



australian employment

outlook 2024.

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foreword.

navigating australia's employment landscape in 2024 and beyond

As we delve into the forthcoming year, it's an opportune moment to reflect back on the past year, while also looking at the challenges and opportunities that await us in the Australian employment market in the year ahead. Overall, the year 2023 has been a period of profound transformation, prompting both jobseekers and business leaders to reevaluate their strategies and adapt to an ever-evolving landscape.

the challenges ahead

In our conversations with business leaders throughout the year, several key themes emerged. First and foremost is the critical issue of employer branding. As the employment market shifts, organisations are realising the importance of establishing a compelling employer brand to attract and retain top talent. In a market where candidates are less inclined to switch roles, crafting a strong employer value proposition is more crucial than ever.

Another pressing challenge is the persistent skills shortages in various sectors. Organisations have had to reorganise and restructure in response to these shortages. This includes evaluating the conversion of temporary workers to permanent roles, prioritising digital transformation, and strategically planning their workforce needs for the next 2-3 years.

Cost consciousness has become paramount for businesses in 2023. The era of unchecked spending and high salaries has waned, and organisations are now taking a more measured approach to their operations. It's about finding the right balance between efficiency and productivity while keeping a close eye on costs.

Workforce planning has taken on a more strategic dimension. Businesses are not just focusing on immediate hiring needs but are looking ahead, analysing the impact of AI on job roles, and taking measures to future-proof their organisations. These are strategic conversations that were not as prominent in the past but have now become essential.

Business confidence remains resilient despite the market's softness in some areas. Employers are still planning to hire, but their approach has become more cautious and targeted.

Diversity and inclusion strategies have gained further prominence. More organisations are moving beyond strategic plans and 'conversations' about increasing diversity, to actively working to create a diverse workforce. They are surveying their employees and asking more questions, aiming to achieve a better gender and generational mix and measuring and reporting on the impact of their inclusion and belonging efforts.

However, one of the critical challenges that persists is the barriers to entry from a jobseeker's perspective. While employers may believe they are being inclusive, jobseekers often do not feel entirely comfortable and included. Therefore, to attract diverse talent, organisations need to consider longer-term solutions such as traineeship programs to boost employment in certain segments. For some talent-short industries, such as

healthcare, mental health and education, international recruitment needs to remain an active approach, but organisations must increasingly focus on building further pathways to fill the talent gaps.



the opportunities are there

Despite the challenges, there are many opportunities that forward-thinking organisations are leveraging. Internal mobility has emerged as a powerful tool for talent retention. By giving employees opportunities to grow within the organisation, companies can retain valuable skills and maintain a culturally aligned workforce. This approach not only keeps employees engaged but also encourages diversity of thought and skills within the organisation.

Industries that are set to see the biggest opportunities in Australia in 2024 include healthcare, and specifically mental health, technology and digital growth sectors, construction, property, and engineering. These latter industries are poised for growth due to various programs of work and projects that are expected to continue driving change and demand for talent.

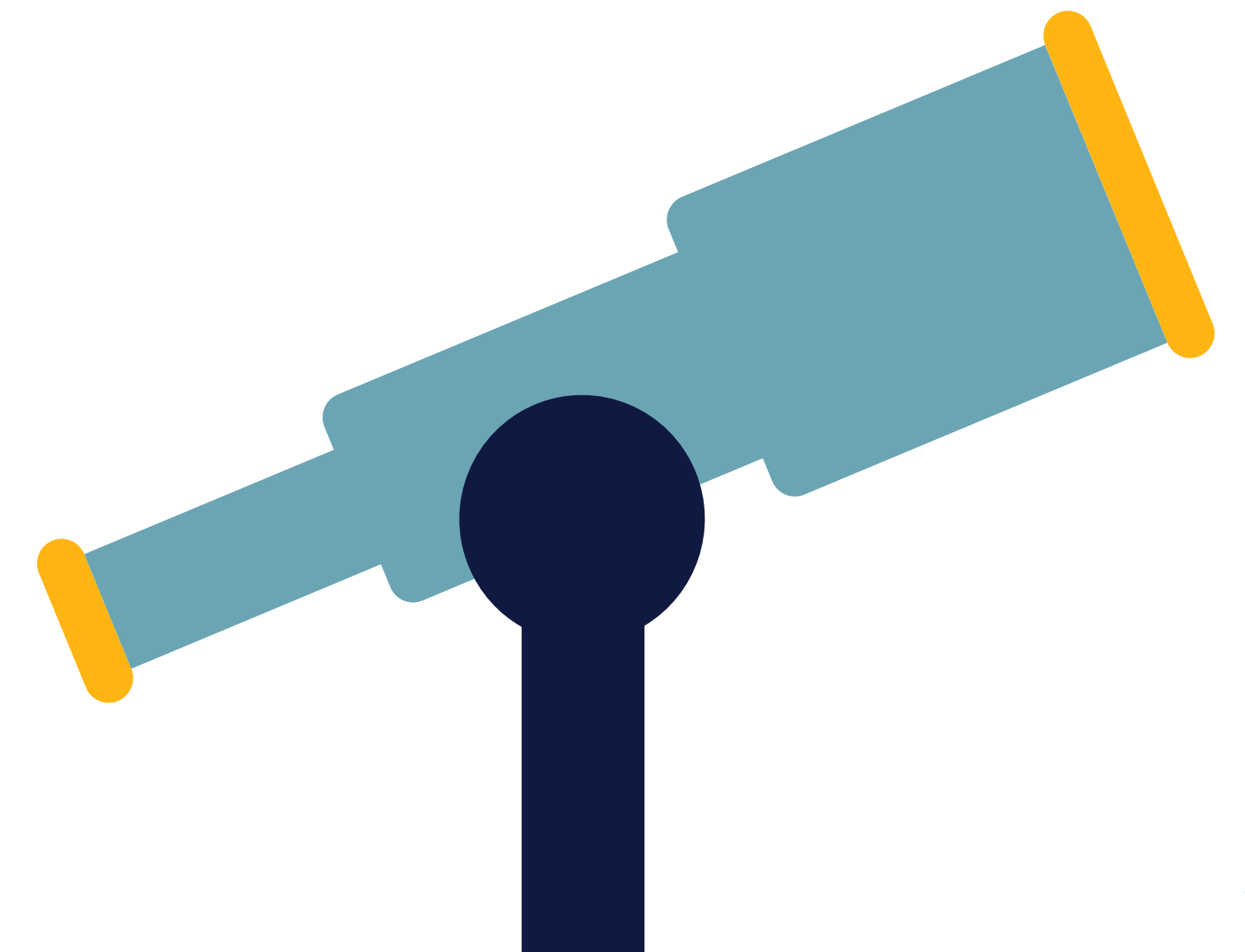
Looking into the future of work, the hybrid model is here to stay. Very few organisations are mandating a full return to the office five days a week. Flexibility and work life balance continue to be the key drivers, and top the list of priorities for jobseekers. Employers who can provide flexibility will have a competitive edge in attracting and retaining talent. Effective leadership in this evolving landscape involves role modelling flexibility. Leaders need to not only embrace flexibility themselves but also demonstrate it to their teams.

By setting an example and encouraging a strong work-life balance, leaders can foster a more satisfied and productive workforce.

From an HR and recruitment perspective, AI's impact on the world of work will continue to evolve. Generative AI is certainly helping automate aspects of the recruitment and HR processes, such as writing job ads and improving the overall employee experience. However, ethical dilemmas remain, and

organisations must ensure that AI tools do not perpetuate bias particularly when being utilised for candidate screening.

As the workforce becomes increasingly digital-savvy, agility and the ability to keep learning will be highly valued skills. Curiosity, adaptability, and collaboration are essential traits for success in the future job market. Organisations will seek individuals who can apply different experiences, bring cross-functional teams together, and adapt to changing environments.



looking ahead

As we look ahead to 2024 and beyond, the employment landscape in Australia promises both challenges and opportunities. It's a landscape where employer branding, skills shortages, and cost consciousness converge with a renewed focus on future-proofing organisations.

For jobseekers, it's a call to embrace adaptability, curiosity, and continuous learning. For business leaders, it's an invitation to lead with flexibility, diversity, and innovation.

The future of work is not set in stone. We can achieve the vision we desire, knowing that agility, inclusivity, and technology will play pivotal roles.

It is also important to acknowledge that the employment landscape is not just about jobs; it's about people, relationships, and the shared aspirations of a thriving workforce.

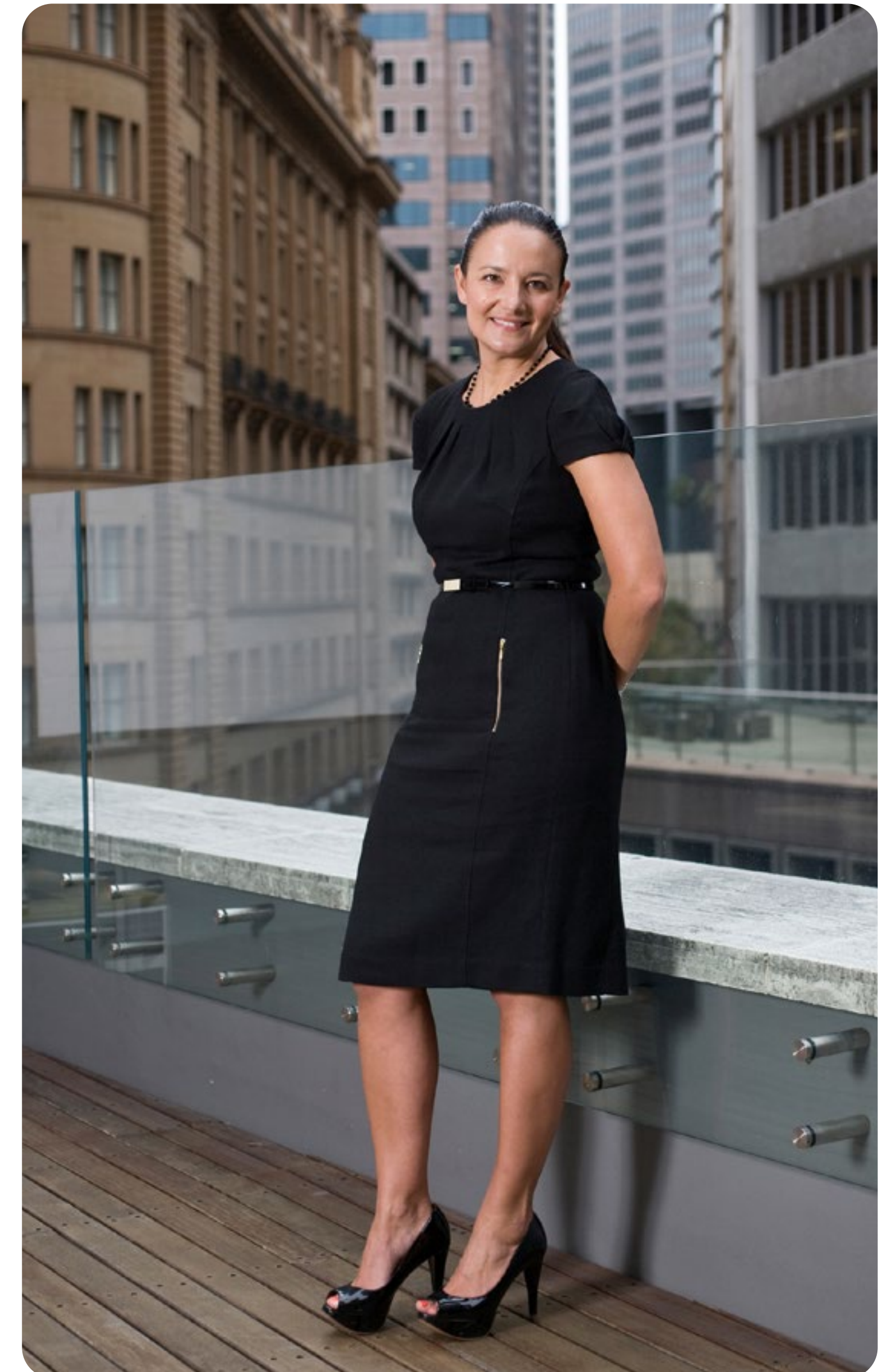
As we move forward, it is vital to keep in mind that the true value of work lies not only in the tasks we perform but in the impact we make, the connections we build, and the opportunities we create.

In this report, we delve into the trends and insights that will guide us through the complex terrain of the Australian employment market in 2024. We invite you to explore the findings, gather insights, and use this report as a compass to navigate the evolving world of work. The future holds tremendous potential for those who are willing to adapt, learn, and innovate.

As we step into this new era of work, I encourage you to embrace the challenges as opportunities, the uncertainties as invitations to innovate, and the transformations as a chance to create a future that benefits us all. Together, we can chart a course towards a more inclusive, dynamic, and fulfilling world of work.

Angela Anasis

Executive General Manager Talent Solutions



2024 market analysis.



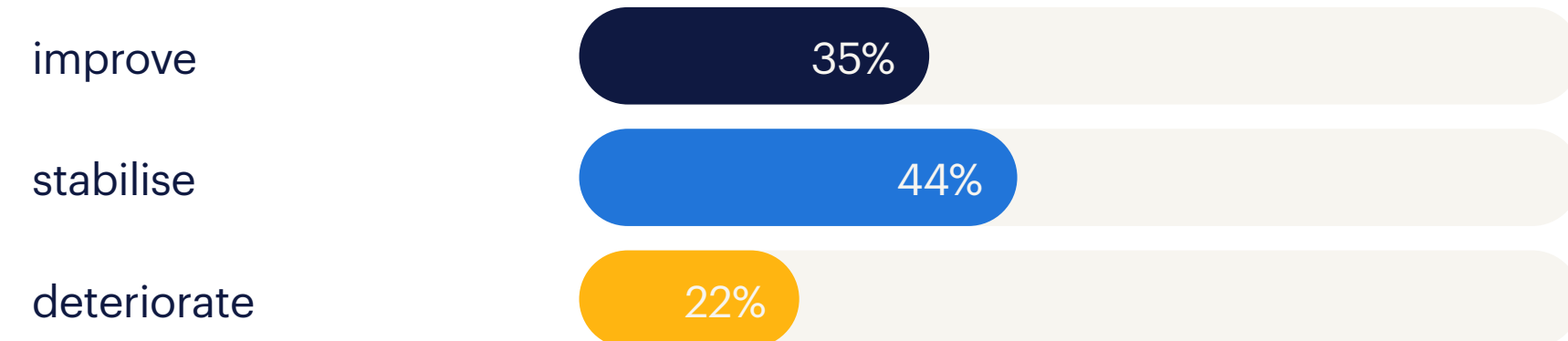
economic and employment outlook.

The 2024 Employment Outlook Survey conducted by Randstad provides valuable insights into the expectations and challenges for the Australian job market in the coming year.

