

# Buoyant manufacturing sector attracts talent

Leading manufacturers are sourcing top talent as strong domestic performance and lucrative offshore markets lure skilled executives to the sector, writes **Leanne Crozier**.

In its annual year-end business review, Christchurch-based human resource and recruitment firm Decipher Group found that over 30 per cent of all senior management and executive level placements were for positions within the manufacturing and logistics arena.

Decipher Group's recruitment service is usually dominated by requirements from Canterbury's strong rural economy, but this year employment needs in manufacturing topped the sector's senior staffing demand by 20 per cent. Executive positions in the property, investment and technology sectors also grew within New Zealand's wider employment market.

Career progression is consistently ranked by candidates as their number one priority, and it's the manufacturing industry sector that is providing the majority of senior management and executive level roles.

Our healthy local economy and strong export market is driving New Zealand's industry-leading manufacturers to feel confident about business growth and expansion.

The weakening of the kiwi dollar has helped many manufacturers regain ground in their margins, creating an environment in which they feel safe investing in innovation, capital equipment and quality staff. Manufacturers understand the need to invest in their future to stay globally competitive.



Decipher's Leanne Crozier, left, and senior consultant Ginny Fall received a whopping 152 applications for an IT manager role at Christchurch-based manufacturer Hamilton Jet.

In addition, a number of local manufacturing firms have successfully relocated, restructured or re-established since the Canterbury earthquakes.

The strong economy and exporting access to Europe and Asia-Pacific nations has provided businesses with confidence to expand and chase offshore revenues.

We're seeing many examples where manufacturing operations are growing as a result of the rebuild, and they're using this

success to reinvest in a global business strategy.

They need highly skilled executives, directors and senior management staff who have the right transferable skills, global outreach and experience to fill the void between strategy and successful business execution.

Christchurch is once more New Zealand's second largest manufacturing centre and the headquarters to some of the nation's most iconic Kiwi exporters including Skoppe, Skellerup, Hamilton Jet, Tait

Communications and Dynamic Controls.

Other multinational manufacturing companies operating locally include Moflatt, Hewlett Packard, Eaton, Schneider Electrical and Pratt & Whitney.

According to the most recent BNZ-BusinessNZ performance of manufacturing index released in mid-December, New Zealand's manufacturing sector remained in a "steady state of expansion".

The outlook for manufacturing is positive following a good 2015. Manufacturing is closely linked with construction and building, both commercial and domestic, so there's a strong demand flowing out of the Christchurch region.

While that might have peaked there's still some years to go, and of course there's pent-up demand in Auckland. Immigration is driving demand as well.

Within manufacturing, the food and beverage subsector stood out in 2015, with New Zealand continuing to build on the refining of raw materials such as meat and

milks. Dairy product exports to China were a strong driver of its success but Australia is also a big source of New Zealand's manufactured food export.

Food manufacturing is important because it was resilient to downturns in the domestic and global economies.

The growing middle classes through Asia and India support the demand and continued investment by New Zealand manufacturers.

New jobs being offered in the sector only come about when manufacturing bosses are happy sufficient progress had been made in their businesses to warrant fresh human resource investment.

Canterbury Development Corporation research shows manufacturing employs the largest proportion of the Christchurch workforce outside the healthcare and social assistance sector.

It is the second largest contributor to Christchurch's gross domestic product and generated almost \$2 billion for the

city's economy in 2014.

Decipher Group is working with several large manufacturers to find candidates with the right organisational fit to take their businesses forward.

The key to attracting top talent is to communicate an enticing offer that goes deeper than just a competitive salary.

Think about the skills your organisation requires and in turn what you can offer the candidate: provide a career path, recognise the need for work-life balance and understand your company culture – because if you don't, your competitors will.

Leanne Crozier is group director of Decipher Group, a Christchurch-based human resource and recruitment company established in 2008. It recruits directors for some of New Zealand's top-tier businesses, and has recently placed several high-profile candidates on governance boards in the agribusiness, manufacturing, property, transport and tourism industry sectors. [www.deciphergroup.co.nz](http://www.deciphergroup.co.nz)

## Situations Vacant



### Drainlayers and Drainage Foreman - Invercargill

We are looking for self-motivated individuals to join the drainage team and be involved with on-going construction and development work. If you have experience in drainage/construction and are looking for job security, this could be the role for you.

