



# **MAYDAY'S TALENT INSIGHTS 2021**

**Candidate Expectations  
of the Future**

**M**

# WHO?

*MAYDAY Recruitment Group* is a multi-award winning agency, specialising in elevating the candidate and client experience, raising the bar in our industry, and supporting customers with temporary, contract and permanent hires, nationally.

# WHY?

This time last year the employment market in Australia was described as *candidate short*, with top talent typically calling the shots. Last March however, the market flipped... fuelled by a global pandemic, unemployment rates were on the rise, remote working became essential to maintain BAU, many businesses felt immense pressure to stay afloat and faced serious headcount pressures.

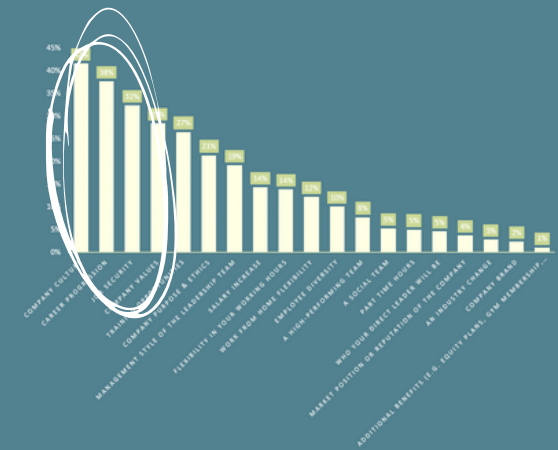
Almost a year down the line, and as a busy agency with our finger firmly on the job-market pulse, we know a talent shortage will come again... and soon.

Being passionate about the Candidate Experience, we know it's vital to understand what matters to our talent community and their future. Through an anonymous survey, we set out to explore how candidate expectations and motivations have shifted in our rapidly changing world of work.

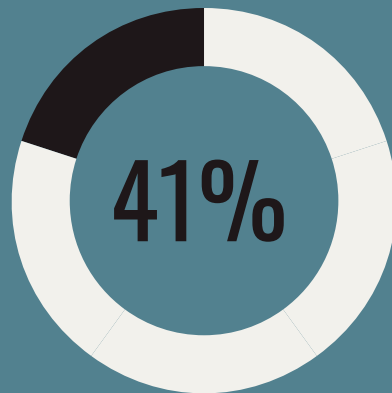
In early November 2020, our survey was delivered to over 7,000 candidates who had applied for a permanent position through MAYDAY in the previous 3 months. The survey closed on 31st December 2020 with over 800 active job seekers across Australia offering their input. What follows are our findings...

# WHAT ARE THE TOP 3 MOST IMPORTANT FACTORS\* FOR CANDIDATES SEEKING A NEW ROLE?

\*CANDIDATES WERE OFFERED 15 OPTIONS AND WERE ASKED TO SELECT THEIR TOP 3

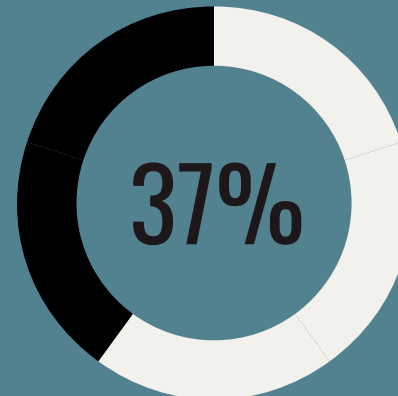


## COMPANY CULTURE



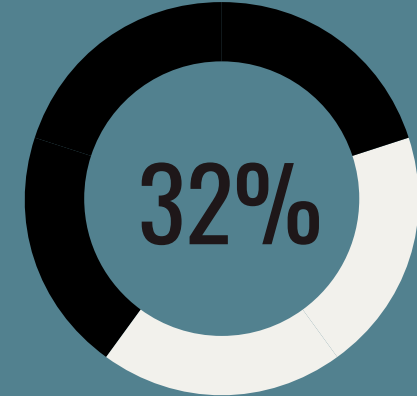
Among the 800+ candidates surveyed, 348 candidates listed Company Culture as their key motivator when searching for a new role. Although this comes as no big surprise, it's worth noting that this hasn't shifted from pre-pandemic times, and it remains at the top across all salary levels.

## CAREER PROGRESSION



Career Progression took second place with 315 candidates listing it in their top 3. It seems that despite the difficulties companies and individuals faced this year, career growth is still very much on the agenda. 100% of candidates in the salary bracket of \$49K to \$70K chose Career Progression in their top 3.

## JOB SECURITY



Perhaps not surprisingly after a year of uncertainty for many, Job Security made an appearance in the top 3 with 271 candidates listing it as a key motivator. It's important for employers to remember that candidates value stability - it will be interesting see if this is still in the top 3 next year.

# TOP 5 MOST IMPORTANT FACTORS

FOR CANDIDATES EARNING BETWEEN \$49,000 - \$69,000  
WHEN THEY CONSIDER A NEW ROLE?

\*WE GAVE CANDIDATES AN OPTION OF 12 LEADERSHIP QUALITIES - SEE PAGE 6 FOR THE FULL LIST



**39%**

CAREER  
PROGRESSION



**36%**

COMPANY  
CULTURE



**33%**

JOB  
SECURITY



**30%**

COMPANY  
VALUES



**29%**

TRAINING  
OPPORTUNITIES

“

Out of the 15 options, more junior candidates chose Career Progression as their number 1 driver.