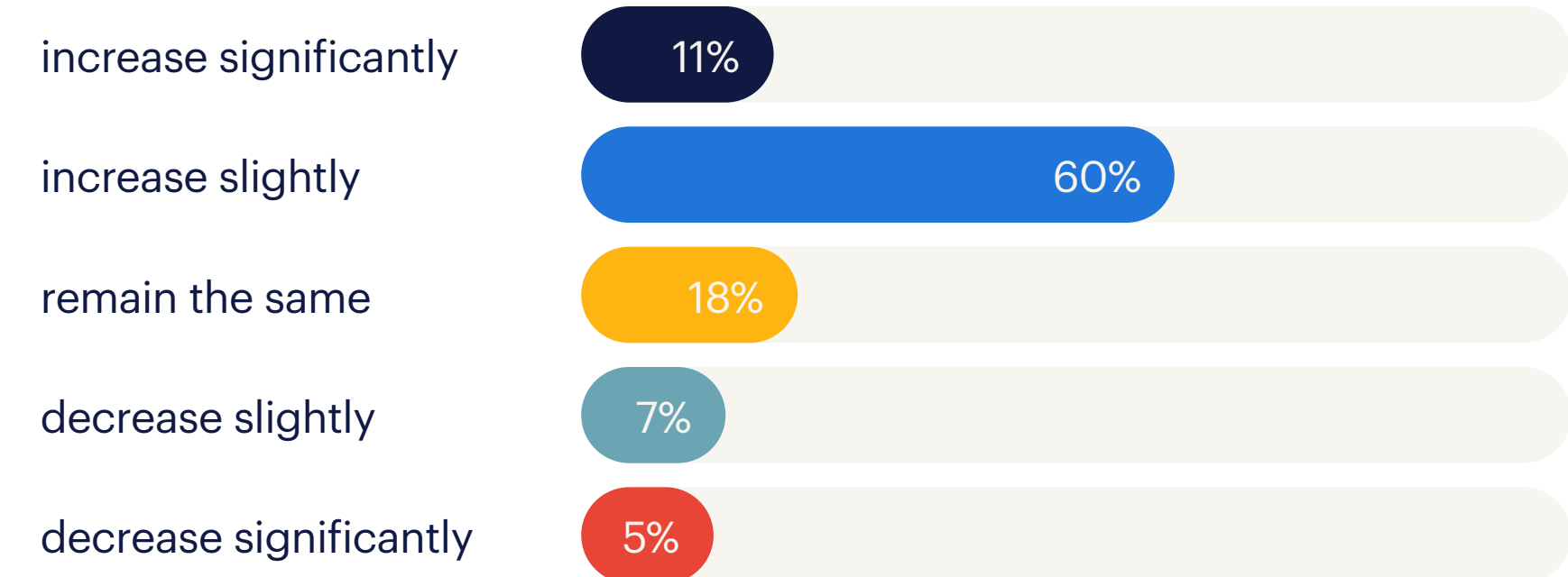
These are good signs for businesses and jobseekers alike as a stable or growing economy typically translates to business expansion and increased job opportunities.



in your view, how will the Australian economy perform in 2024?



how do you anticipate your company's hiring needs changing in 2024?

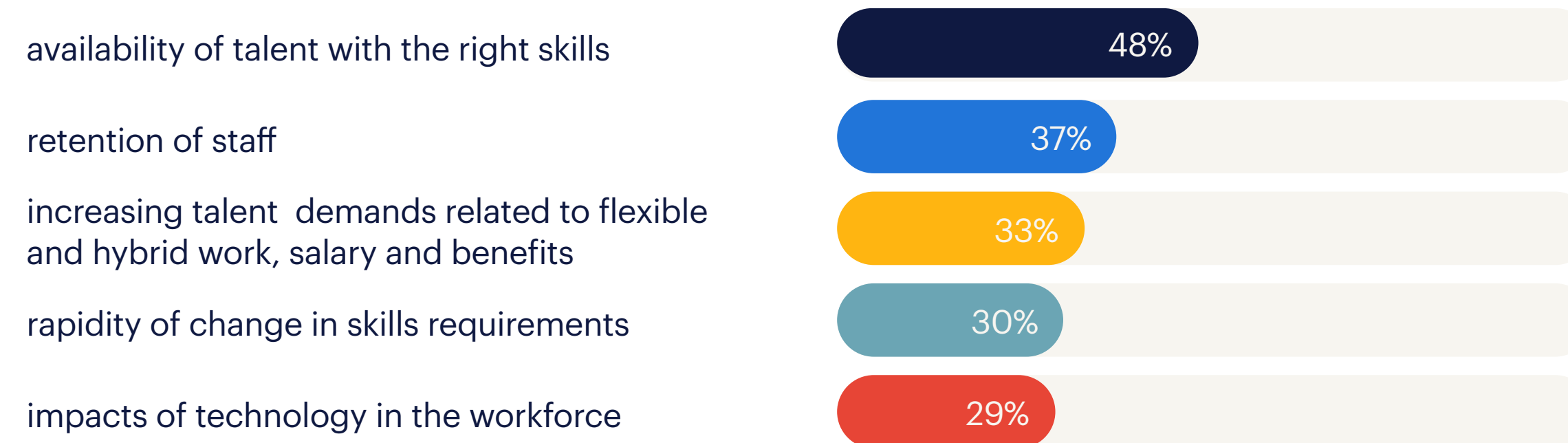


talent acquisition and retention.

A pivotal concern spotlighted in the survey is the availability of the right talent with the right skills, with 48% of business leaders identifying this as a pressing issue keeping them awake at night.

This concern is not unique to Australia but is a global phenomenon, possibly exacerbated by rapid technological advancements and a shift in skill set requirements. The focus on retaining staff (37%) and the increasing talent demands (33%) also highlight a shifting landscape in employment where employees are as valuable as the work they produce.

what are top three talent issues, keeping you awake at night as a hiring manager?

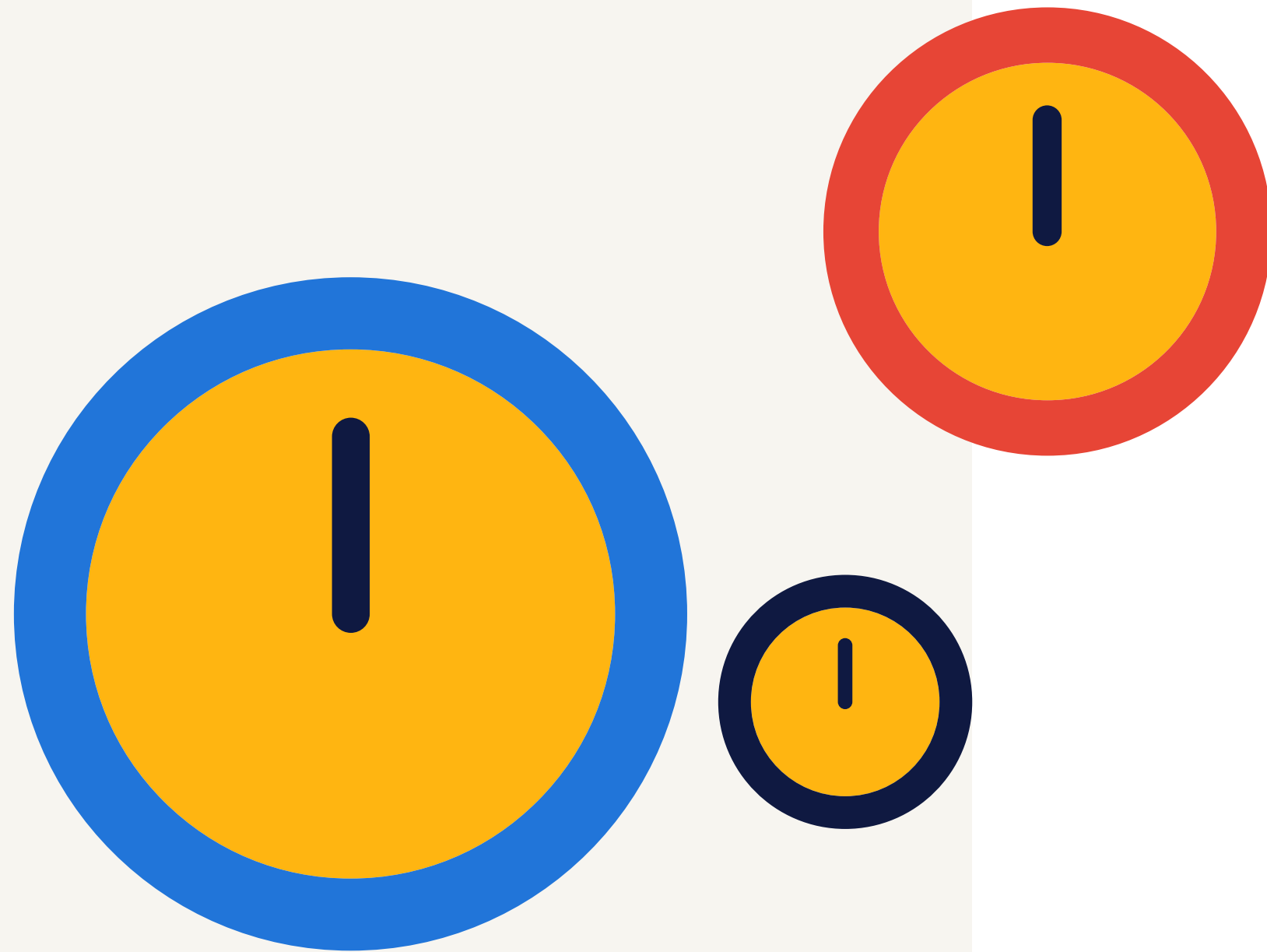


skillset and role prioritisation.

The emphasis on technology roles – revealed as the most difficult to fill – underscores the increasing reliance and integration of technology, AI and machine learning in virtually every sector. Technology skills are also noted as the most critical skills in demand for organisations in 2024, according to almost 57%. Problem-solving (46%), and creative skills (38%) also in high demand, reflect a multifaceted workforce needing to adapt to evolving digitalisation and automation across industries.

The difficulty in filling sales and relationship management staff roles also signals a need for businesses to foster expertise in revenue generation, customer relationship and retention, and business development within their teams. In a rapidly evolving job market, businesses need to stay agile and adapt to changing skill needs. This requires a proactive approach to training and development.

remote/hybrid work challenges.

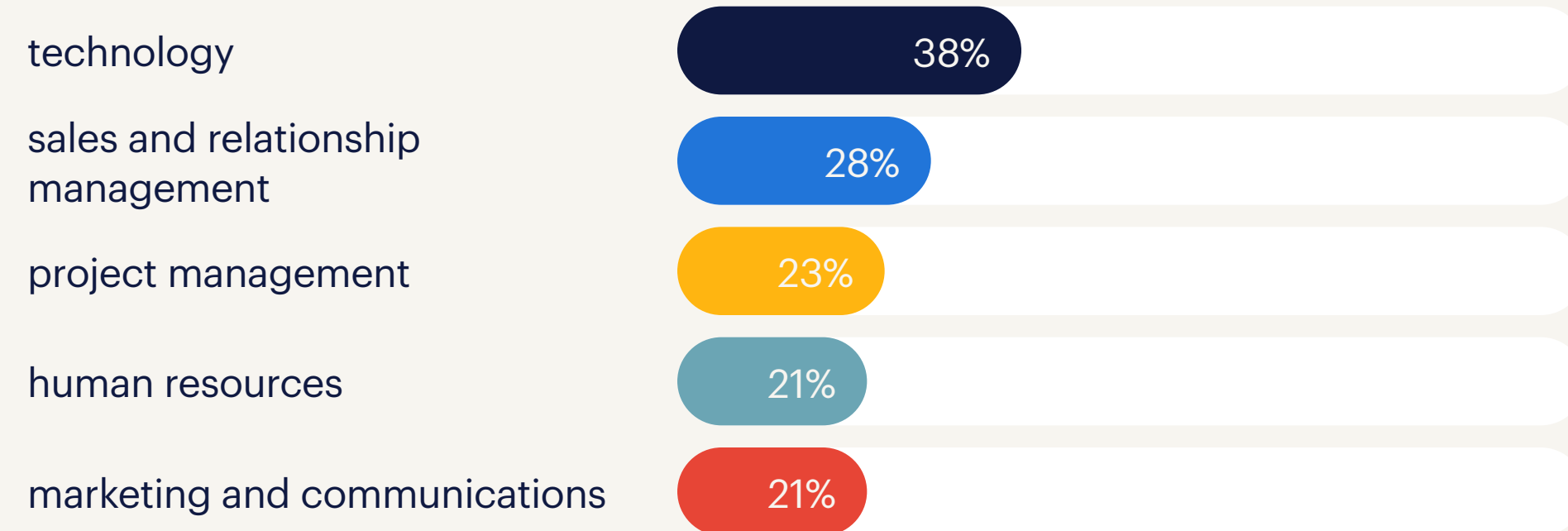


The challenge of maintaining staff productivity (59%) in remote/hybrid working models indicates organisations are continuing to explore optimal operational models. This aligns with the 56% of organisations aiming to bring staff back to the office more deliberately in 2024, to better balance productivity and in-person collaboration with the benefits of remote work.

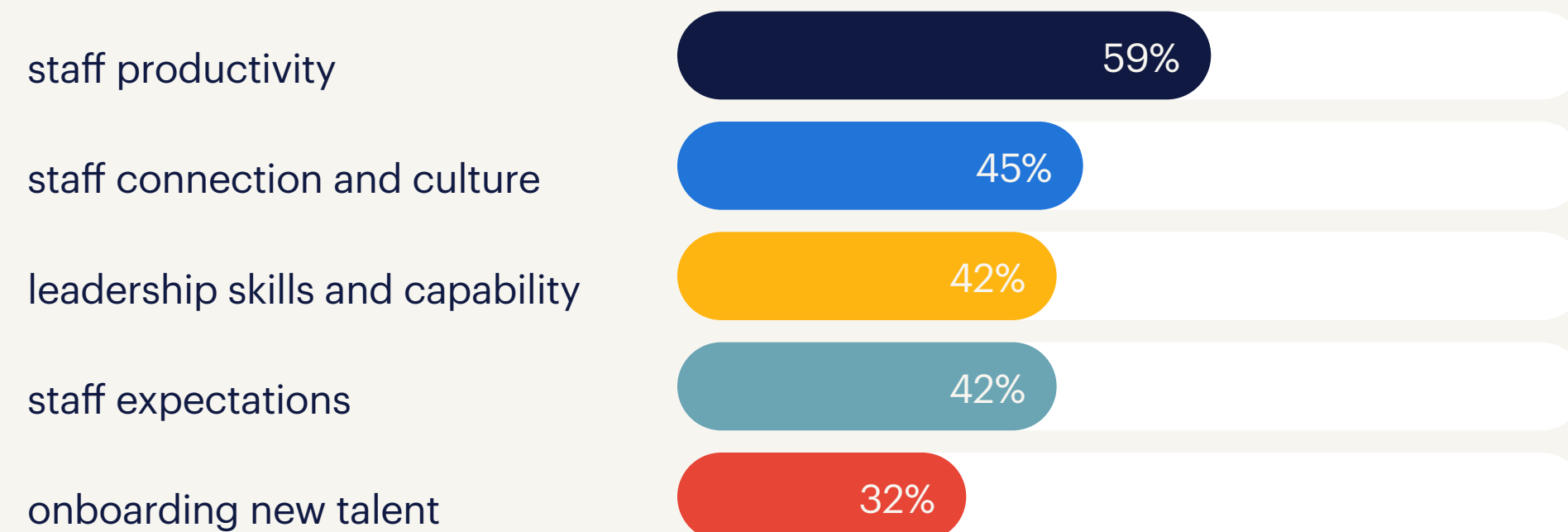
It's paramount for organisations to continue to refine remote/hybrid working models to maintain organisational culture, and productivity. Leadership skills and capability in managing remote/hybrid workforce needs ongoing development as well according to 42% of respondents.

It is also important to note, not all organisations find remote working challenging. Over 45% say they are not looking to change the status quo as they are happy with current flexible work practices.

