another consideration for employees: benefits that negate the costs associated with working in a particular role, are increasingly top of mind.

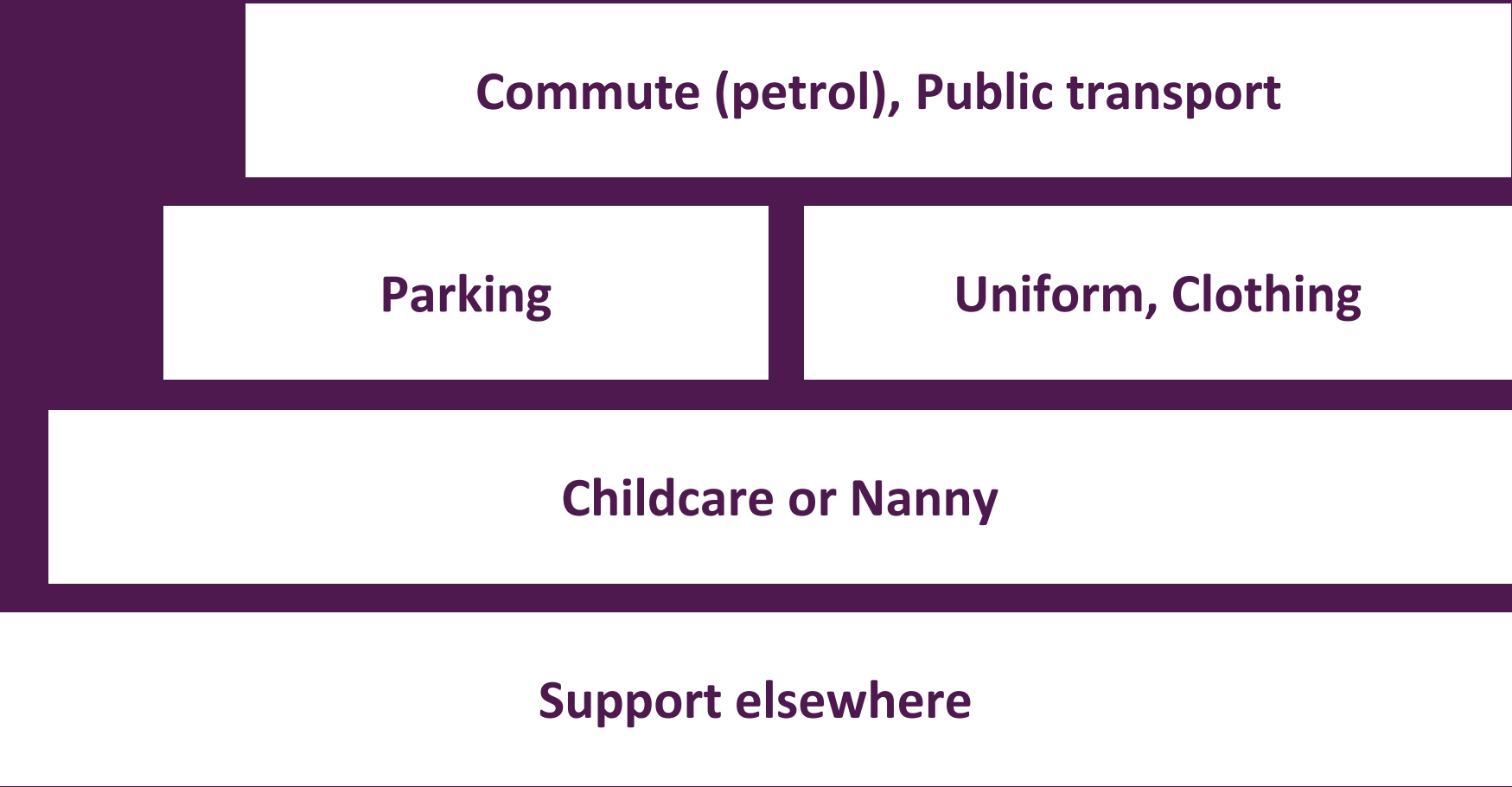
Cost of living

“Where I spend to maintain my life outside of work”



Cost of working

“What I subtract out of my package to see my salaries true value to me”





What's on the mind of candidates assessing benefits:

Employees and candidates ultimately bucket all potential benefits into four categories, all of which are relevant for employers to consider.

| Does it add to my career? | Does it add to my life? | Does it support my cost of living? | Does it minimise my 'cost of working'? |
|---|--|---|---|
| <ul style="list-style-type: none">• Training• Comprehensive development Plans• Annual review (feedback) | <ul style="list-style-type: none">• Flexible work• Wellness initiatives• Team events / celebrations• EAP plan | <ul style="list-style-type: none">• Bonus• Health / Medical insurance• Product at cost• Annual review (pay rise) | <ul style="list-style-type: none">• Public transport or car parking allowance• Childcare allowance• Uniform supplied or allowance |

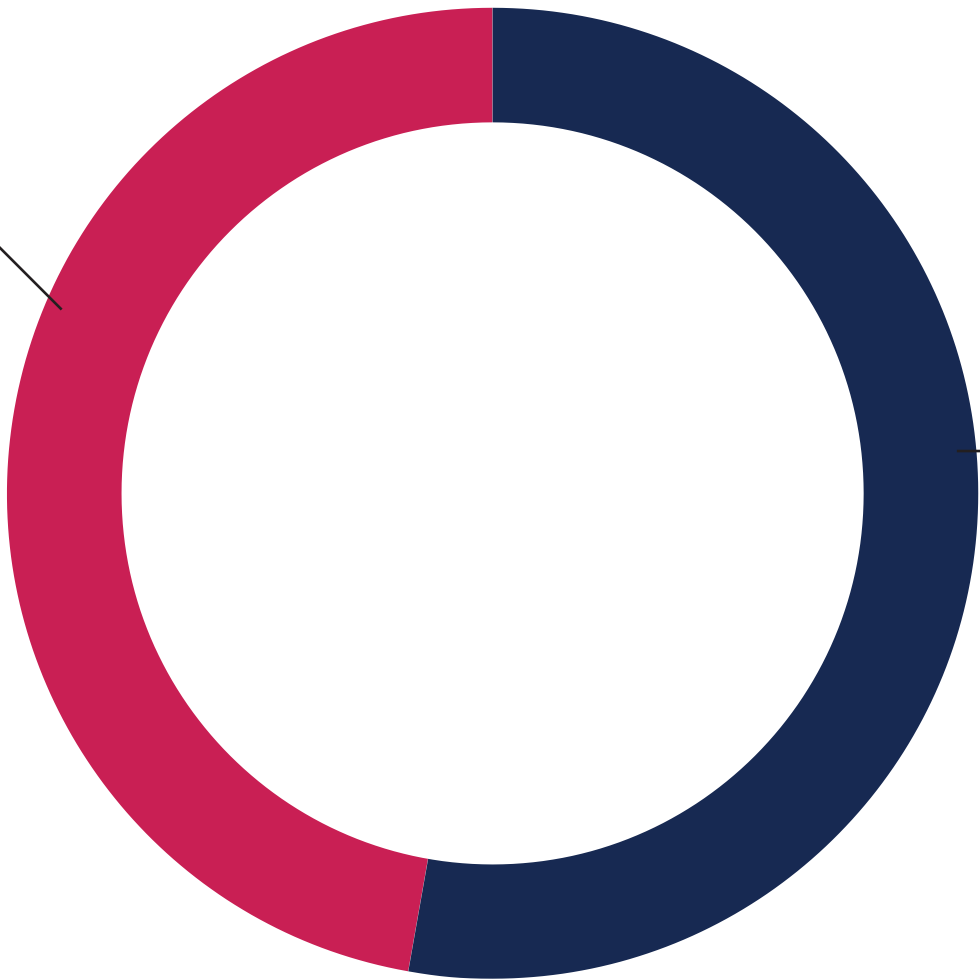
47% of Managers stated that they do not have any staff retention initiatives in place.