- Qualified or registered drainlayer or studying towards a qualification in drainage
- Variety of projects including PE Butt Welding and Electrofusion Welding
- Experience in the installation of storm water, sewer and water mains, and plant

### WHOLESALE TRAVEL CONSULTANT - AUSTRALIA HOT Product - Roydvale Avenue, Christchurch

Feeling like a fresh start for the new year, a change of career and an exciting new challenge. We've got just the opportunity for you.

Based in HOT Product, Roydvale Avenue, Christchurch, you will be a vital part of the Australia team. You will provide a professional standard of product knowledge to our House of Travel retail outlets. You will provide fast and accurate product support to the HOT outlets ensuring they maximise sales and provide suitable solutions to our customers. In addition, you will actively create and take opportunities to increase sales and margin for HOT Product and the Retail Travel customer group and look for and implement continuous improvements to the way HOT Product operates.

#### The key to your success in this role will be:

- Strong written and oral communication skills
- A standout team member with a desire to

## Sales

### Take the next step in your career!

#### Customer Services/Internal Sales Person

Supply Services Ltd is a supplier of Engineering Plastics, Steel Conveying Chains, Sprockets and machined components to a wide range of industries in New Zealand.

We have a position available in our Christchurch branch for an energetic, well organised person, with outstanding customer service skills and experience in telephone sales, product selection and product pricing.

#### The applicant will:

- Have a trade background or sound machining/mechanical knowledge.
- Be able to interpret engineering drawings.
- Have good PC skills.

## Trades & Services Vacancies

### CABINET MAKER

We require a person capable of putting together quality cabinets of all types. The applicant must have the ability to work unsupervised, must be accurate with measurements, have a mathematical mind and capable of doing office work if necessary. The applicant must have good English skills, an unrestricted driving license and have a commitment for advancement in this industry.

Please email CV to: [LJJoinery@gmail.com](mailto:LJJoinery@gmail.com)

**CIVIL Construction Labourers** - Requires a Class 2 NZ Drivers License with WTR Endorsement - Must Pass a drugs test - Call now 0800662511.

**CIVIL Labourers** - Immediate start - Experiences staff needed. Requires HT, WTR, TC, ST, MS endorsements. Locations in Geraldine. Call us now 0800 66 25 11.

**CONCRETE Labourers** - Experience concrete labourers for reconst. timber

### CLEANERS REQUIRED

**City Area**  
Monday - Friday  
7am - 8.30am  
Saturday - Sunday  
7am - 9am  
Saturday - Sunday  
12pm - 4pm  
**Shirley Area**  
Monday - Friday  
3pm - 5.30pm  
**Merivale**  
Monday - Friday  
3pm - 5.30pm

**Various locations (Rolling Position)**  
Monday - Friday  
3pm - 6pm

Please contact 338-9056 or email [csc@totalcanterbury.co.nz](mailto:csc@totalcanterbury.co.nz) [www.totalcanterbury.co.nz](http://www.totalcanterbury.co.nz)



**CONFIRMED** Space Labourers - Required for immediate start must have a NZ Confirmed Space Ticket and Full NZ Drivers License - Call now 0800 662 511.

**DIGGER Operators** - Civil Construction work - Immediate start, top rates, ongoing permanent work - Call us now 0800 66 25 11.

**DRAINAGE Labourers** - Experience drainage labourers and labourers with class one licence required for immediate starts - Heavy truck, a bonus - Must pass a drug test - Call now 0800 662 511.

**ELECTRICIANS** - Required for permanent through to short and long term assignment - Any HT, switchboard, refrigeration or air-conditioning experience a bonus - Call us now 0800 66 25 11.

**ENTRY level position** >15.00 general hand with engineering/setting company Must a day shift 7am-5pm possible apprenticeship, suit school leaver with mechanical or engineering aptitude. Ph Deborah 9544270

**Experienced Brick/Blocklayer Wanted**

**SCAFFOLDING** - Experienced scaffolders for immediate start - Competitive rates HT a bonus - Must pass a Drug Test - Call us now 0800662511.

**STEEL Fixers** - Experience needed - Start tomorrow - Major projects - Call us now 0800 66 25 11.

### Experienced Joiner Immediate start



For a lifestyle change you couldn't find better. Affordable housing. Hot summers, proper winters and it rarely rains. Fishing and boating on Lake Dunstan. Walking and biking trails. Four wheel drive and trail bike adventuring. Friendly people. First rate schools (where primary school children still walk or bike to school by themselves). Great shopping. Fun pubs and welcoming clubs. Home of Highlands Motorsport Park. Known as the hub of Central Otago, Cromwell is less than an hour from Queenstown and even closer to Wanaka.



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*creating strategic partnerships with business and people*

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