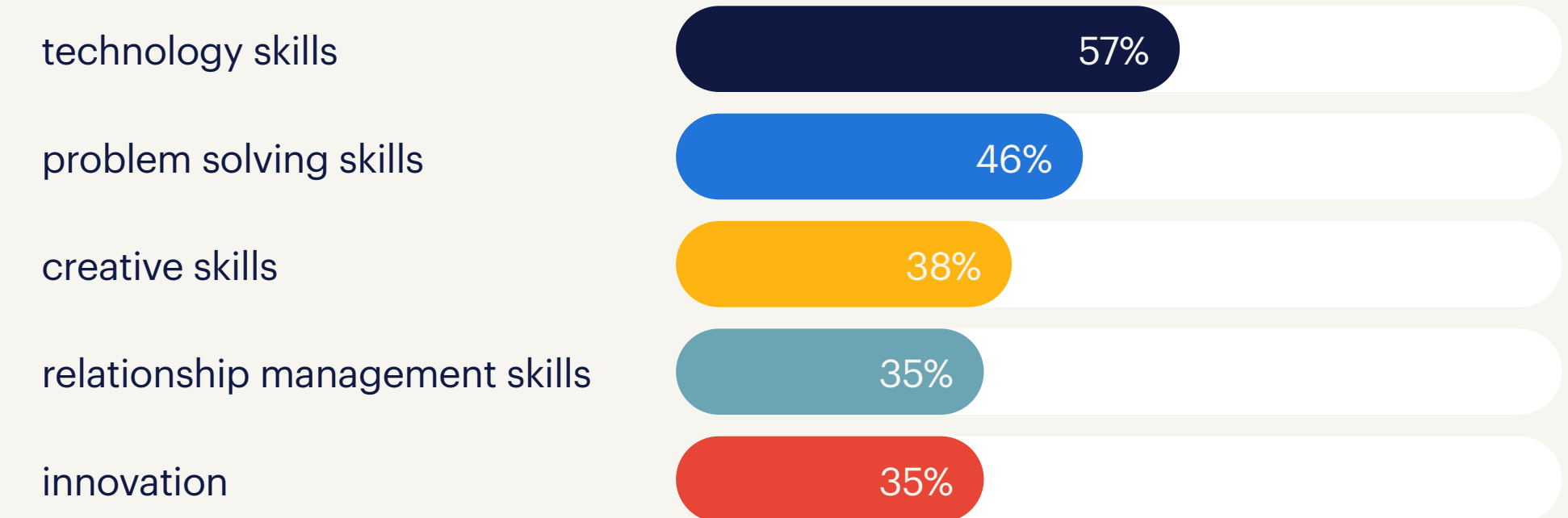
what roles are you finding most difficult to fill currently?



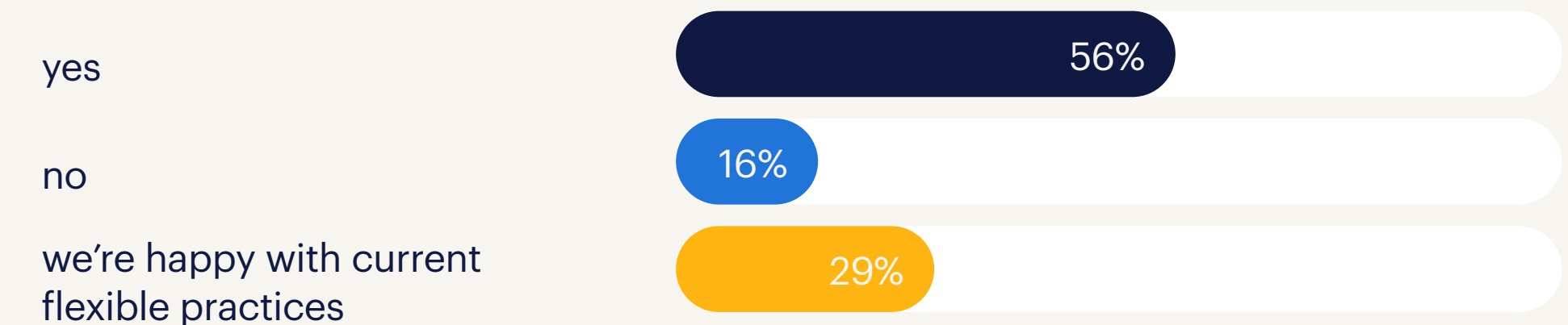
what challenges will or does your organisation face in managing a remote or hybrid workforce?



what skills or qualifications are becoming more critical for your organisation in 2024?



is your company looking at ways to bring staff back into the office more deliberately in 2024?



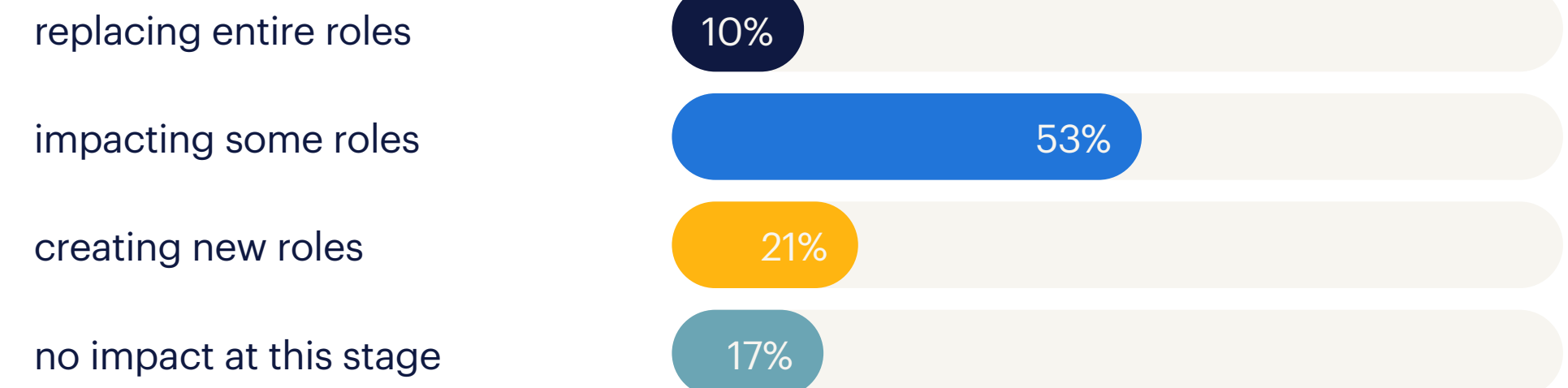
impact of AI and technological transformations.

The impact of AI on job roles is noteworthy, with over half of the respondents believing that AI will impact some roles, and 21% believing it will create new roles. This indicates an ongoing transformation within the job market due to technological advancements.

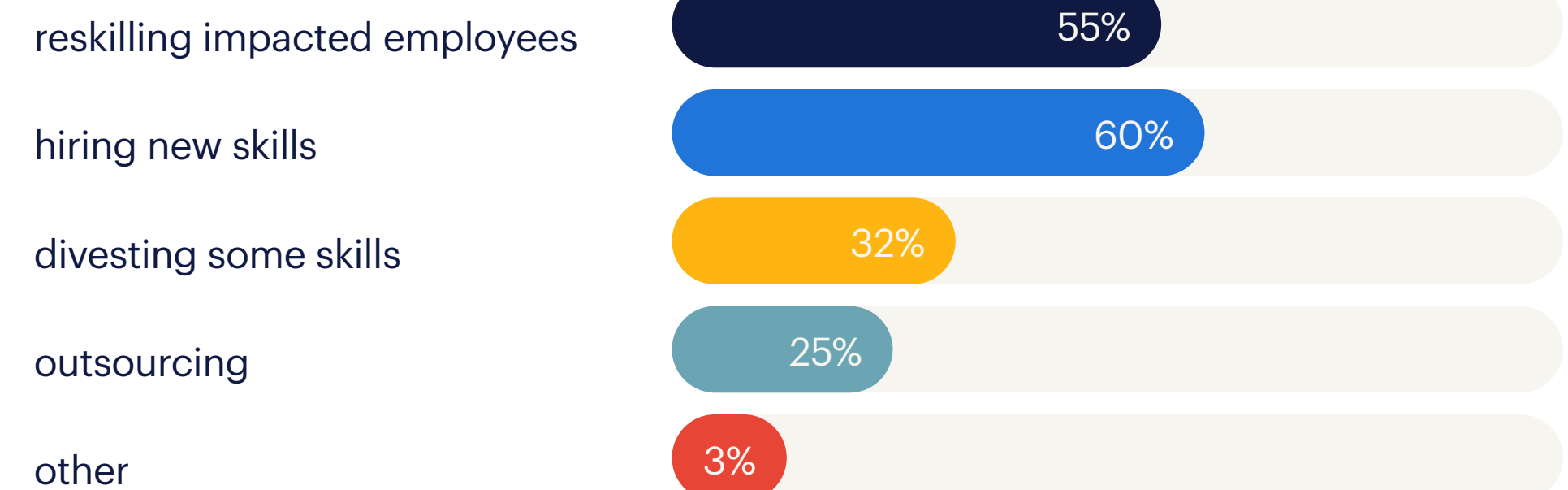
The 60% of organisations hiring new skills and 55% reskilling impacted employees demonstrate proactive approaches in adapting to AI and technology transformations.

This adaptability is key for organisations to remain competitive and for employees to maintain relevance in the evolving job market and an AI-driven world.

what in your view will be the single biggest impact AI will have on job roles in your organisation?



how is your organisation preparing for the impact on skills required, as a consequence of technology transformation?

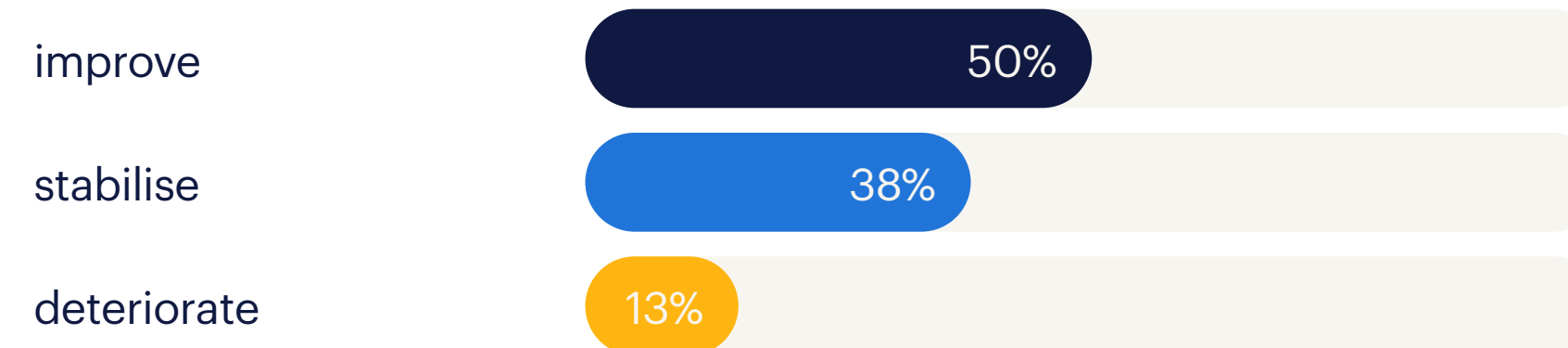


wage inflation and talent costs.

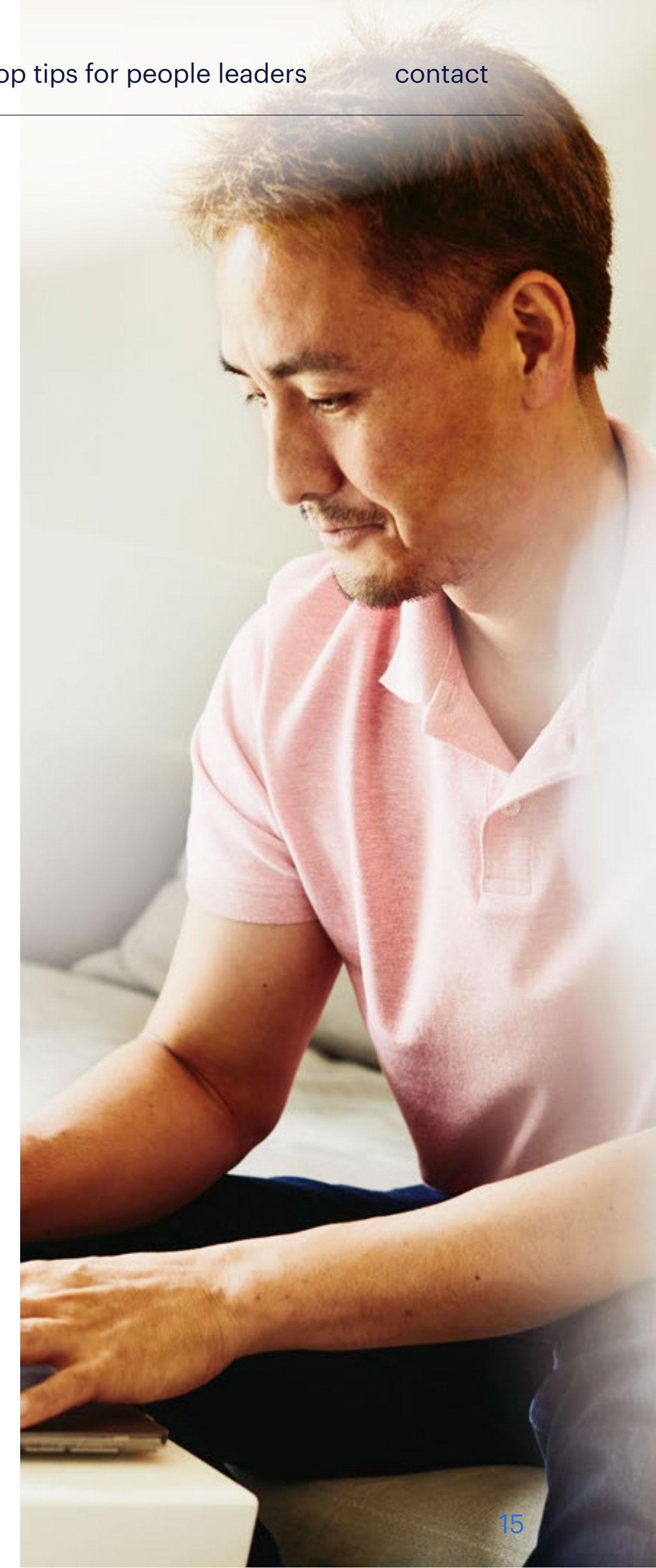
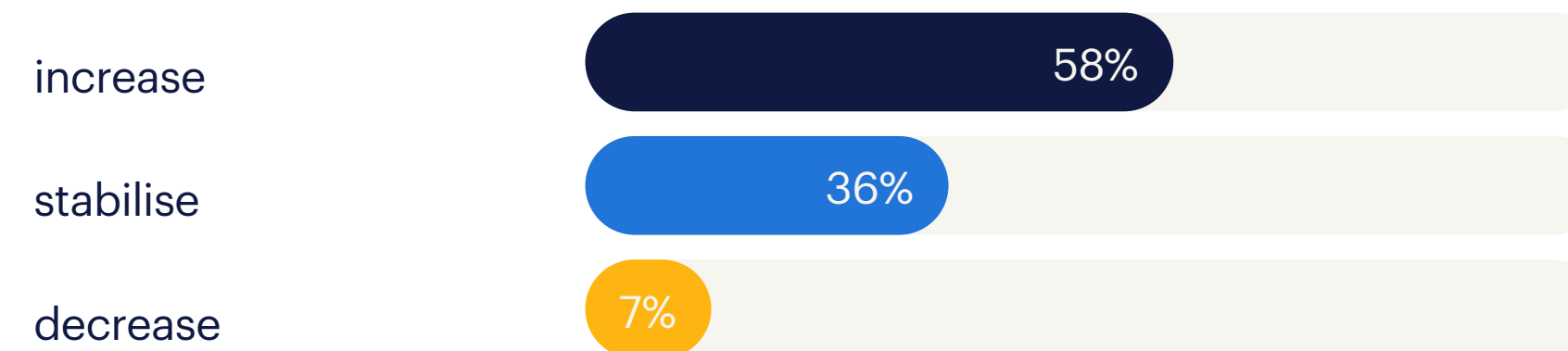
The expectation of an increase in the cost of talent, including wage inflation, by 58% of respondents signals potential pressure points for organisations in managing operational costs.

Balancing talent costs with talent needs will be crucial for organisational sustainability.

how do you see the availability of talent changing in 2024?



how will the cost of talent change in 2024?



conclusion.

Overall, the Randstad 2024 Employment Outlook Survey results suggest a generally positive outlook for the Australian job market, with opportunities for growth and development.