This can't be true!
It is a communication or interpretation issue.

The challenge is to ensure your organisation offers a strong mix of benefits, relevant to your team and operation – *and* communicates them effectively across your organisation.

47%

of Managers stated that they do not have any staff retention initiatives in place



53%

of Managers that do offer staff retention initiatives those who do, are offering (any combination of the below)



Additional benefits



Training



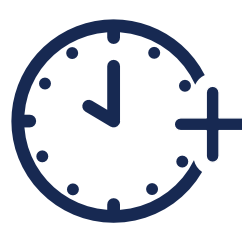
Bonus



Flexible work



No sick day bonus



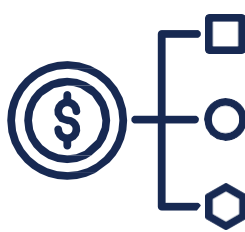
Overtime allowance



Wellness initiatives



Comprehensive development plans



Product at cost



Annual review



EAP plan



Team events / celebrations



Health / Medical insurance

Generation differences – what makes us unique

We asked different generations about their drivers and preferences, so we could see how they differ.

| | <div>Gen Z Born 1997-2012</div> | <div>Millennial Born 1981-1996</div> | <div>Gen X Born 1965-1980</div> | <div>Baby Boomer Born 1946-1964</div> |
|------------------------|--|---|---|--|
| Benefits that resonate | <ul style="list-style-type: none">• Career progression / experience• Additional leave (birthdays, work anniversary etc)• Flexibility• Extra paternity/maternity leave | <ul style="list-style-type: none">• Flexibility• Development opportunities• Extra paternity/maternity leave | <ul style="list-style-type: none">• Location (i.e. commute time and cost)• Extra super contributions | <ul style="list-style-type: none">• Extra super contributions• Location (i.e. commute time and cost)• Car allowance• Awards / recognition program |
| Why they resign | Underpaid | Poor career prospects | | Poor Management |



Generation differences what makes Gen Z unique?



Highly value **personal fulfillment, continuous learning, and work-life balance**. Many in this group will readily switch jobs if those needs aren't met – they are more transactional.



They also put weight on an **employer's social purpose and values**.



To attract and keep younger employees, companies should emphasise a sense of mission, development opportunities, flexibility, and perhaps non-traditional benefits like volunteer days or student loan support.

Engaging Gen Z is about meeting their desires for growth, flexibility, and purpose, and speaking their digital language.



Generation differences what makes Baby Boomers unique?



More likely to be employed on a **casual or temporary basis**



More likely to be **paid higher**



More likely to stay employed for **longer** tenures

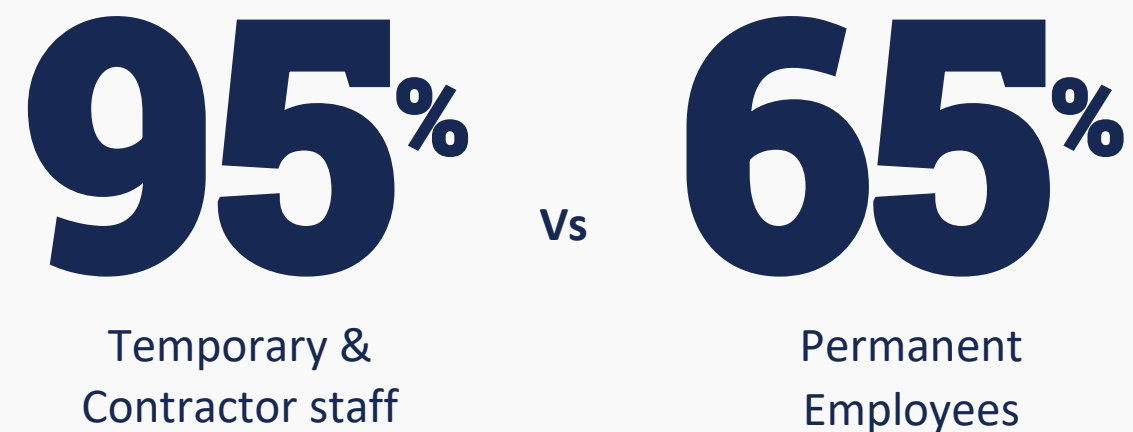


More likely to have **lower pay rise expectations** in 2025 (realistic of the economy)

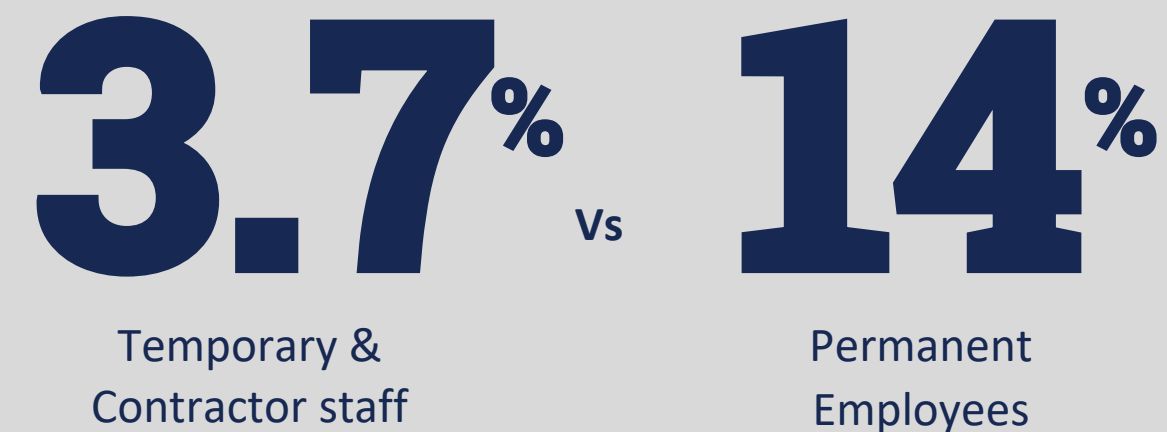
Often working up towards 70 years young, sometimes into their 70s; the real retirement age is elevating.

