



The state of retention in New Zealand



The average New Zealand staff turnover rate in 2018 was **20.5%**
(the highest rate since 2008)¹



By 2020,
millennials will make up most of our workforce²

and they don't plan on sticking around for longer than two years with most companies

Industry sectors in NZ with the highest level of turnover¹



Accounting Practices



Energy & Electricity



Fast food & Hospitality



Property & Construction

The 4 most common reasons employees leave

1. Family or personal circumstances
2. Promotion opportunity
3. Better salary or benefits
4. Retirement or moving away



Benefits of better retention

- Save time and costs
- Increase employee productivity, morale, loyalty
- Better client experiences
- A strong company knowledge-base supported by company experts



5 Focus Areas for better retention



Jeff Moore
(Google Staff Manager)

1. Recruitment

Are you hiring the right people?³

Jeff Moore believes that prioritising culture-fit in your hiring strategy is the key to long-term employee retention

2. Employee benefits

In a study by SEEK, which interviews over 4000 New Zealand workers every year⁴



35%

cited work-life balance as the most important factor when choosing a company to work for



2%

only 2% were attracted by perks

3. Healthy culture and safe spaces:

Employees who rate their culture poorly are **24%** more likely to leave their organisations within a year's time⁵



4. Learning and development:

LinkedIn's 2018 Workforce Learning Report states that **93%** of employees would stay at a company longer if it invested in their careers⁶



2. Employee recognition



21.5%

of employees that don't feel recognised when they do great work have interviewed for a job in the last three months



12.4%

compared to 12.4% that do feel recognised⁵

If you want to receive more tips, facts and other great workplace relations content, sign up to our HR updates with HR Assured



Sources:

1. Lawson Williams 2018/2019 Annual NZ Staff Turnover Survey: <https://www.lawsonwilliams.co.nz/national-staff-turnover-survey-summary-report> 2. Deloitte Global Millennial Survey 2019: <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html> 3. Culture-driven recruiting: The key to long-term employee retention by Jeff Moore: <https://hire.google.com/articles/culture-driven-recruiting/> 4. Employee benefits: which perks work? <https://insightsresources.seek.co.nz/employee-benefits-perks-work> 5. 14 Surprising statistics about employee retention: <https://www.humanresourcestoday.com/?query=retention&open-article-id=11084614&article-title=14-surprising-statistics-about-employee-retention&blog-domain=tinypulse.com&blog-title=tinypulse> 6. LinkedIn's 2018 Workforce Learning Report: <https://learning.linkedin.com/resources/workplace-learning-report-2018>