However, businesses should remain attentive to the evolving challenges.

The anticipated economic stability and growth are promising and the focus on acquiring and retaining skilled talent in technology and problem-solving suggests a proactive approach to future market demands. Balancing the challenges of remote working, evolving skill requirements due to AI, and managing talent costs will be crucial for sustained organisational success in 2024 and beyond.



new south wales.





navigating the future of employment in new south wales in 2024.

In the ever-evolving landscape of employment, adaptability and foresight are the keys to success for both jobseekers and business leaders. As we enter the year 2024, the employment market in New South Wales stands at a crossroads, presenting both challenges and exciting opportunities.

a multi-faceted employment market

Undoubtedly, the New South Wales job market has faced headwinds, largely influenced by economic conditions and, significantly, decisions surrounding interest rates.

It's a multifaceted landscape that will influence jobseekers in profound ways. While the days of an abundance of job opportunities experienced over the last two years have softened, opportunities still exist, albeit at a slower growth rate than what we've witnessed before.

jobseeker insights and strategies

Jobseekers must adapt to a market where negotiating power and opportunities for salary increments are diminished. Traditional job-seeking channels remain vital, but the decision to switch jobs is now more nuanced. It's no longer solely about securing a higher salary; factors like job stability, steady employment history, and mortgage or rental considerations play a more significant role in decision-making.

Mortgages and rental applications now scrutinise employment history closely. A consistent job history has become a valuable asset in this market, while frequent job-hopping can potentially raise red flags.

Thus, jobseekers are becoming more judicious in their career moves, carefully weighing the benefits against potential drawbacks. This shift in behaviour highlights a pivotal point - jobseekers in 2024 must think holistically about their prospective positions.

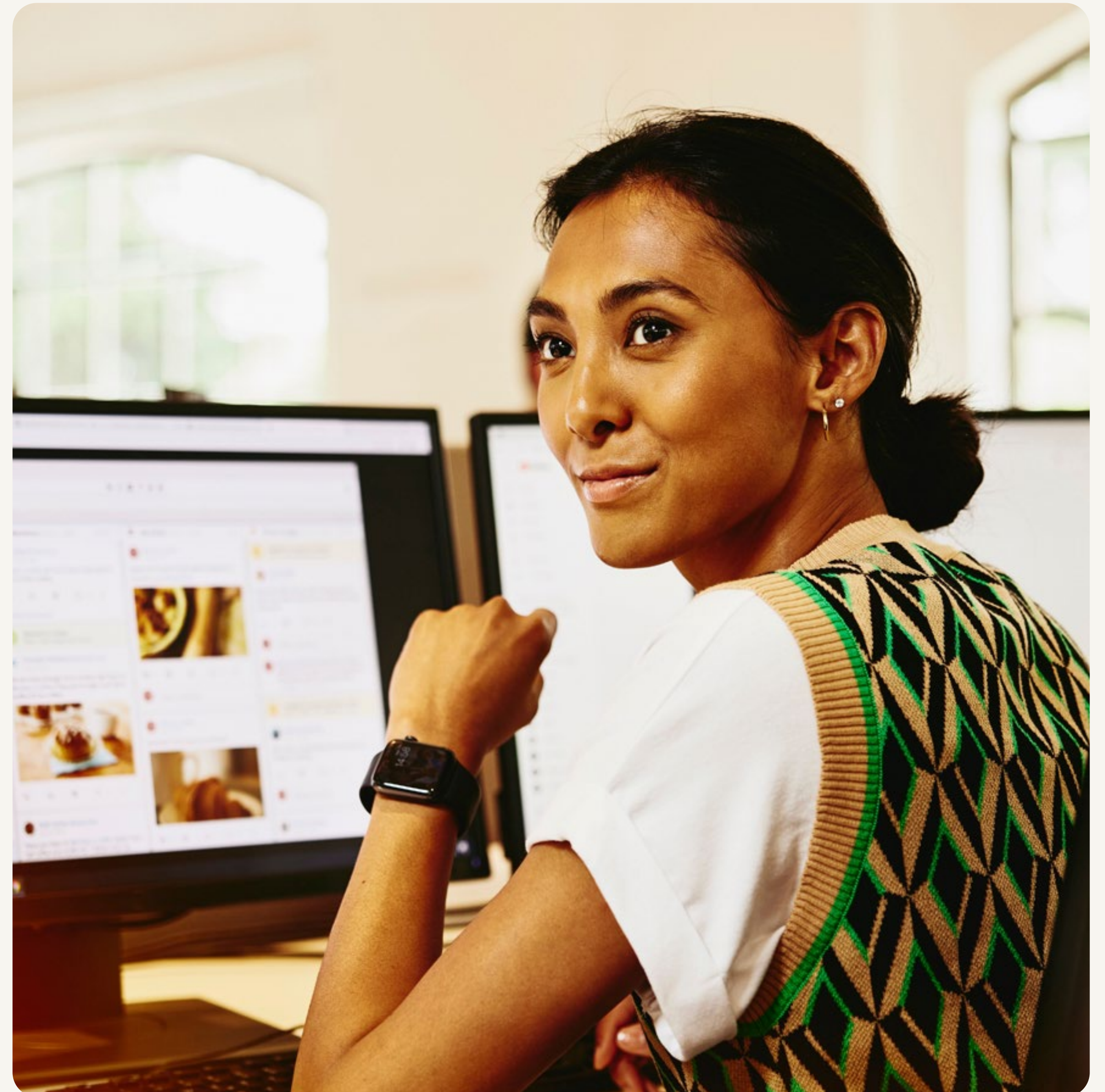
Does the job align with their values, offer diversity and inclusivity, and provide flexibility? In an environment where monetary incentives are no longer the sole driving force, jobseekers have the freedom to assess opportunities against a broader set of criteria. The opportunities are still there, albeit with different parameters.

Furthermore, the emergence of AI in the workforce has created a noticeable discrepancy. Many job postings include requirements related to AI knowledge and skills, yet there is a gap in jobseekers possessing these qualifications. This mismatch presents both a challenge and an opportunity.

To mitigate this challenge, jobseekers are advised to be proactive and take control of their professional development, especially in emerging skills like AI. While employers play a role in fostering growth, jobseekers should not rely solely on their organisations for upskilling.

The responsibility to stay relevant and acquire future-oriented skills lies with individuals.

In a rapidly evolving job market, owning one's development is crucial to staying competitive.



challenges and opportunities for business leaders

For business leaders, 2024 presents a unique set of challenges. One of the most significant hurdles is the ‘talent drought’. Despite less-than-ideal economic conditions, unfilled positions continue to persist. The risk-averse nature of individuals, particularly those living in high-cost areas across the state, has led to employees being less inclined to change jobs. This phenomenon creates a challenge for business leaders attempting to attract and retain top talent.

Additionally, organisations that have onboarded talent in recent years at potentially inflated salaries are facing a conundrum. These employees have limited room for salary growth, creating an issue of salary equity within the organisation. As a result, business leaders must address this disparity to maintain a harmonious and motivated workforce. The persistent demand for salary increases further exacerbates this challenge, as disposable income remains a concern for many.

Moreover, the importance of diversity

and inclusion in the workplace cannot be understated.

With the hybrid nature of work becoming the norm, creating pockets of inclusivity and collaboration within an organisation becomes increasingly challenging. The absence of physical meeting points makes fostering inclusivity even more critical. Companies must redouble their efforts to cultivate a diverse and inclusive workforce, as it directly impacts the bottom line.



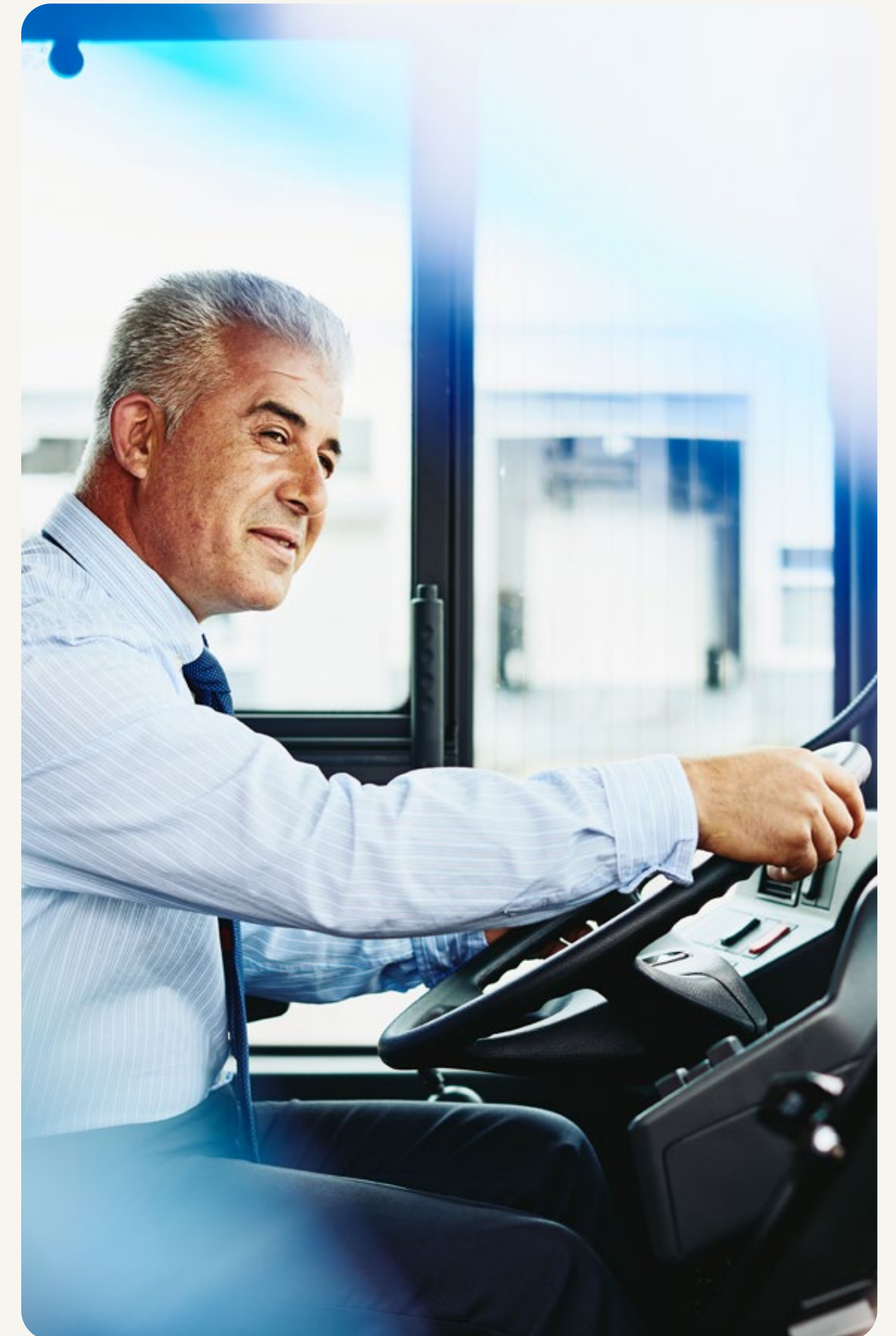
industry opportunities

In the New South Wales employment landscape of 2024, certain industries stand out as beacons of opportunity. Anything digitally or technologically aligned, including roles adjacent to core tech profiles or integrated with technology, promises significant growth.

The demand for specialist talent in white-collar professional roles remains high, regardless of broader economic conditions.

Legal roles, both in-house and in private practice, demonstrate consistency and resilience. In the supply chain, transport, logistics, and manufacturing sectors, specific job profiles such as drivers and forklift operators continue to be in high demand, with a breadth of opportunities available in many industries.

However, there are areas of concern as well. Blue-collar trades are experiencing a scarcity of skilled workers in highly specialised areas such as stonemasonry, so addressing this issue will be crucial to maintaining a diverse and robust workforce to provide ongoing quality services to the community.

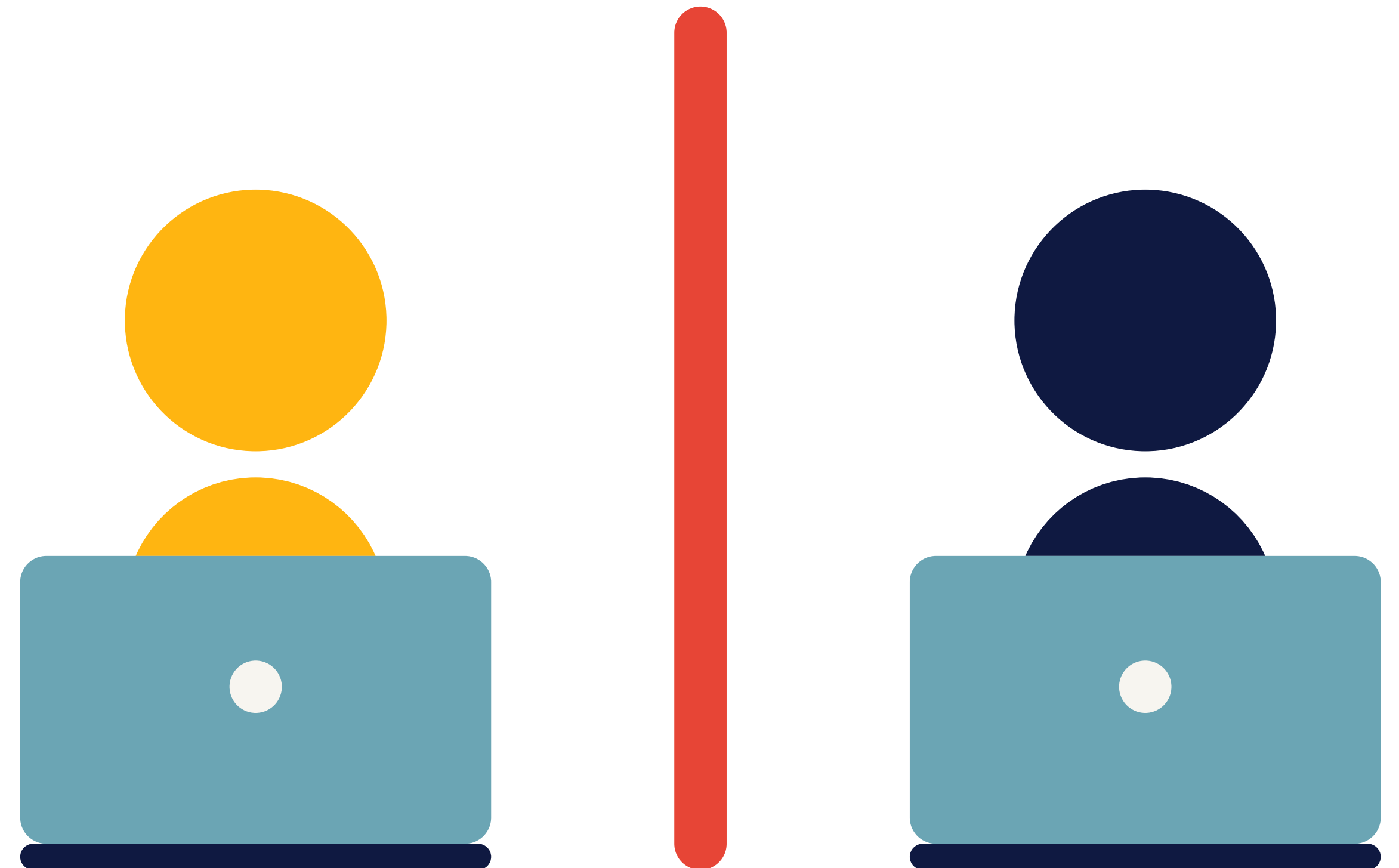


predictions for the world of work

The world of work is undergoing a profound transformation, akin to previous paradigm shifts like the advent of computers. As AI technologies become more embedded in our daily lives, concerns about job displacement abound. However, it's essential to recognise that we are at the dawn of the next era of work, and there is a lot to be excited about.