Temporary & Contractor staff have different preferences (and mindsets) versus their Permanent employee colleagues

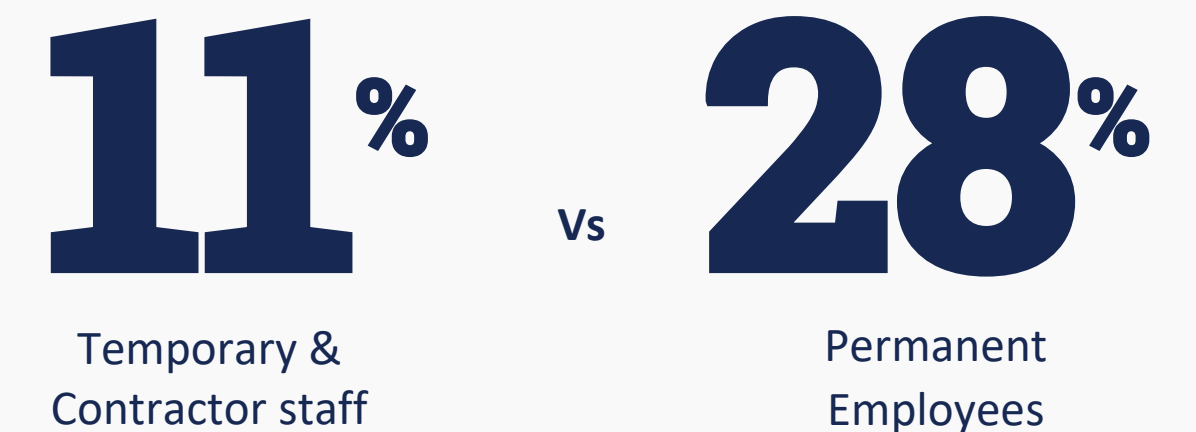
Actively looking for new work or open to new opportunities:



Permanent employees are far more likely to resign if they work longer hours:



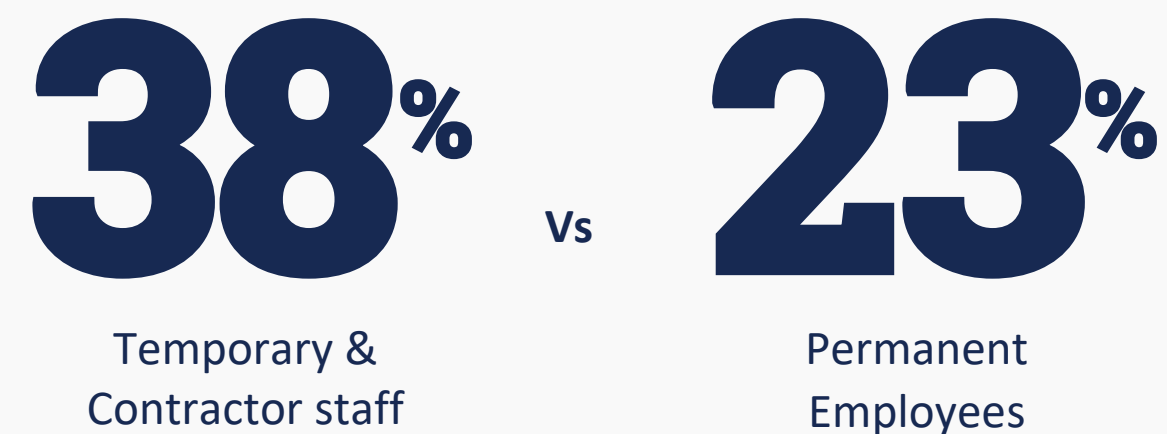
Permanent employees are also more in need of stimulation and challenge:



Permanent employees place more value on bonus:



Temporary employees place more emphasis on additional leave:

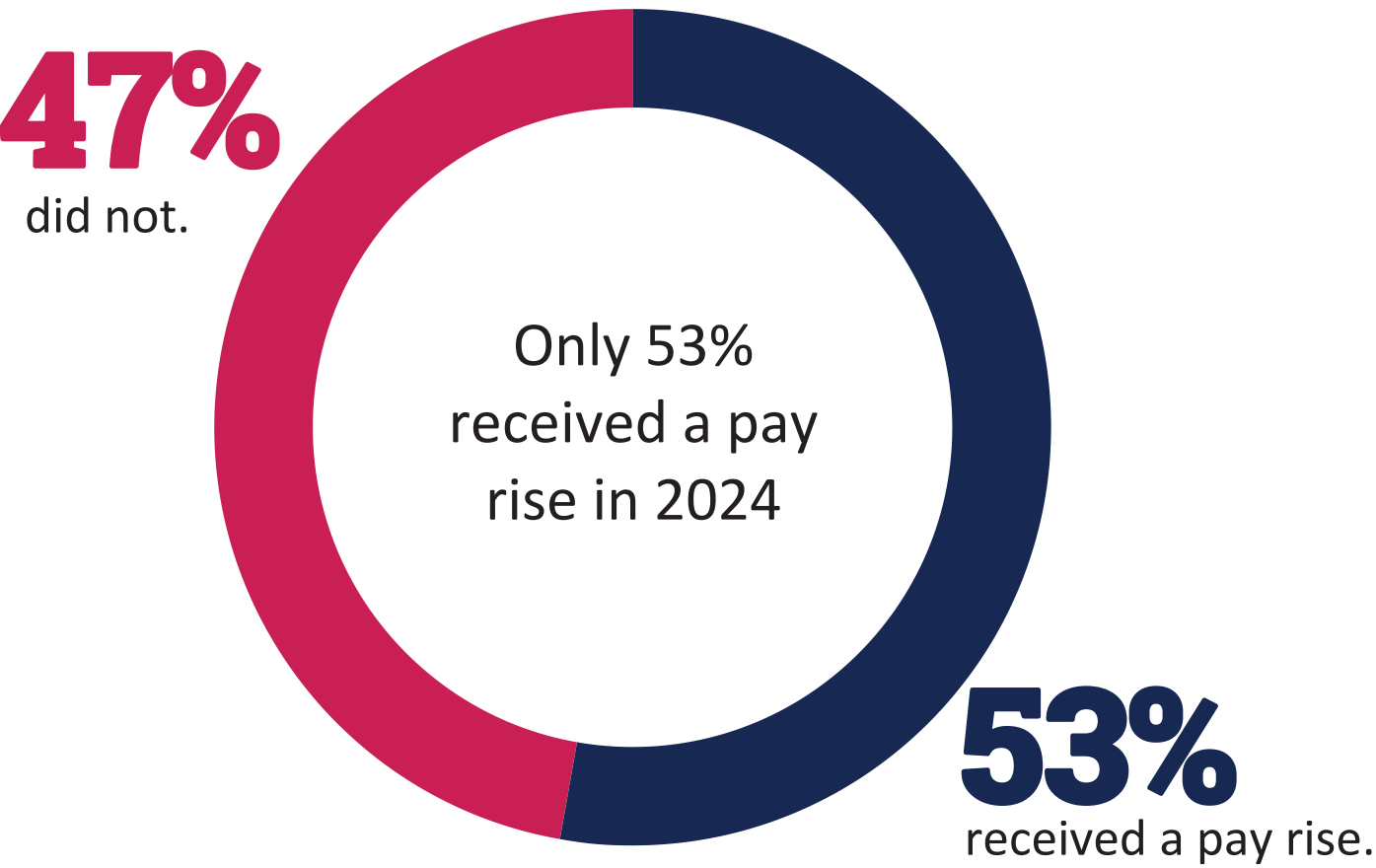
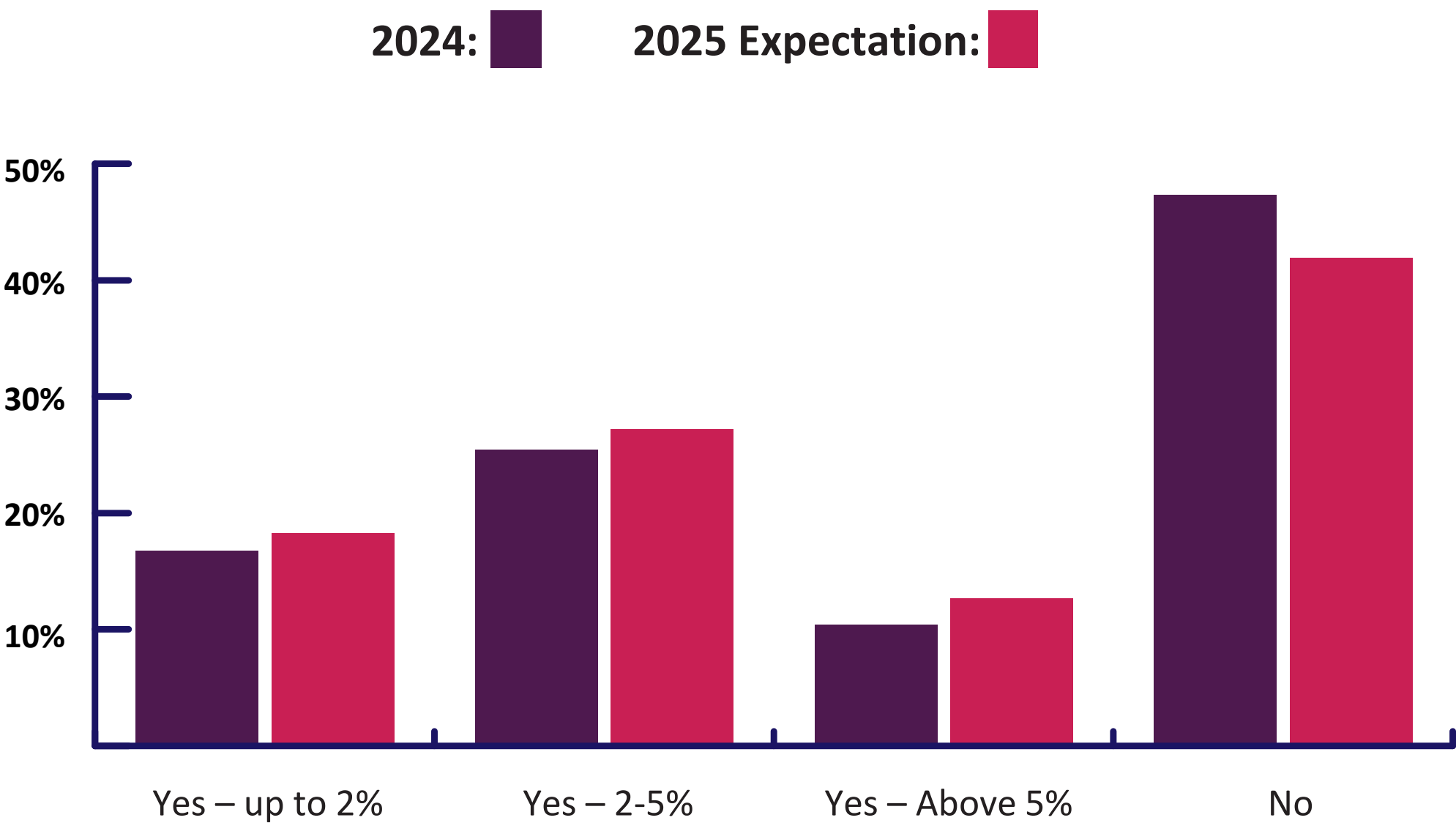