AI is here to stay and this transition period is marked by a learning curve for organisations and individuals necessitating adaptation and upskilling to avoid being left behind. The coexistence of AI and human intelligence will redefine many roles, opening up new possibilities for more enriching and fulfilling jobs.

The next 3-5 years are poised to be particularly exciting, as the pace of technological change accelerates. Jobseekers and businesses alike must embrace this change and take ownership of their professional development and upskilling. The era of passive adaptation to the job market is over; proactive engagement and continuous learning are the keys to success.



It's essential to remember that, despite the increasing role of technology, human connection remains a vital aspect of the workplace. The fear surrounding AI should not overshadow the value of genuine human interactions and the enriching experiences they bring.

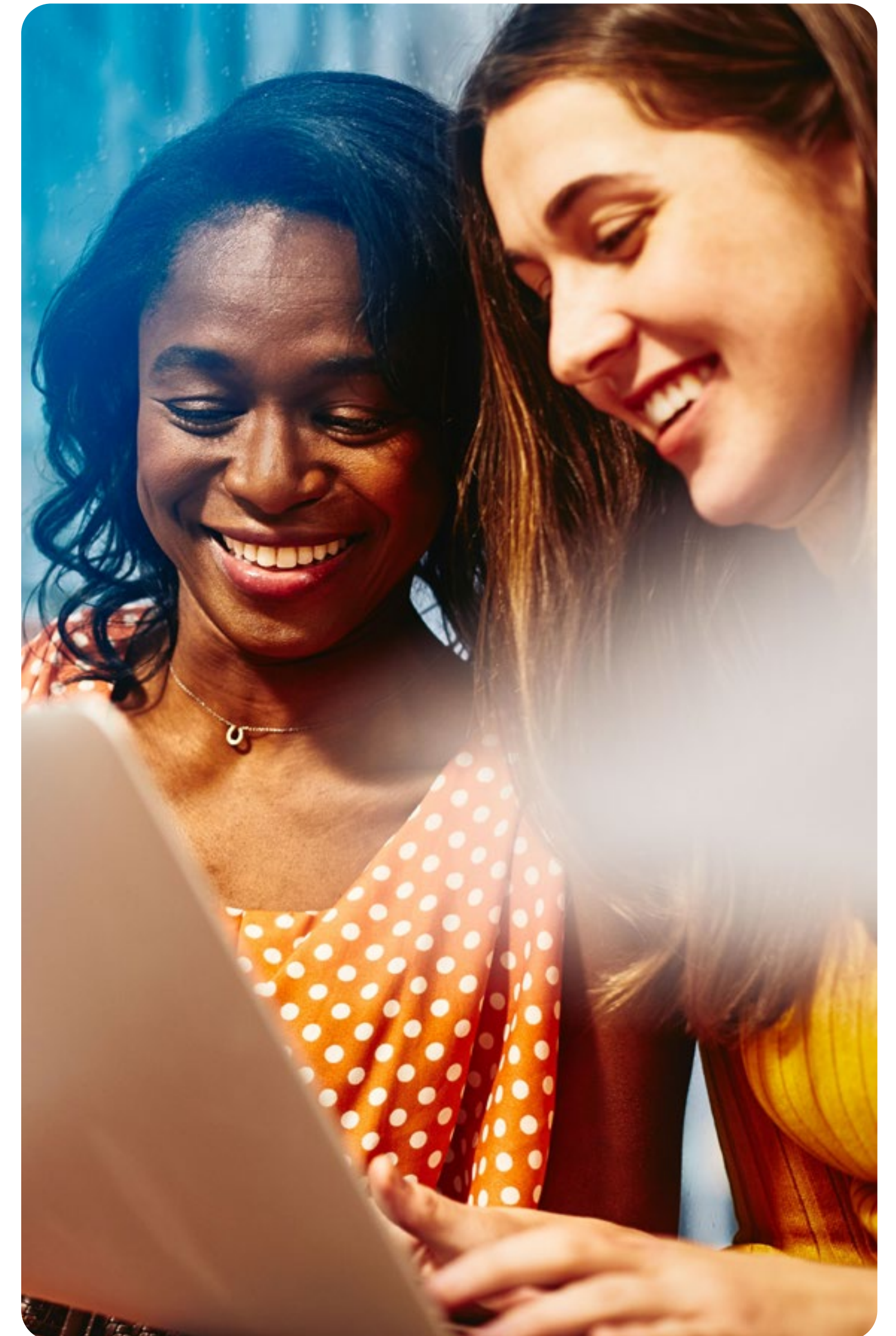
2024 promises to be a year of change and growth in the New South Wales employment market. While challenges exist, opportunities abound for those who are adaptable, proactive, and willing to embrace the evolving nature of work.

Embracing technology, fostering inclusivity and taking a strategic future-oriented hiring approach while taking ownership of one's professional journey will be pivotal in thriving in the new world of work.

As we stand on the cusp of this transformative era, the possibilities are endless, and the future of employment in New South Wales holds great promise.



Jo Jakobs
Director
Randstad Australia



victoria.





strategic insights | navigating victoria's employment market in 2024.

In the ever-evolving landscape of Victoria's labour market, 2024 promises both challenges and opportunities for employers and jobseekers alike. As we head towards the new year, it's crucial to gain a sense of the transformation we anticipate, as well as insights into the trends and dynamics that will shape the world of work in the future.

outlook and employment dynamics

Victoria, like the rest of the world, has weathered the tumultuous waves of the pandemic. As we transition into 2024 and try to bring inflation under control, the unemployment rate, which remained relatively stable this year, may see an uptick. Even then, it may not impact the market too much as we expect to have more people employed next year than we did before pre-pandemic levels.

Despite potential challenges, opportunities still abound in the marketplace. If we talk about opportunities for jobseekers next year, it's important to recognise that the competition for top talent remains fierce.

Organisations are continually seeking exceptional individuals to join their ranks, and this demand is unlikely to wane. In recent years, we've also witnessed career transitions that were previously unimaginable. Jobseekers have moved across sectors, seizing opportunities that were once out of reach.

However, the growing influence of AI and evolving recruitment technologies will pose a unique challenge. With potentially less human interaction in the hiring process, and less jobs being advertised, it may create barriers for jobseekers when applying for jobs. But both employers and jobseekers will need to adapt to these changing conditions.

As unemployment rises, people won't see as many job advertisements and activity around hiring, but that doesn't mean that organisations aren't still willing to meet and consider talent. Forward-thinking hiring managers will always remain open to meeting potential talent, even if they aren't actively advertising. In this environment, building a personal brand, expanding your professional network, and focusing on your online profile become paramount.

With reductions in talent team sizes and budget constraints, jobseekers must leverage their branding and networking to stand out and navigate how they seek employment next year.



challenges and opportunities

The role of leaders has become increasingly complex. Organisations are becoming even more data-driven in their decision-making, requiring leaders to adapt to a more analytical mindset. The integration of technology into businesses has accelerated this transformation, presenting challenges related to skill sets and data-driven decision-making.

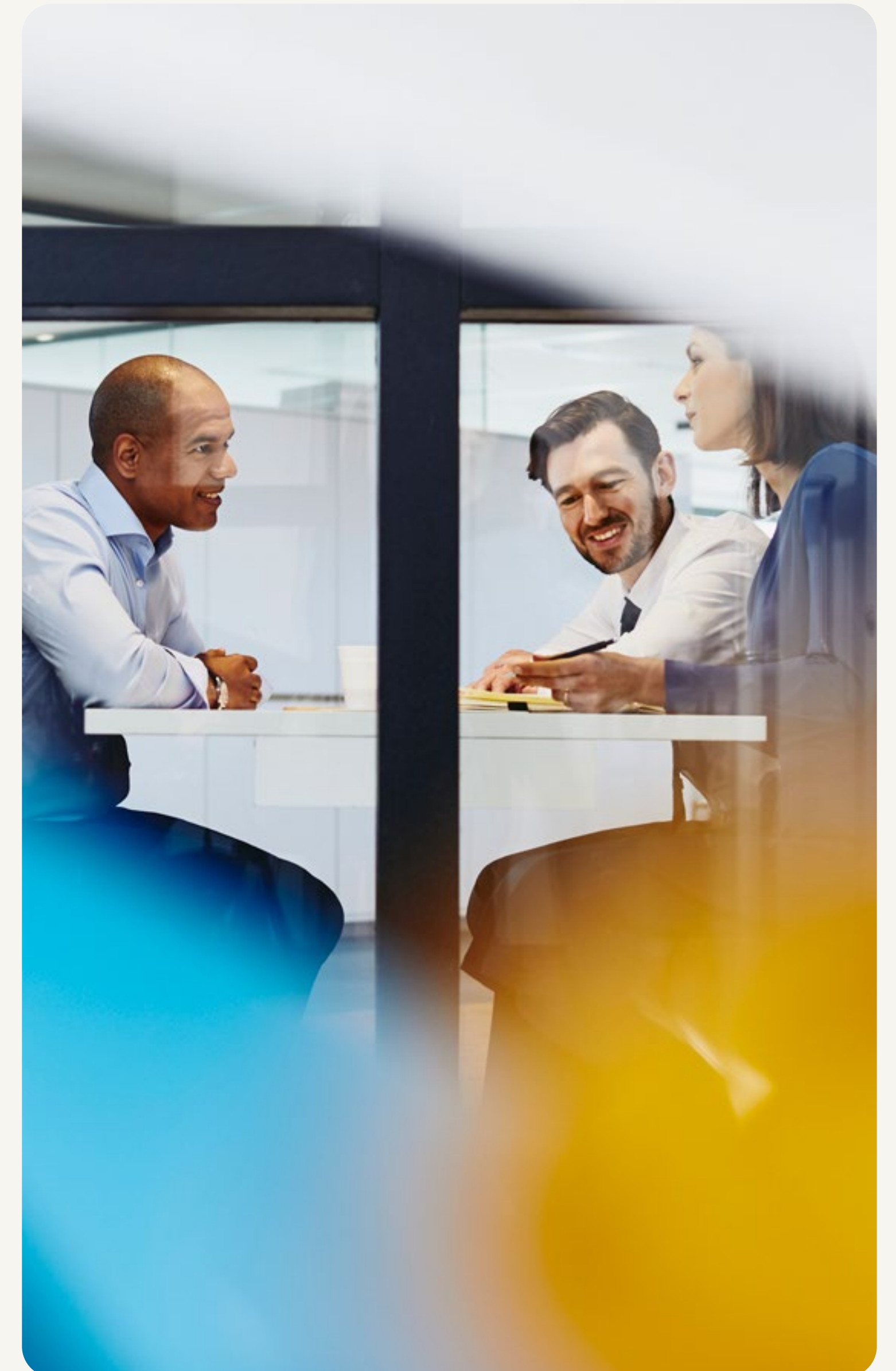
One well-documented challenge is the onboarding of staff in hybrid and remote work environments. People leaders must possess high emotional intelligence, self-awareness, adaptability and trust-building, especially in a remote work context.

The responsibilities of leaders have also expanded to include a more significant focus on the mental and physical health of their teams, as well as themselves. The world of work has changed significantly, and leaders must be equipped to handle these new responsibilities effectively. and focusing on your online profile become paramount.

Upskilling and training for business leaders are imperative, as the role of leadership looks vastly different from just a few years ago.

However with budgets being cut and less movement in hiring support positions the workload of leaders continues to rise.

Leaders must focus on their own health and well-being as they continue to evolve to meet the demands of this rapidly changing and more demanding work landscape.



industry insights and the regional dilemma

In Victoria, industries such as services, health, and community services are poised for growth in 2024. The professional, financial, and information services sectors also show promise. However, the employment landscape is complex, with around 3.7 million people making up Victoria’s labour market.

It’s important to note that regional Victoria faces unique challenges. While the state’s unemployment rate hovers around 3.6%, regional areas experience a disproportionately high percentage of unemployment.

The reliance on overseas workers to fill roles in these regions has been disrupted, and the demand for employment in regional areas remains significant. However, sourcing talent for these areas is becoming increasingly challenging.

As a result, organisations in regional Victoria must consider innovative approaches to attract and retain talent. These challenges emphasise the need for a strategic focus on employee experiences, flexibility, and benefits to remain competitive in these regions.



predictions for the future of work

The COVID-19 pandemic has forced organisations to become more agile, creative, and quick in their decision-making.

The adoption of hybrid and remote work models represents one of the most significant shifts in the workplace. Individual priorities have also shifted, with many employees seeking greater flexibility and work-life balance.

Frontline workers experienced these shifts differently, increasingly leading to career transitions, now seen as an overflow from exposure risks during the pandemic. The sectors hit the hardest were emergency services, trades, healthcare, education, production and manufacturing.

As we move into 2024, sectors and organisations with frontline workers will need to reassess their employer value proposition, their employee experiences, flexibility, and benefits to attract and retain talent effectively in the future.

The emphasis on reskilling and upskilling employees is expected to continue. Jobseekers need to consider how they can enhance their skill sets to remain competitive in the evolving job market.

Next year presents a dynamic and evolving employment market in Victoria. Challenges and opportunities will shape the future of work, demanding adaptability and resilience from both employers and jobseekers. By staying informed, embracing innovation, and building strong relationships, we can navigate the path ahead and secure success in 2024 and beyond.



Adam Weekley
Director
Randstad Australia



queensland.





a glimpse into the future: queensland's 2024 employment landscape.

The year 2024 beckons with promises and challenges, and as we peer into Queensland's employment market, we find ourselves navigating a landscape of unparalleled dynamism. Queensland, with its diverse industries and vast geography, presents a unique canvas for examining the ebb and flow of opportunities and obstacles that lie ahead.

challenges and opportunities ahead for jobseekers

For jobseekers in Queensland, 2024 will be marked by a fusion of technological advancements, shifting skill demands, and heightened competition. As the lines between human and artificial intelligence continue to blur, technology will play an increasingly pivotal role in recruitment.

We see organisations adopting tech-driven strategies for candidate sourcing and assessment, a trend that, while promising efficiency, also raises questions about bias and job displacement. In the era of AI-driven candidate screening, ensuring fairness and objectivity is paramount.

The skills gap, a topic that has loomed over the job market in recent years, remains a formidable challenge. Jobseekers need to align their skill sets with shifting demands, and businesses must become more discerning in their hiring practices.



In the quest for coveted roles, we observe a trend of heightened competition. Sought-after industries and businesses with a strong employer brand are attracting a swarm of applicants, intensifying the competition for these positions.

Navigating this landscape will require jobseekers to distinguish themselves through adaptability, skill development, and strategic job searches.

Forward-thinking government departments and commercial organisations are increasingly investing in upskilling and development programs. Whether internal or external to the organisation, learning and development initiatives create pathways to acquire the skills necessary for ongoing career development.

We see ongoing roles for those looking to venture into industries such as technology, healthcare, manufacturing, and construction across Queensland.

The rise of the hybrid working model is another noteworthy trend. With the size and diversity of Queensland’s landscape, remote work is becoming more acceptable than ever before. This shift in work arrangements opens up new possibilities for jobseekers, particularly in regional and remote areas.

Yet, it is not all smooth sailing. Queensland faces a housing challenge, exacerbated by the influx of people from overseas and interstate since the pandemic.

This housing shortage is particularly pronounced in areas where industries demand remote placements. While the employment market thrives, the lack of affordable housing is a pressing issue that needs addressing.