Temporary employees place more emphasis on free food and drink:



Slightly increased expectations of a pay rise in 2025

47% of employees did not receive a pay rise in 2024, but expectations are gently rising in 2025.



2024 (% who received a pay rise):

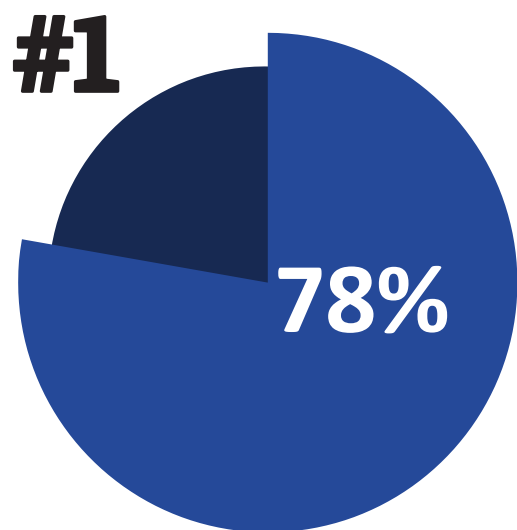
| Answer choices | Responses |
|----------------|-----------|
| Yes – up to 2% | 16.75% |
| Yes – 2-5% | 25.43% |
| Yes – Above 5% | 10.42% |
| No | 47.39% |

2025 Expectations:

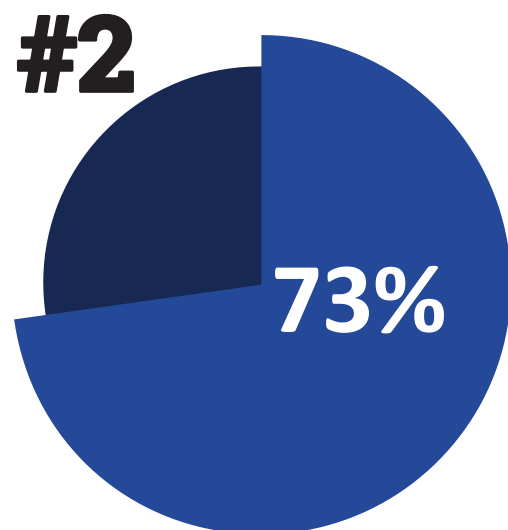
| Answer choices | Responses |
|----------------|-----------|
| Yes – up to 2% | 18.24% |
| Yes – 2-5% | 27.17% |
| Yes – Above 5% | 12.66% |
| No | 41.94% |

Professional Development

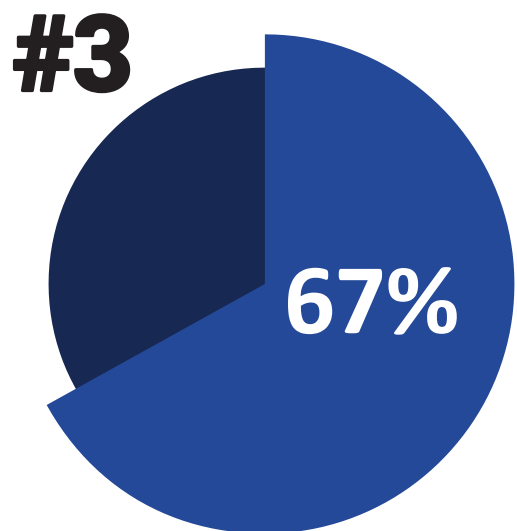
With development opportunities rated as a key reason employees stay, our survey asked the question of existing employers, which of the below are currently part of their approach to professional development to overcome their Team's skills shortages.



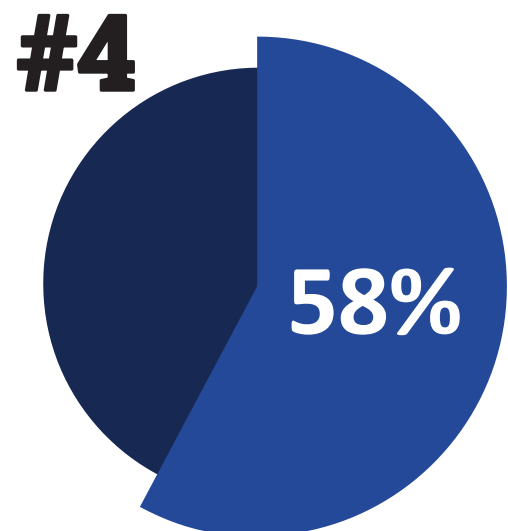
Inhouse training



Inhouse knowledge sharing



Regular feedback or reviews



Exposure to new elements of the business; special projects

1 in 2

Employers invest in development

What this showed is that the focus is currently on in-house knowledge and low-cost options. Only 1 in 2 invest (with budget and actual spend) in development:



Decision Making Influences

1st

Spouse / partner

2nd

Friend

3rd

Family Member

3rd Equal

Online

When considering a new job, candidates confide in their most trusted personal supporters.