Population surges, particularly in areas such as the Gold Coast and Sunshine Coast bode well for the economy, yet the rental market has been stretched to its limits. In regions where tourism and hospitality reign supreme, the imbalance between wages and living costs presents a significant hurdle.

insights for business leaders

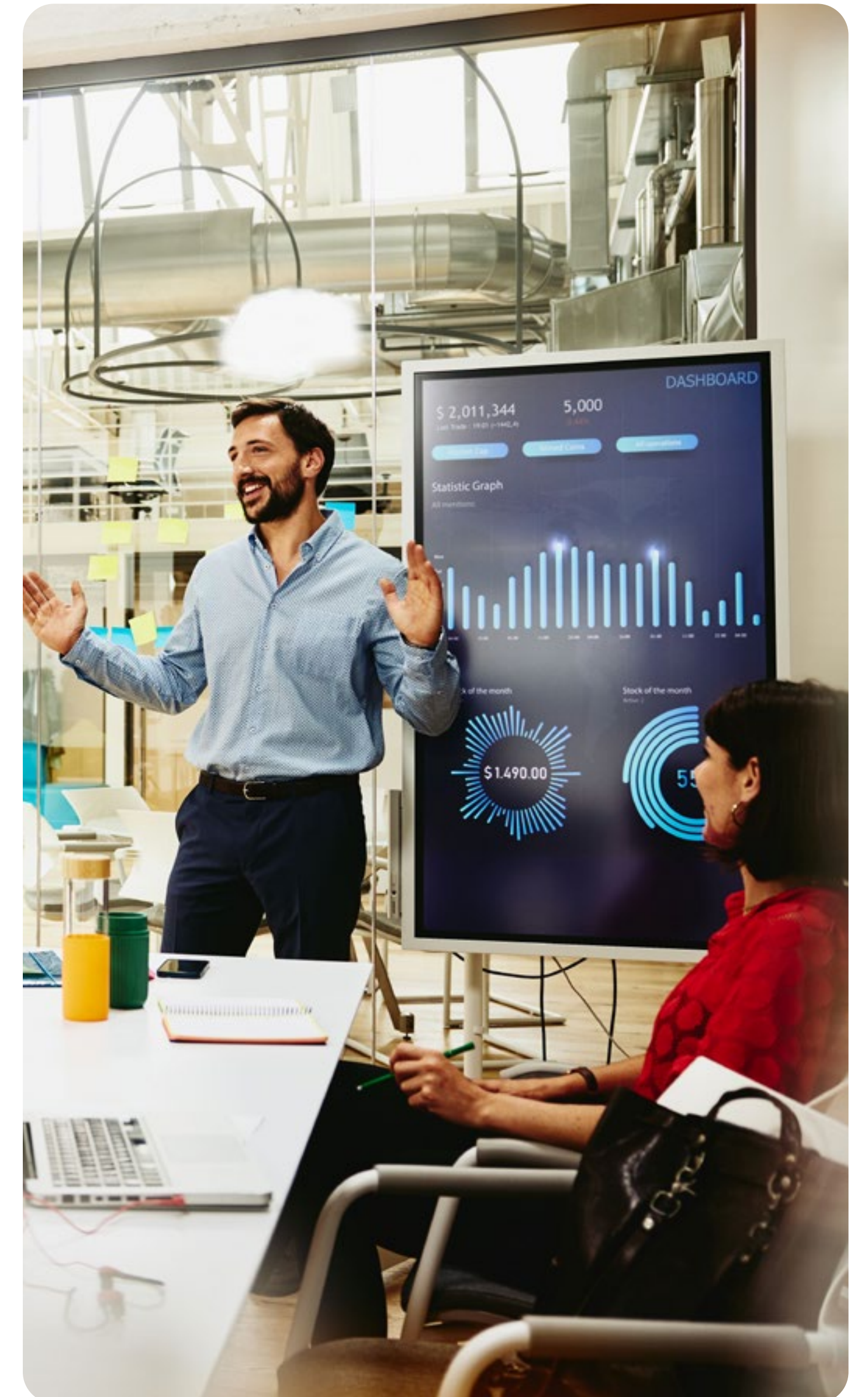
For business leaders in Queensland, 2024 will be a year of strategic pivots and adaptability.

Talent retention remains a critical concern, as organisations constantly grapple with their best employees being lured away. Our Randstad Employer Branding Research underscores the importance of offering attractive salary and benefits, a strong work-life balance, a great work atmosphere as well as learning and development opportunities to retain top talent.

While salaries may not soar to the same heights as in previous years, the challenge of attracting and retaining exceptional talent persists. This is exacerbated by the tight labour market, where the best and brightest are frequently approached by rivals.

Another challenge that business leaders face is managing remote teams effectively. Creating a cohesive team culture in a virtual environment demands innovative solutions and a deep commitment to employee health and well-being. The ability to foster a sense of belonging and motivation in a remote workforce will be paramount.

Diversity and inclusion continue to be a focal point for businesses. Ensuring that remote employees feel part of a team and that differences are valued remains a priority. Embracing diversity means not just talking the talk but also walking the walk.

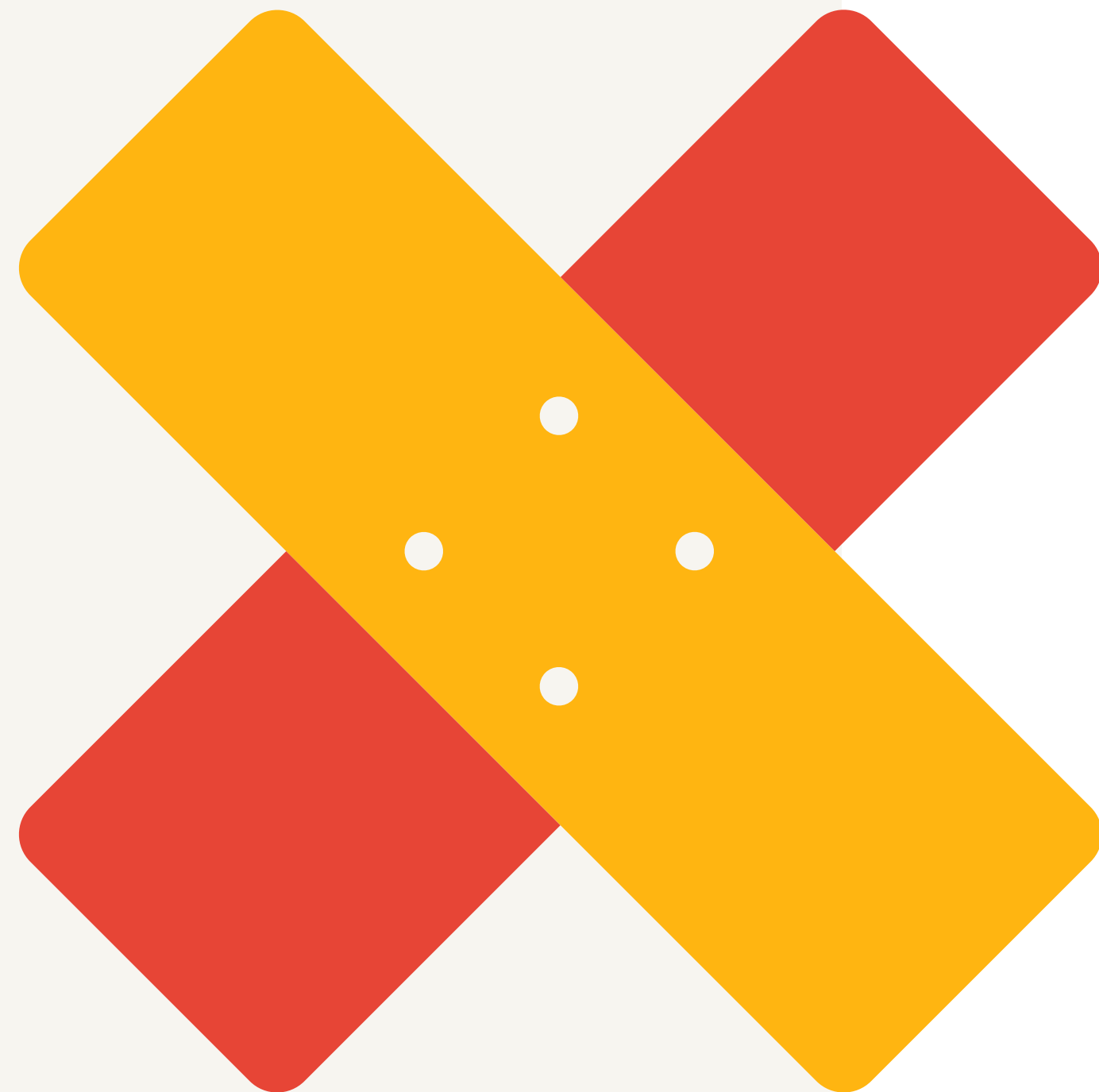


Business leaders have a golden opportunity to harness technology for more efficient and effective operations.

Tech integration can enhance engagement and productivity, making it a cornerstone of successful leadership in 2024. Additionally, tapping into the global talent pool to bring in diverse perspectives and skills will be a strategic move for growth-oriented organisations.

The definition of leadership is also evolving rapidly. The pandemic has shown us that leadership is not confined to the extroverted “people people” of the past. The ability to connect, read, and engage with employees in a virtual environment is a skill that leaders must cultivate. The arrival of multiple generations in the workforce also requires leaders to adapt and tailor their approaches to suit diverse preferences and work styles.





where are the biggest opportunities in queensland next year?

Queensland’s employment landscape in 2024 offers a promising outlook for several sectors. Healthcare, technology, manufacturing, construction, renewable energy, and sustainability are poised for substantial growth. These industries are at the forefront of innovation and transformation.

Healthcare remains a critical area with significant demand, especially in regional and remote locations. Doctors, nurses, and allied health professionals are in high demand, as are aged care workers and educators.

The allure of metro cities competes with the appeal of working in Queensland’s regional and remote areas, making talent acquisition a challenge.

Renewable energy and sustainability initiatives are on the rise, but businesses in this sector are still defining their workforce needs. As the industry matures, it will offer exciting prospects for those with adaptable skills.

predictions for the world of work

The integration of AI and automation into the workforce will continue to transform job roles, rather than replace them entirely.

Organisations are increasingly exploring how technology can enhance efficiency and productivity. While AI and automation have been discussed for years, their tangible impact is now taking shape.

Skills-centric hiring is set to gain momentum. Qualifications may take a back seat to skills and experience, especially as job roles evolve rapidly. Adaptability and the ability to learn and apply new skills will be highly valued attributes.

Renewable energy, sustainability, and environmental practices will reshape business operations. Organisations will grapple with sustainability as an essential component of their strategies, and this will create new roles and opportunities.

The concept of “and” rather than “or” will be central to business practices. Tenders, bids, grant applications and reporting will increasingly demand sustainable business practices.

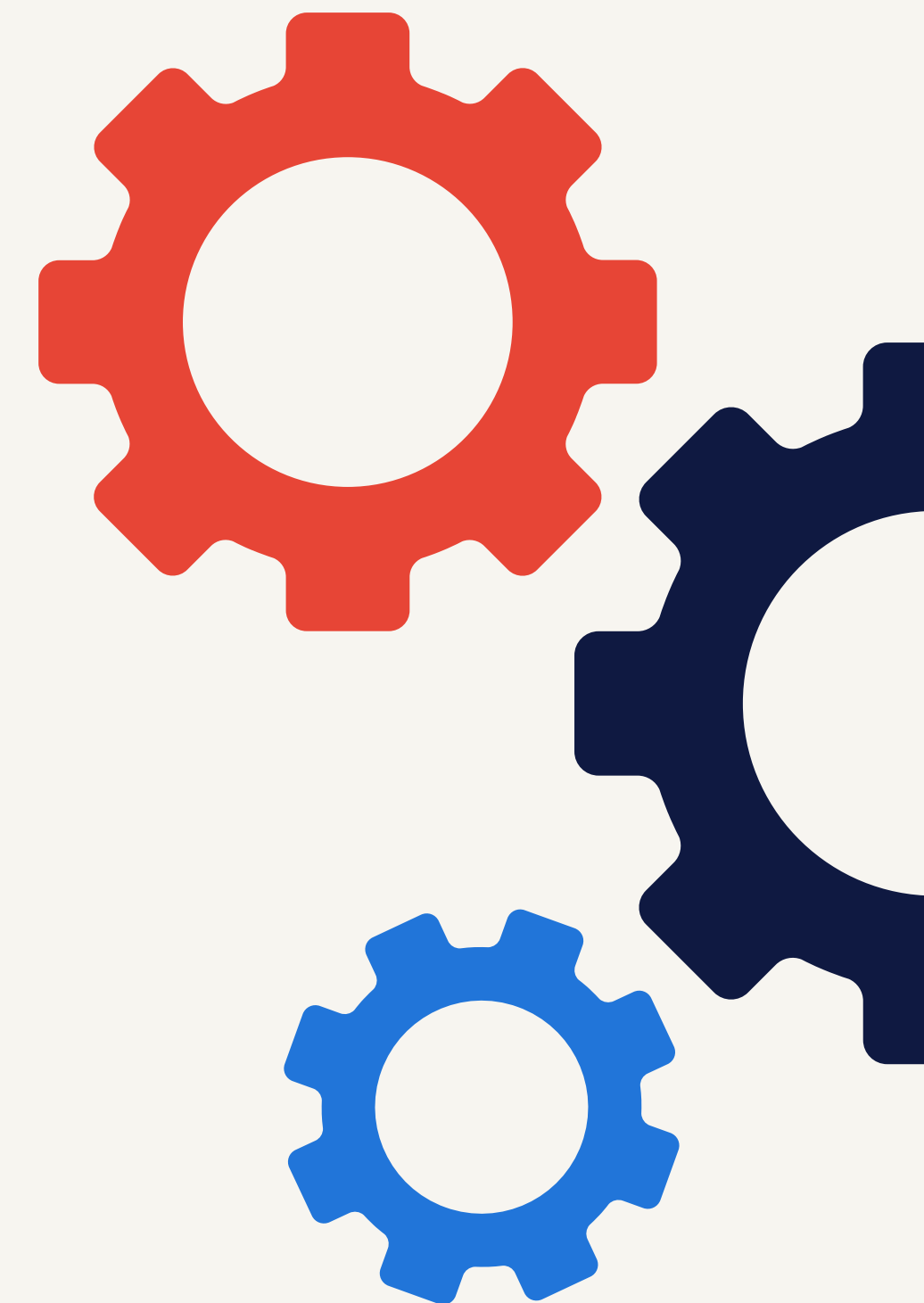
Social procurement, corporate social responsibility, and social impact on local communities will all become critical considerations for businesses. Incorporating sustainability into business practices is now not only a moral imperative but also a key to long-term success.

Employee health and well-being will continue to be a prominent focus. Younger generations, in particular, are driving conversations around mental health support and therapy. Organisations are recognising the importance of offering resources and creating supportive environments for their employees.

The stigma that once surrounded mental health issues is gradually dissipating, making it more acceptable for individuals to seek help and openly discuss their well-being.

The emphasis on mental health in the workplace isn't just a matter of compassion; it makes good business sense.

Employees who feel supported holistically are more likely to be productive and engaged, which ultimately benefits the organisation.



Queensland’s employment market in 2024 will be a landscape of contrasts, filled with both challenges and opportunities. As we approach the 2032 Olympics, the Sunshine State is set to receive an influx of investment, making it an exciting place to live and work. However, it’s essential for both jobseekers and businesses to adapt to the changing dynamics of the workforce.

Jobseekers need to be open to unconventional paths, embrace the power of adaptability, and explore opportunities beyond their comfort zone. Queensland’s evolving business ecosystem offers a wealth of possibilities for those willing to seize them.

Business leaders need to prioritise employee well-being, tap into ‘outside the box’ talent, and embrace technology to enhance productivity. The future of work is dynamic, and organisations that adapt and innovate will thrive.

Over the next decade, Queensland will be at the forefront of change, and it’s crucial we stay open to the unique opportunities that will arise. I invite you to explore the insights and strategies in this report that will help you navigate this dynamic landscape successfully.

Queensland’s future is bright, and it’s up to all of us – jobseekers, business leaders, and stakeholders – to shape it into a vibrant, inclusive, and prosperous place to work and live.



Kerry McQuillan
Director
Randstad Australia



south australia.





navigating the future of employment in south australia in 2024.