Something to consider is how strong your brand visibility is, on:



Google search



Google reviews



Google photos



Your website



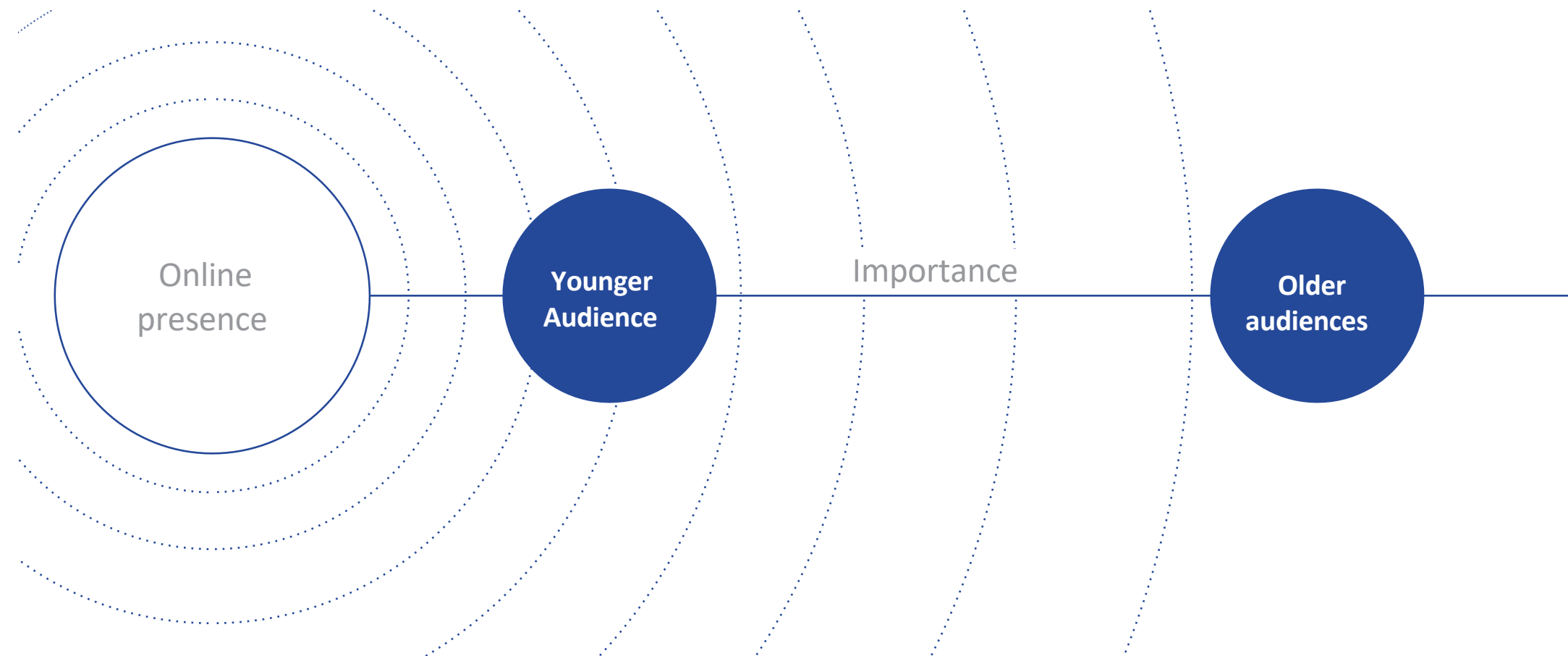
LinkedIn



Other Social Media

Further Insights: Influence

Younger audiences place more bearing on an organisation's online presence, whereas older generations don't; however, what they find out about you online is important to them.



Younger audiences (19-25 year olds) are more likely to talk to their current Manager for advice before accepting a new job offer. It's important to keep this in mind when at offer stage of that demographic.





Last year AI was making ripples, now there is a swell

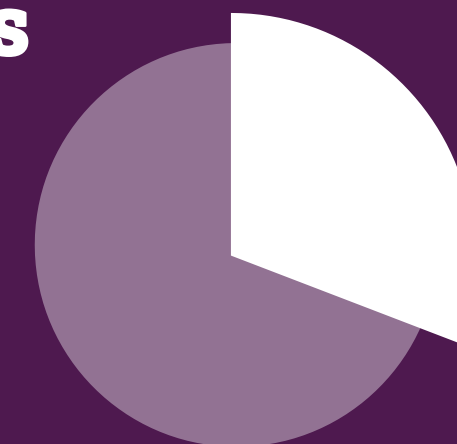
The rapid advancement of artificial intelligence (as part of Industry 4.0) has captivated the world, causing both excitement and alarm, and raising important questions about its potential impact on the global economy. Tools like Meta AI, Chat GPT and Google's Gemini have become familiar terms to many but it's a world much deeper than just those well-known AI brands.

Kristalina Georgieva, currently Managing Director of the International Monetary Fund, penned an article [here](#) which neatly encapsulates some of the key challenges, as well as the vast opportunities that AI will bring to world economies, organisations and their employees. In the same article, Georgieva also shares that AI could impact 60% of jobs in advanced economies (40% for emerging markets and 26% in low-income countries).*

[Analysis](#) of the workforces of eight major economies by McKinsey & Company found that in just 6 years, 1 in 6 workers (and, by extrapolation, potentially over 630,000 NZ workers) may have to change jobs because of AI.

Training and development are elevating as key areas for investment; our survey showed that 1 in 2 employers are investing tangibly in training and development – potentially something that will need to be reviewed, with AI in mind.‡

**Boosting AI skills
could lead to a
41%
rise in
productivity**



(Source: AWS & Access Partnership)

* <https://www.imf.org/en/Blogs/Articles/2024/01/14/ai-will-transform-the-global-economy-lets-make-sure-it-benefits-humanity>

‡ <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-the-future-of-work>



AI in 2025, through a local lens

If your business is not leveraging Artificial Intelligence you're in the minority says Justin Flitter, Founder of NewZealand.AI.

“ The Scitex Workforce Report 2025 confirms what we've been witnessing in the AI landscape: workplace flexibility remains paramount, but AI adoption is rapidly becoming a competitive differentiator for organizations and employees alike.

What strikes me most is that 1 in 2 job seekers are now leveraging AI tools to enhance their career prospects. This isn't surprising considering that AWS research shows employers are willing to pay up to 30% more for AI-skilled staff, yet 70% struggle to find this talent.

The productivity gains are substantial – AI implementation can drive a 41% increase in productivity. This is transformative when considering that training and development are key retention factors, yet only half of employers are actively investing in skill development. Organizations that bridge this AI skills gap will thrive in 2025 and beyond. Those that provide employees with AI upskilling opportunities create a virtuous cycle: improved job satisfaction, enhanced career mobility, and increased organizational performance.

As we navigate the shifting employment landscape, remember that AI isn't replacing humans – it's augmenting our capabilities. The most successful organizations will be those that incorporate AI training into their talent strategy while maintaining the work-life balance and flexibility that employees consistently prioritize.