The dynamic interaction between evolving markets, technological innovation, and human potential shape the future of employment.

overview: the south australian labour market

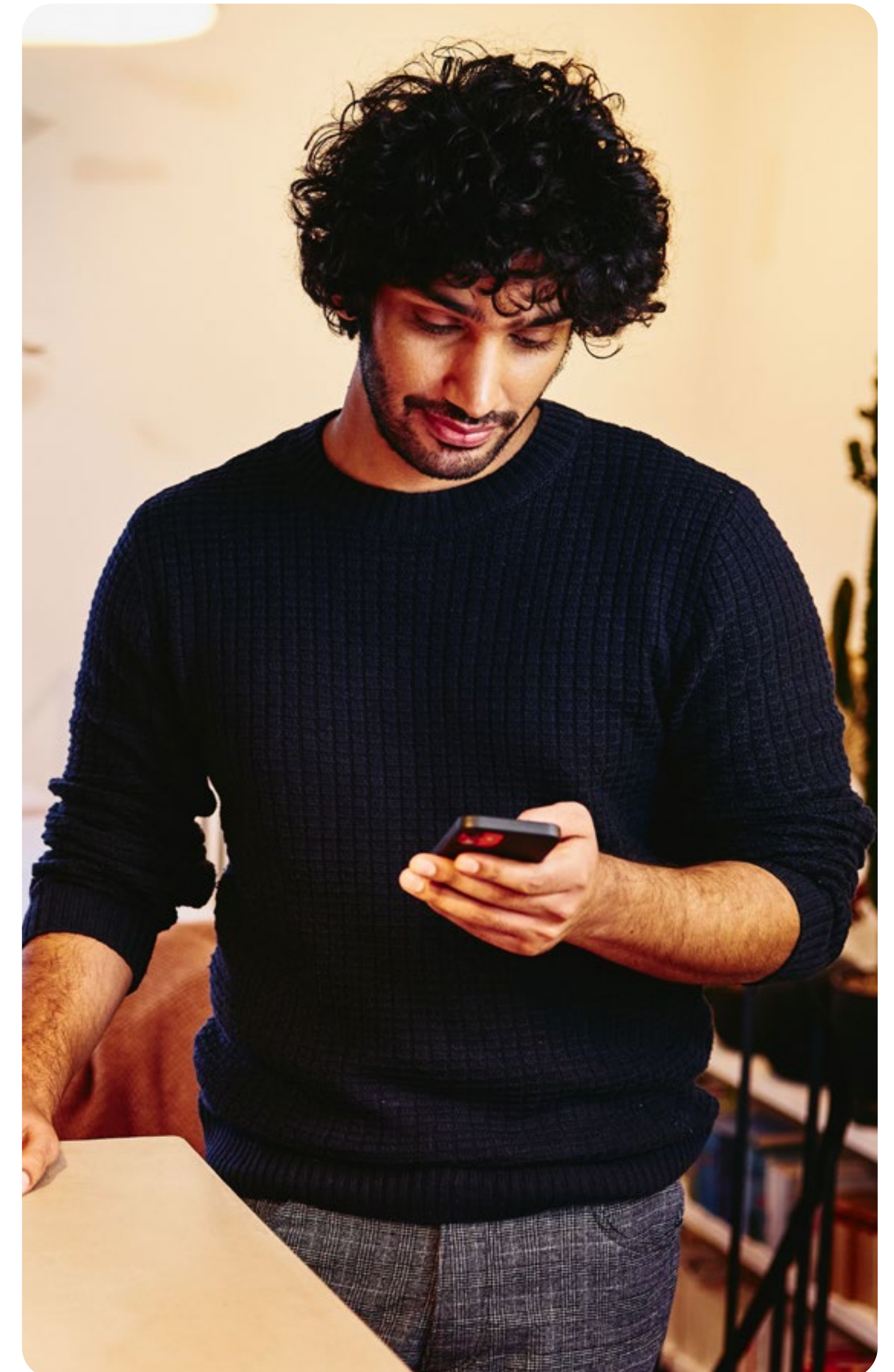
South Australia stands as a beacon of economic resilience and innovation. The state's labour market in 2024 is poised to be a complex environment, marked by technological progression, diversified industries, and the continuous need for adaptability and skill development. As we delve into the dynamics of employment in South Australia, the landscape reveals a spectrum of opportunities interspersed with challenges, where strategic navigation and informed decision-making become the cornerstones of success.

For jobseekers, 2024 brings a mix of challenges, predominantly centered around skill development, technological adaptation, and market competition.

The opportunities, however, are plentiful. The evolving sectors such as information technology, renewable energy, and health services are reservoirs of potential, offering a diverse range of roles and career pathways. Jobseekers need to cultivate a multifaceted skill set, focusing on both technological proficiency and soft skills. A continuous learning approach, coupled with strategic networking and staying informed about industry evolutions, are key to seizing the available opportunities and overcoming the associated challenges.

Another challenge that business leaders face is managing remote teams effectively. Creating a cohesive team culture in a virtual environment demands innovative solutions and a deep commitment to employee health and well-being. The ability to foster a sense of belonging and motivation in a remote workforce will be paramount.

Diversity and inclusion continue to be a focal point for businesses. Ensuring that remote employees feel part of a team and that differences are valued remains a priority. Embracing diversity means not just talking the talk but also walking the walk.



strategising amidst challenges and opportunities for business leaders

Business leaders in South Australia face the intricate task of talent acquisition and retention amidst an environment of rapid change. The challenges lie in fostering adaptable, inclusive, and innovative organisational cultures and in addressing the prevalent skills shortages. However, the landscape is also rife with opportunities, particularly in leveraging technology for operational excellence and in building robust, diverse teams.

For the South Australian market in 2024, the biggest challenge for businesses remains the war for talent.

Low unemployment, the increasing cost of doing business, rising interest rates and business confidence will all play a factor in attracting the best talent, as evidenced by 84% of employees in the Randstad Employer branding report indicating that they did not intend to change jobs in the next 6 months, a notable drop from 2022.

Business leaders can embrace these opportunities by investing in employee development, focusing on well-being and inclusivity, and creating a culture that values innovation and learning. By doing so, leaders not only attract top talent but also ensure their sustained growth and organisational success.





Our analysis underscores the prominence of sectors such as technology, renewable energy, healthcare, and advanced manufacturing in South Australia. The confluence of technology with diverse sectors is unveiling roles like data scientists, software engineers, and cybersecurity experts. The emphasis on sustainable energy solutions is translating into a surge in roles related to engineering, project management, and sustainability within the renewable energy sector.

The healthcare sector continues its upward trajectory, driven by advancements in medical technology and an increasing focus on holistic well-being, creating demand for various healthcare and allied health professionals. Advanced manufacturing is another sector showing promising growth, with roles in automation, robotics, and process engineering becoming increasingly pivotal.

Moving into 2024, the top 5 vacancies per industry sector in South Australia are:

1. trades
2. manufacturing, transport & logistics
3. healthcare
4. education
5. hospitality & tourism

Though not directly represented above, the defence sector is poised to be the biggest industry disruptor in the South Australian jobs market in the short to medium term, due to the volume of direct and indirect vacancies that will need to be filled in this sector.

future predictions

The foreseeable future in South Australia is one marked by flexibility, a blend of technology-centric roles, and an elevated focus on skill enhancement. The shift towards remote and hybrid work models is likely to persist, emphasising adaptability and continuous learning.

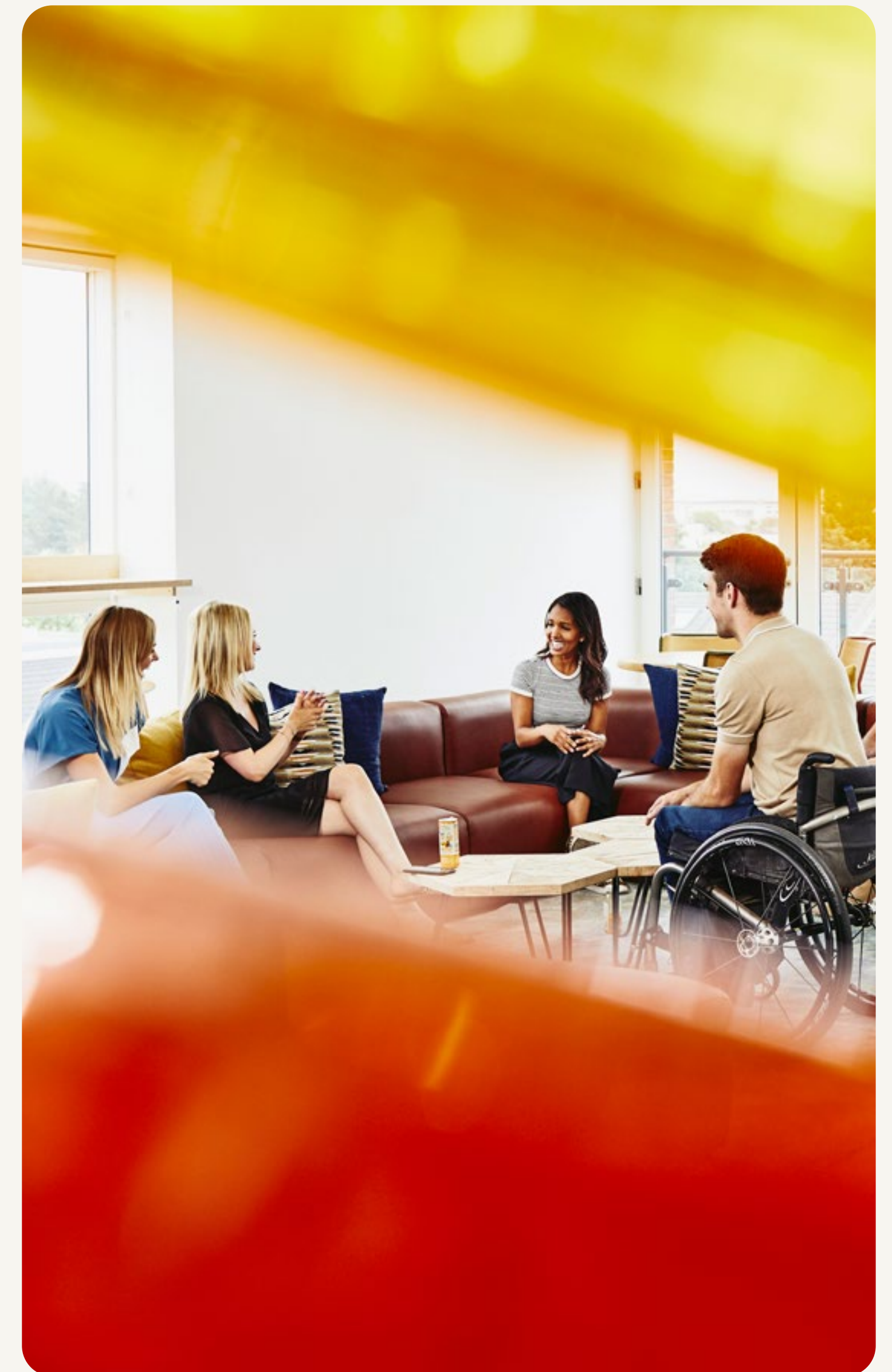
South Australia’s 2024 employment outlook is a narrative of transformation, unfolding opportunities, and emerging challenges.

The essence of navigating this landscape successfully lies in embracing technology, sustainability, and the ability to adapt to changing conditions. It is the amalgamation of these elements that will enable businesses and individuals to harness the potentials of the evolving South Australian labour market effectively.

Through informed strategies, a commitment to learning, development, and innovation, fostering inclusive workplaces, and leveraging the expertise provided by Randstad consultants, both employers and jobseekers can construct a trajectory of sustained growth and success in the versatile and promising employment landscape of South Australia in 2024 and beyond.



Shaun Mansell
Regional Manager
Banking & Financial Services
Randstad Australia



western australia.





navigating the future: western australia's employment outlook 2024

In a world under constant evolution, the ever-fluctuating dynamics of employment markets pose both opportunities and challenges. In this 2024 Employment Outlook for Western Australia we aim to provide insights, analyses, and pragmatic guidance for both employers and jobseekers to navigate the landscape of opportunities and challenges successfully.

challenges and opportunities for jobseekers

Western Australia is a multifaceted landscape marked by technological advancements, a resurgence in certain industries, and a pivotal emphasis on skills and adaptability. The accelerated pace of technological innovation necessitates perpetual learning and adaptation, giving rise to new opportunities. The main challenges will revolve around skill acquisition, adaptation, and navigating the competitive market landscape. The biggest opportunities lie in aligning skills with the demands of emergent sectors such as technology, renewable energy, and healthcare, sectors witnessing significant growth and investment.

To capitalise on these opportunities, jobseekers must adopt a proactive approach to learning and development, embracing technological literacy and soft skills. The emphasis should be on continuous learning, networking, and staying abreast of industry trends and demands.

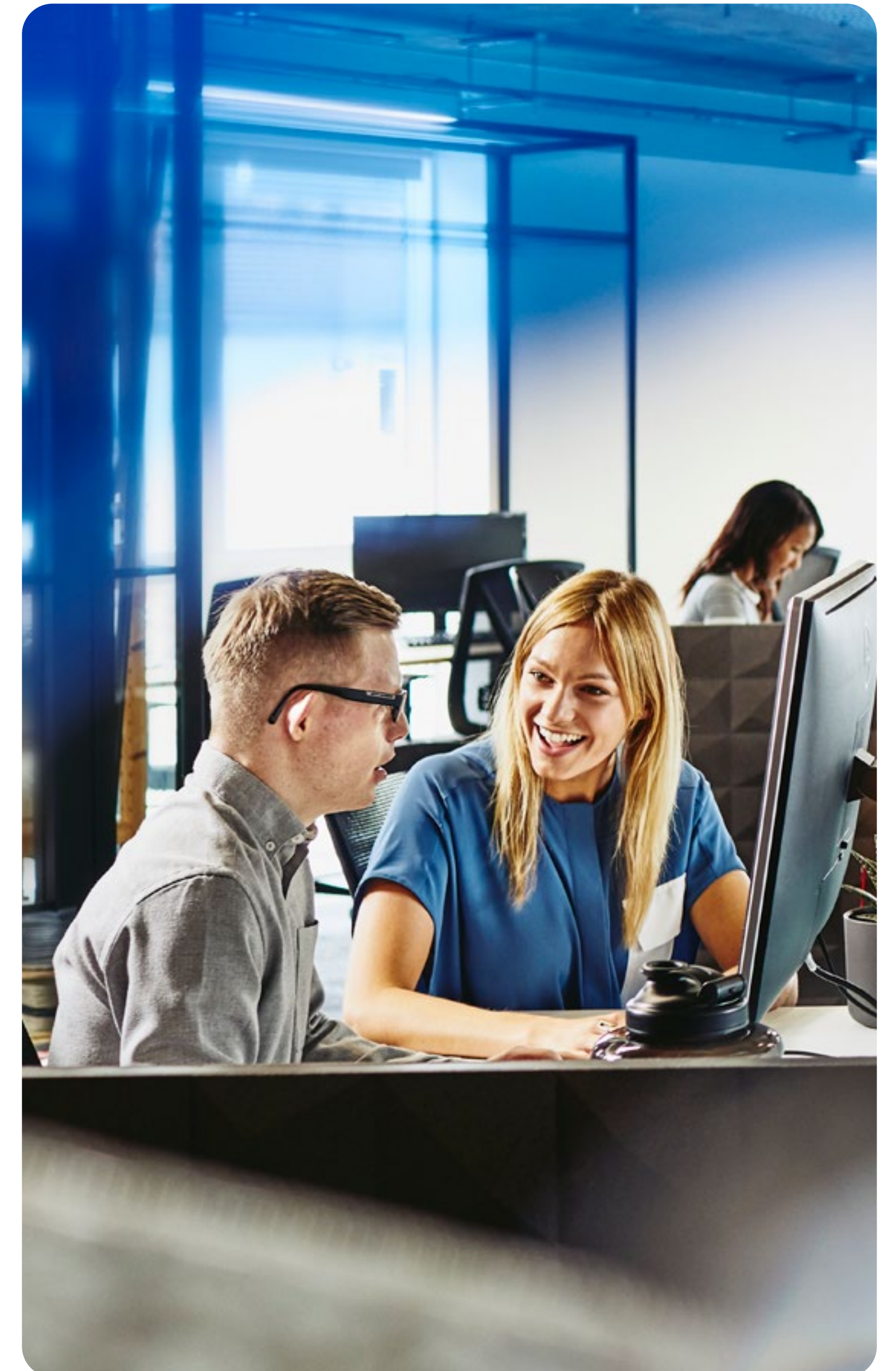
challenges and opportunities for business leaders

For business leaders, the top challenges comprise talent acquisition, retention, and the creation of inclusive, adaptable organisational cultures. The rapid technological transformations necessitate the fostering of environments that champion learning, innovation, and agility. The discerning leader in 2024 is one who not only leverages technology to enhance operational efficiency but also engages in thoughtful talent management to mitigate the impact of skill shortages and enhance organisational resilience.