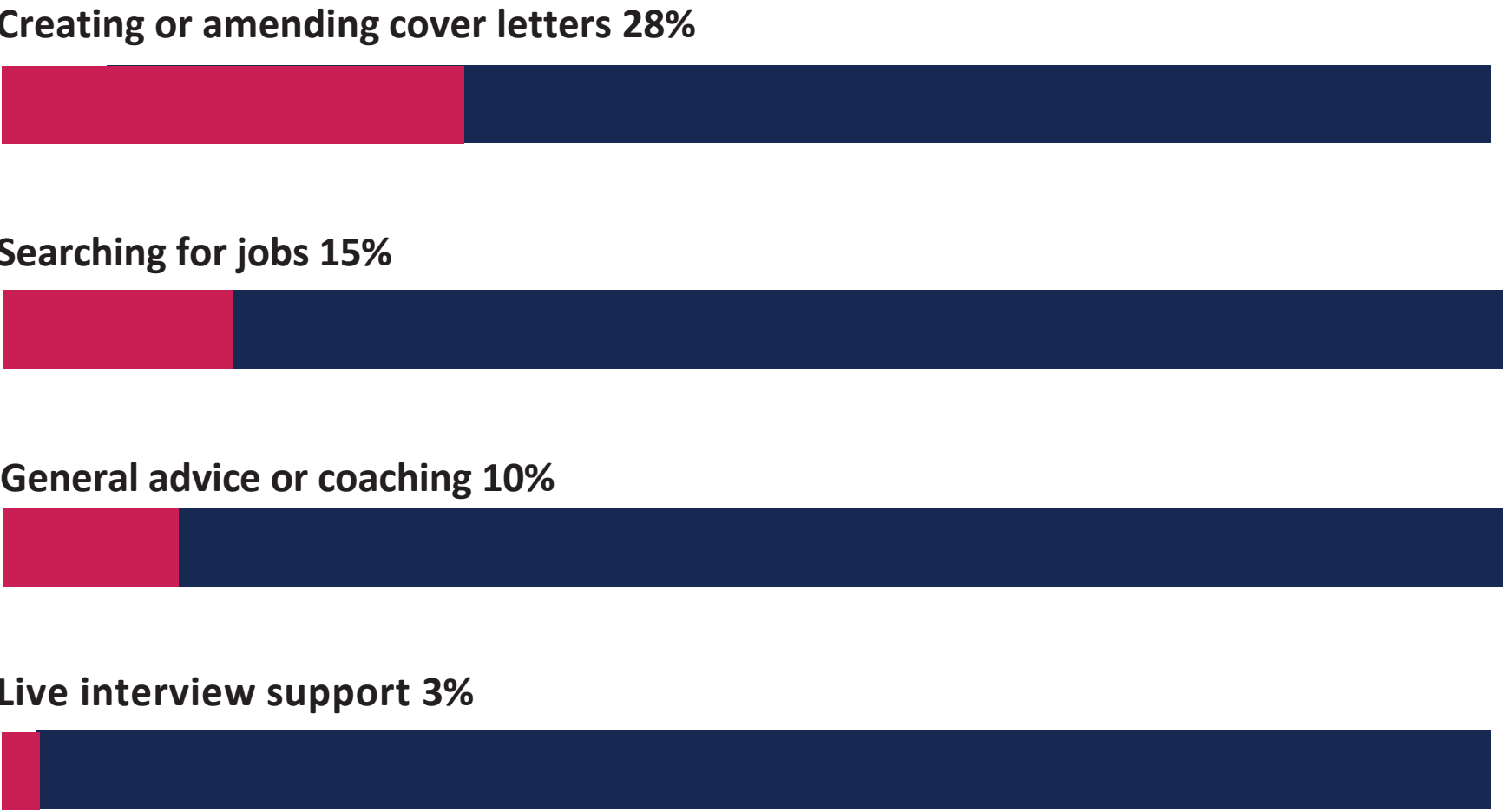
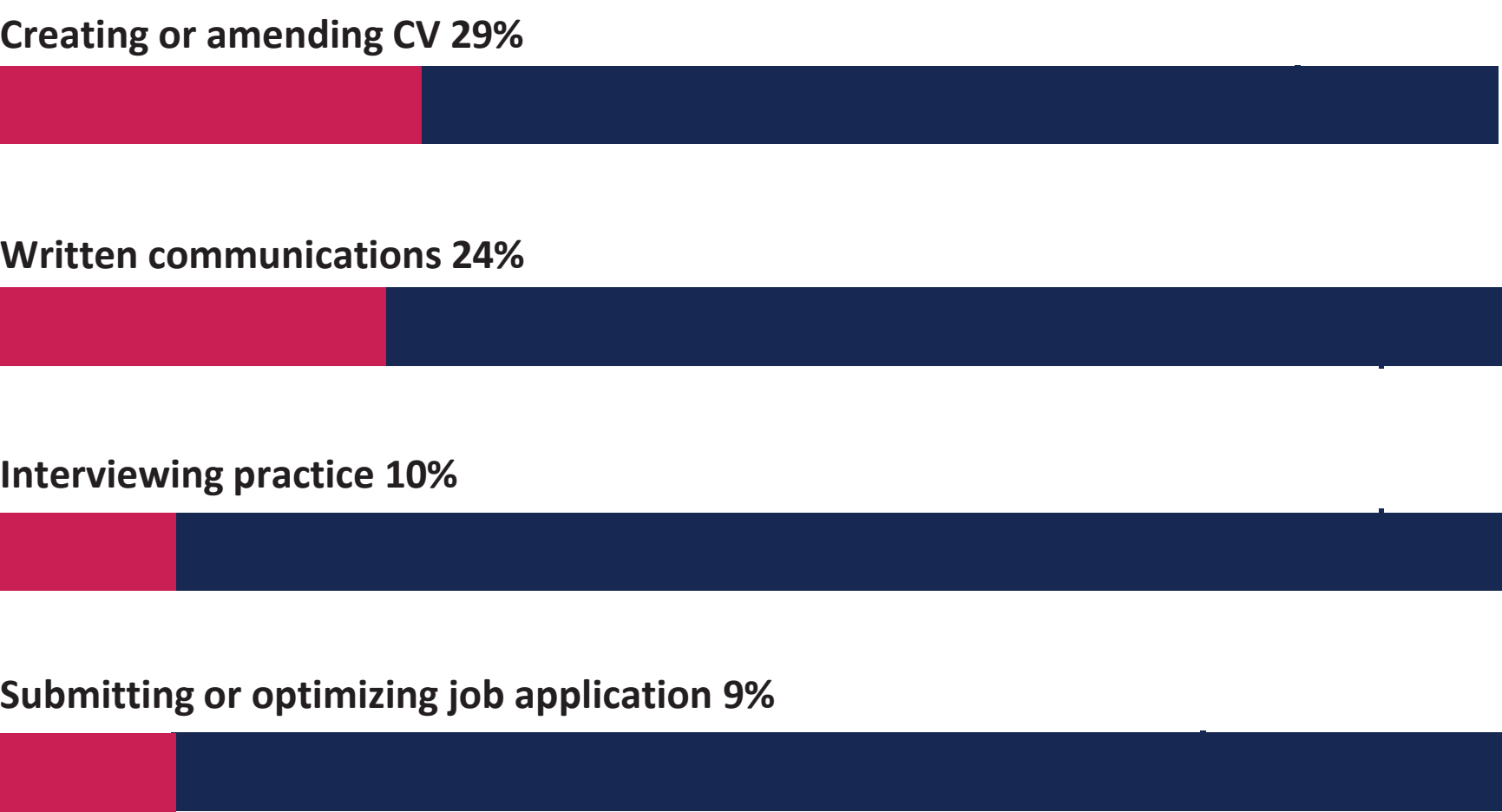
”

Justin Flitter
Founder, NewZealand.AI

Join the AI Academy for free to access to resources, tools and webinars to boost your AI skills. <https://newzealand.ai/>

AI is changing the recruitment paradigm:

1 in 2 candidates are using AI to enhance their career prospects, job applications or chances of getting that next job.


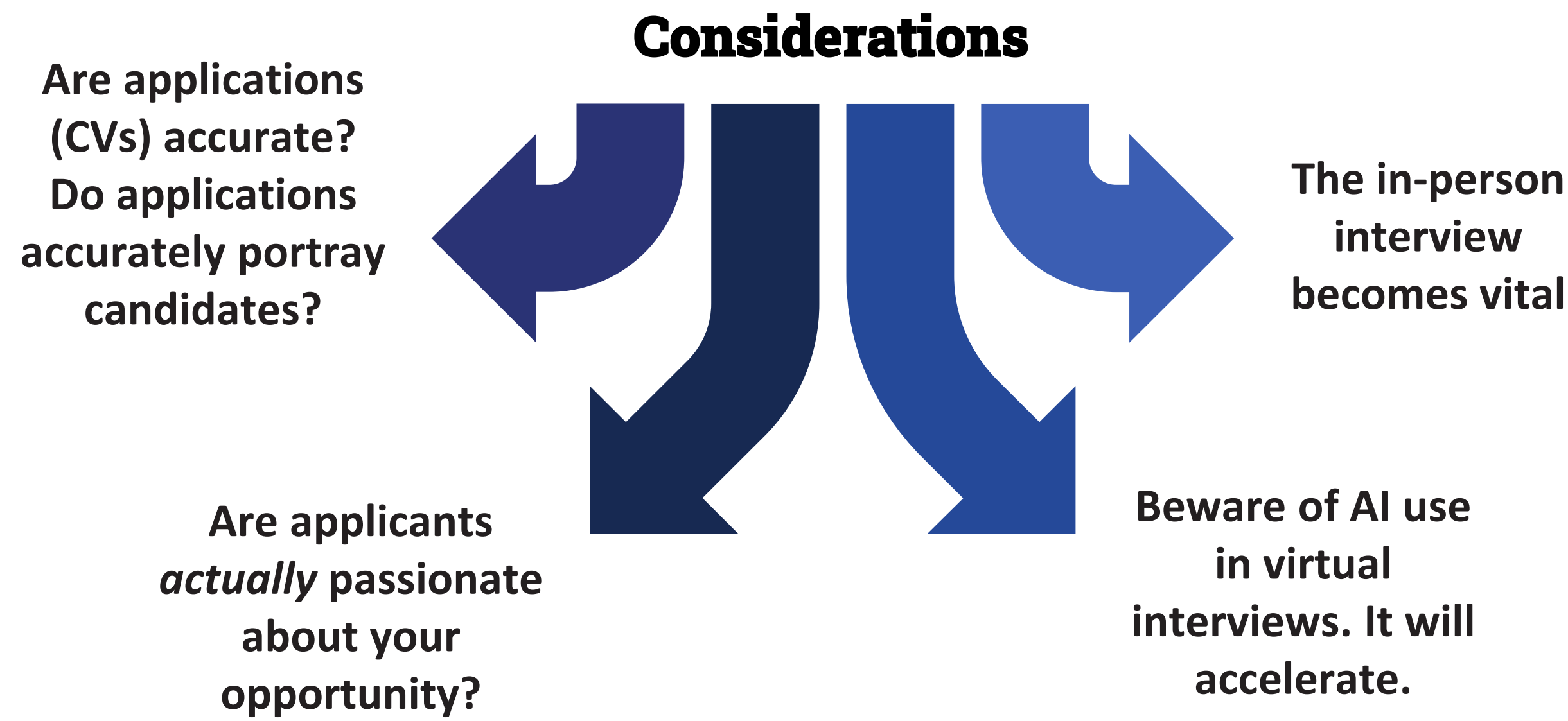


Most used platforms and tools



Speedy AI evolution will likely encourage more traditional in person interviewing

There are now **numerous AI tools available** to help job seekers, some of which literally apply to jobs on their behalf, write cover letters and amend CVs to fit / support their application: e.g. AI Hawk (AI job applier agent), Lazy Apply. For those recruiting, this leads to some important considerations:



inshorts

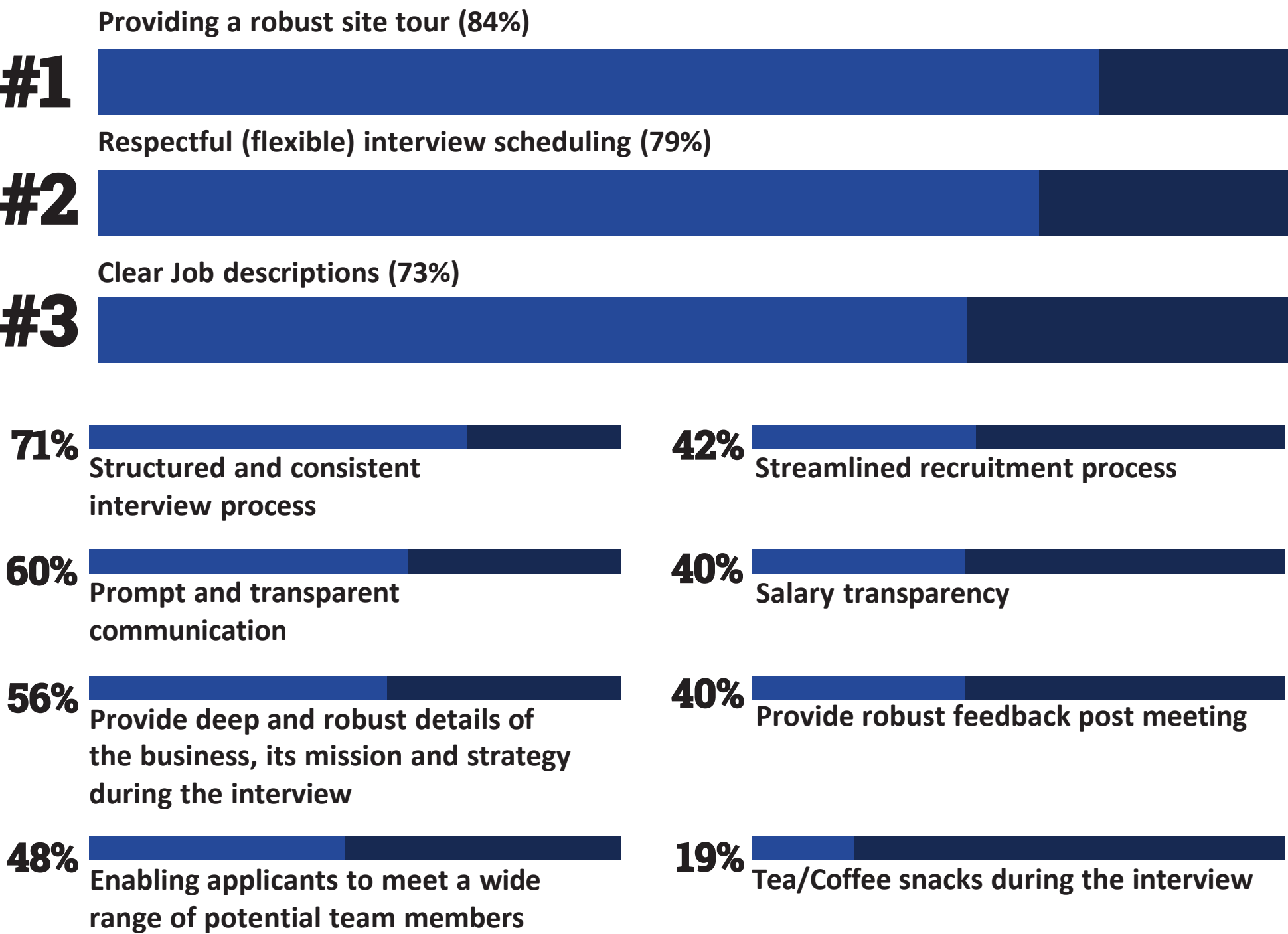
Man applies to 1,000 jobs using AI bot while asleep, secures 50 interviews in 1 month

A Reddit user used an AI bot, which analyses candidate information and job descriptions to generate job-specific CVs and answer recruiters' questions, to apply to 1,000 jobs while he was sleeping. The man claimed his AI project, which he open-sourced and uploaded online, helped him secure 50 interviews in one month. "The project is dead," a user said.