The opportunities are entrenched in strategic talent management, investments in employee development, and embracing diversity and inclusion. By focusing on employee well-being, career development, and fostering a culture of innovation and inclusivity, businesses can not only attract top-tier talent but also ensure their retention and overall organisational success.

a glimpse into opportunities for industries and job profiles

Our analysis highlights the prominence of the technology, renewable energy, healthcare, and mining sectors in the Western Australia employment market. The intersection of technology with various industries is creating a plethora of roles ranging from data analysts to software developers and cybersecurity specialists. Concurrently, the focus on sustainable energy solutions is opening avenues for roles in engineering, project management, and research within the renewable energy sector.



The healthcare sector, bolstered by advancements in medical technology and a growing focus on mental health and well-being, is witnessing a surge in demand for healthcare professionals, mental health counselors, and allied health roles. Mining remains a key industry, with opportunities in automation and technological applications within the sector, presenting prospects for a variety of skilled roles.

Note: All data & commentary points to healthcare becoming the #1 industry for employment within the next few years due to our ageing population. This is a national trend but is also true for Western Australia given the increase in vacancies for that sector in 2023.

Moving into 2024, the top 5 vacancies per industry sector in Western Australia are:

1. trades
2. mining
3. healthcare
4. manufacturing, transport & logistics
5. hospitality & tourism



predictions and tips for 2024 and beyond

The world of work in Western Australia in 2024 is predicted to be characterised by flexibility, technology-driven roles, and a heightened focus on skills and learning.

Remote and flexible working arrangements will continue to gain traction, and the emphasis will be on a multifaceted approach to career development and learning.

For employers aiming to secure the crème de la crème of talent, fostering a culture of inclusivity, learning, and well-being is paramount. Strategic partnerships with recruitment specialists like Randstad can offer tailored solutions and insights to navigate the intricate hiring landscape efficiently.

Jobseekers are encouraged to leverage networking, upskill continuously, and remain adaptable to industry shifts. Aligning one's skills and aspirations with the evolving market demands and staying informed about the trends shaping the industries will be crucial in securing rewarding roles. Partnering with a recruitment specialist can offer invaluable insights, tailored guidance, and access

to a wider network of opportunities for both jobseekers and employers. It is a strategic alliance that can streamline the recruitment process, provide market insights, and ultimately, ensure the alignment of the right talent with the right roles.

In 2024, business leaders and jobseekers can successfully navigate the challenges ahead through adaptability, continuous learning, strategic talent management, and thoughtful partnerships, while harnessing the myriad of opportunities that Western Australia's dynamic employment market has to offer.



Shaun Mansell
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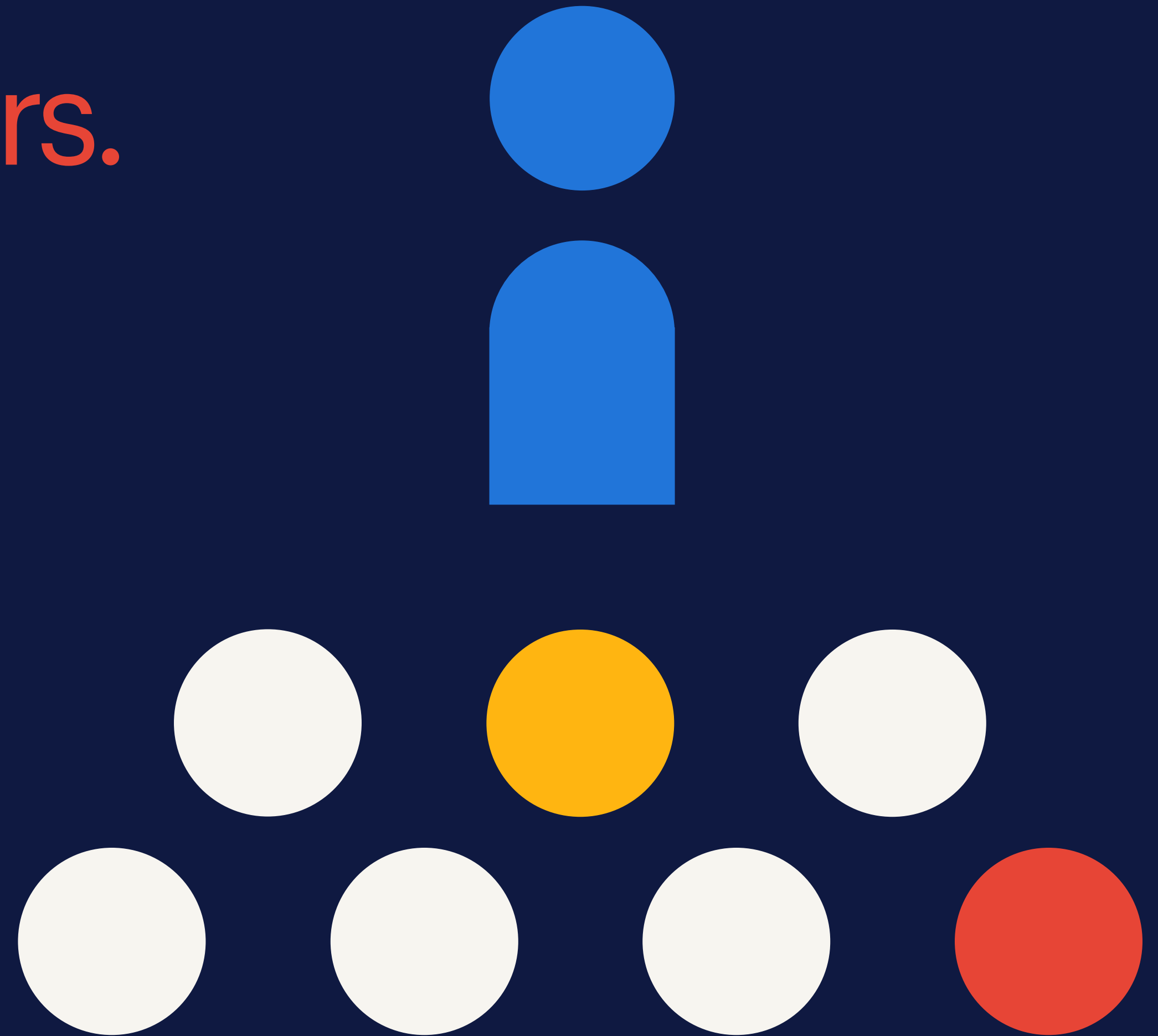
top tips for talent.



our top 10 tips to successfully build and navigate your career in 2024.

- 1. Ensure values alignment:** ensure to align your values, passions and purpose with your job choices. Consider each job as a moment in time to learn and develop your career path.
- 2. Be open-minded:** be open to various work arrangements and opportunities. Explore industries and employers you might not have initially considered. Australia's vibrant business landscape offers numerous avenues for growth and development.
- 3. Sharpen soft skills:** focus on developing adaptability and potential for growth. Seek roles where your transferable skills and ability to learn quickly are highly valued.
- 4. Expand your network:** engage with professionals in your industry through online platforms. Networking can open doors to unexpected opportunities.
- 5. Invest in self-learning and upskilling:** take the initiative to invest in your own ongoing learning and development in order to stay informed of what is happening in the market and to stay competitive.
- 6. Be proactive:** don't rely solely on job advertisements, particularly in a softer market with reduced advertising activity. Be proactive in seeking opportunities by reaching out to organisations that align with your career goals. Put yourself out there, as speculative applications can open doors that might not be apparent through traditional job ads.
- 7. Focus on personal branding:** your online presence matters. Ensure that your online profiles and professional network portray you in the best possible light.
- 8. Be realistic:** the over-inflated salaries over the last 2-3 years are being corrected. Do your research to know what is fair and reasonable in the current market. In 2024, the market will be less candidate-led.
- 9. Embrace sustainability:** sustainability will touch virtually every aspect of every business in the future. Ensure you are well-read on sustainability trends and initiatives in order to keep at pace with the market. This could also be your key differentiator in 2024 and beyond.
- 10. Utilise your recruitment specialist:** build a strong relationship with a recruiter in your field of expertise. They will not only consider you for exciting opportunities in the future, but the wealth of knowledge and insight they provide could just be your competitive advantage.

top tips for people leaders.



our top 10 tips for successfully navigating the talent market in 2024.

- 1. Define your employer value proposition:** understand why individuals want to work for your organisation. Articulate your purpose, your team's culture, and build strong relationships within your workplace.
- 2. Embrace diversity:** foster diversity not only in terms of demographics but also in thought and skills. Embrace the advantages of cross-functional teams and diverse perspectives.
- 3. Demonstrate agility and proactive learning:** individuals must be adaptable, agile and know how to take control of their learning journey, staying up-to-date with industry changes. Read journals and periodicals about the key changes facing your industry or focus area. This is a good tip for jobseekers and business leaders. Organisations must continue to invest in learning and development for their people.
- 4. Adapt to remote work challenges:** invest in strategies and practices that help maintain team cohesion and a sense of belonging among remote employees.

Effective hybrid team management requires innovative approaches.
- 5. Explore AI and technology:** stay informed about AI's evolving impact on the workplace. Be open to adopting technology that enhances the employee experience and productivity.
- 6. Hire for the future:** focus on hiring for potential and adaptability, considering the future needs of the role. Look beyond existing skills and requirements and assess whether candidates can contribute to the organisation's long-term goals.
- 7. Prioritise talent retention and internal mobility:** offer improved work-life balance and robust health and wellbeing support to retain your top talent. The cost of turnover is significant for any business. And in a candidate-tight market, knowing the value and importance of being able to redeploy people into your organisation is essential. The investment in upskilling and reskilling of talent will help your organisation evolve and stay relevant.
- 8. Promote work-life balance and wellbeing:** foster a culture that encourages employees to prioritise their health and wellbeing.
- 9. Be open to meeting talent:** even if your budget or headcount is restricted and you are not actively hiring, be open to meeting potential talent and building a future pipeline.
- 10. Partner with recruitment consultants:** establish a true partnership with recruitment specialists. Provide them with deep insights into your business, strategy, and employer value proposition for a better understanding of your hiring needs. They are your guides and source of knowledge, providing invaluable insights, advice, and frameworks to navigate the ever-evolving job market effectively.

about the survey.

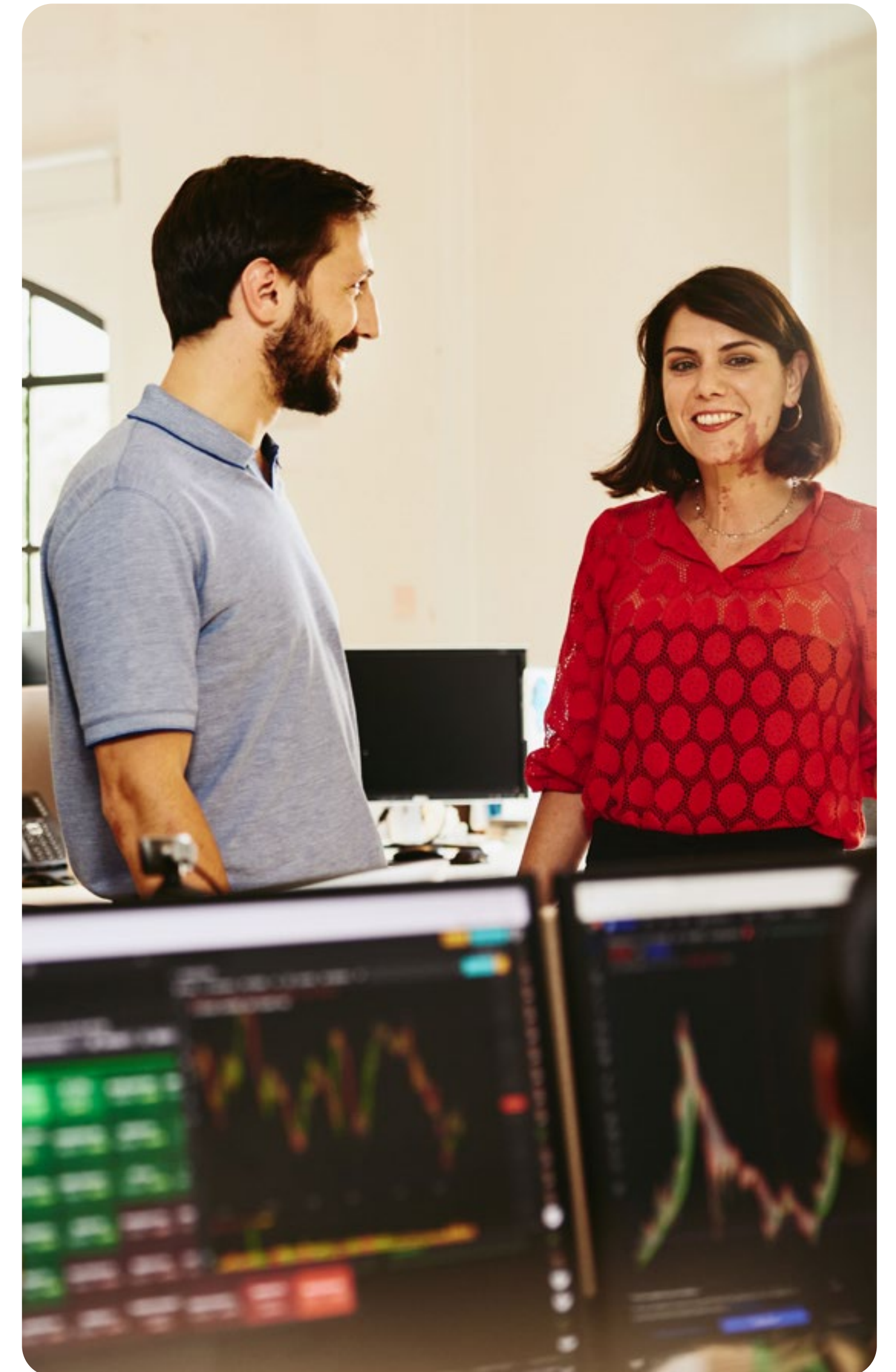


The 2024 Employment Outlook Survey conducted by Randstad in September 2023 utilised a structured questionnaire to garner insights from 200 business leaders across Australia regarding their outlook on the job market for the upcoming year. The sample of business leaders was diverse, representing various industries and sectors, to ensure the findings reflect the broader business community's sentiments.

The results derived from the survey are inherently based on the perceptions and anticipations of the respondents, providing a qualitative snapshot of the prevailing sentiments about the employment outlook within the Australian business community.

It is crucial to interpret these findings in light of the fact they are reflective of the participants' perspectives and may not be indicative of actual future developments in the job market.

The insights and advice provided as part of this report can guide organisations in aligning their strategies with market expectations to ensure they thrive in a dynamic and competitive economic environment.



To discuss your talent needs in 2024, contact one of our specialist consultants [here](#).



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