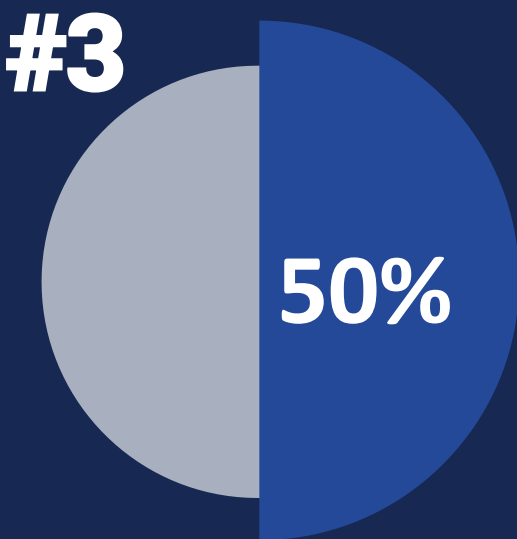
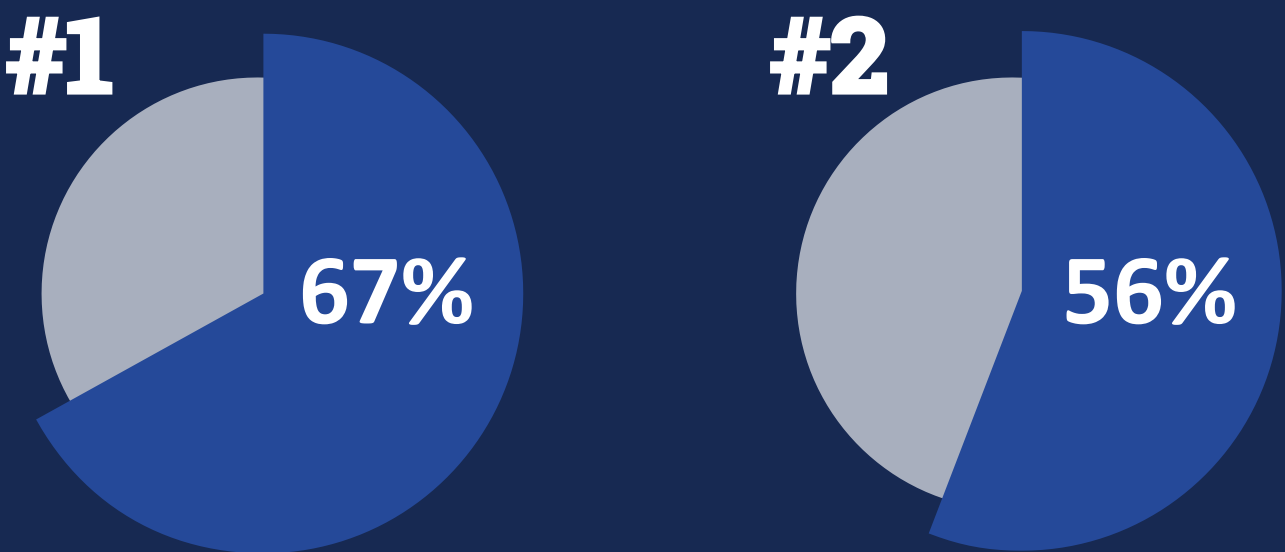
swipe left for more at NDTV / few hours ago

Application Experience

Our research provided some insights into the recruitment process from an employers' perspective, including what experience a candidate may expect, and what counts against candidates when they apply for a role. We asked the question 'What steps do you take to ensure a positive experience for job applicants, and to retain their interest throughout the recruitment process?'



Common mistakes applicants make that disqualify them from a job during the interview process (as answered by hiring managers):



How candidates communicate, relate, explain and engage hiring managers (i.e., their character and who they are on a human level) is crucial to their success in landing the role.

Their experience and skillset will evolve, but character is harder to shape.

Key Takeaways



Make flexibility a key priority

Flexibility & the opportunity to work from home (at some stage in the week), is the top benefit you can offer – this is consistent over time. Being mindful of your team's lives and supporting them to mesh work and home schedules is what employees are looking for. Any change you make will be appreciated (e.g. 9am company meetings can be tough for parents or caregivers).



Ensure you offer competitive pay (and other benefits)

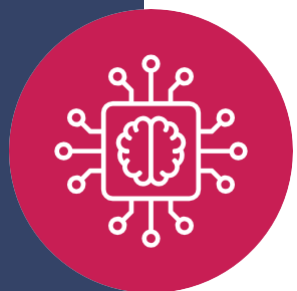
Regularly benchmark and adjust salaries to reflect market rates and living costs. Being proactive in offering raises or bonuses—even modest ones—helps prevent employees from feeling undervalued. Gestures and plans are useful tools.

How employees consider benefits: *Does it add to my career?* | *Add to my life?* | *Cover my cost of living?* | *Minimise my 'costs to work'?*



Ensure employees are progressing while supporting productivity: invest in training

Leading employers are addressing career and personal development right from day one (sometimes as early as the job offer stage), but overall, only 1 in 2 employers are investing in training. Discuss and engage your team and new employees about their future prospects and opportunities, early, and deliver on it. Technology (AI) is a space disrupting us all, support this transition to drive productivity.



Workplace technology is already a selling point for employers

As AI becomes more ubiquitous in business operations, companies leveraging it for task automation gain a competitive edge. Job seekers are looking for employers who embrace these advancements both as a sign of a progressive company who embraces the future, and one who exposes employees to these new tools effectively (work environments are seen as great places to learn – support, SOPs, colleagues to discuss with, etc).



Implement Retention Programs

Conduct stay interviews, monitor turnover metrics, and address common reasons for leaving before they escalate. Formalising retention efforts (e.g., internal mobility programs or recognition events) can significantly improve morale and reduce turnover. As the economy gains momentum, make sure your organisation is well positioned as candidate job exploration may increase.

About Scitex

Your specialist recruitment agency, that gets results

Scitex is a recruitment company that specialises in Scientific and Technical positions.

We've spent **38 years** gathering insights and expertise in scientific and technical communities, careers and jobs.

We are well connected; about **75% of our placed candidates come from our preexisting networks & relationships**. These are often candidates we have spoken to over periods of time to understand their needs, direction and skillsets – to ensure we get them into the right career opportunity and workplace.

We exist to enable Better Mondays. We aim to help your team achieve their goals, by having thriving teams and individuals, enabling optimal organisational performance. We offer solutions across Temporary and Contract Staffing, Permanent Placement, Executive Search and Recruitment Process Outsourcing (RPO); across both New Zealand and Australia.

For any questions regarding this report, please **contact Gareth Robertson (Managing Director)** on gareth@scitexgroup.com



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