*How will you attract and retain top candidates who want progression?*

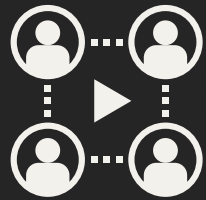
”

If you're managing a team of Gen Z's, find out what they're looking for in a leader on page 12

# TOP 5 MOST IMPORTANT FACTORS

## FOR CANDIDATES EARNING BETWEEN \$70,000 - \$200,000+ WHEN THEY CONSIDER A NEW ROLE?

\*WE GAVE CANDIDATES AN OPTION OF 12 LEADERSHIP QUALITIES - SEE PAGE 6 FOR THE FULL LIST



53%

COMPANY  
CULTURE



33%

CAREER  
PROGRESSION



26%

JOB  
SECURITY

“Management style makes a Top 5 appearance for more senior candidates

*How are your leaders engaging with their senior team members?*

”

24%

COMPANY  
VALUES



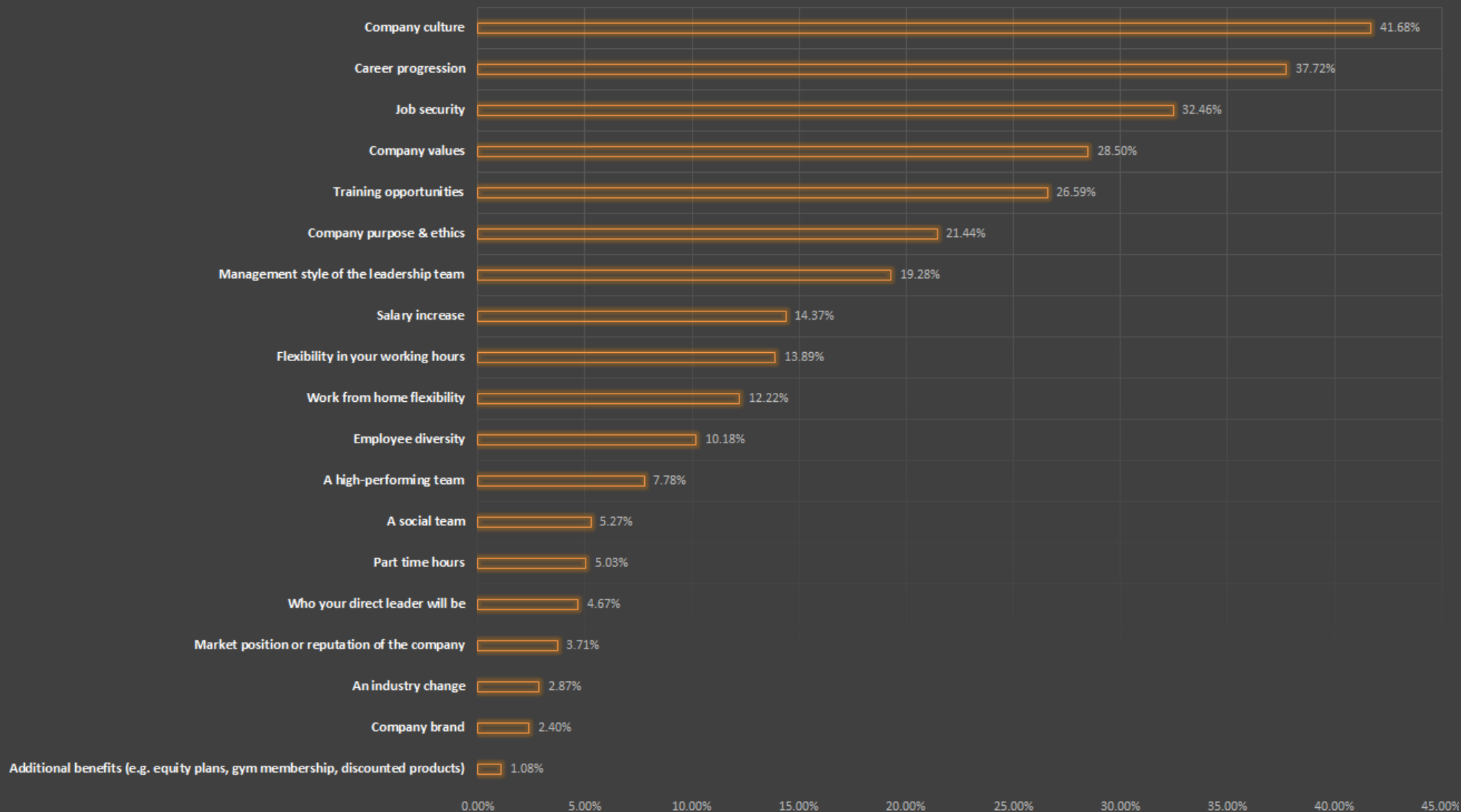
26%

MANAGEMENT  
STYLE OF  
LEADERSHIP  
TEAM

Want to find out top factors for candidates earning \$150,000+? Go to page 15

# IMPORTANT FACTORS

## FULL SCOPE OF OPTIONS AND RESPONSES



# TOP 3 LEAST IMPORTANT FACTORS\*

## FOR CANDIDATES EARNING BETWEEN \$49,000 - \$69,000 WHEN THEY CONSIDER A NEW ROLE?

\*CANDIDATES WERE OFFERED THE SAME 15 OPTIONS ACROSS "MOST IMPORTANT" AND "LEAST IMPORTANT" FACTORS, AND IN BOTH CASES THEY WERE ASKED TO SELECT THEIR TOP 3



54%

### ADDITIONAL BENEFITS

When we discuss roles with candidates, we often share a lot of information about additional benefits. Interestingly these feature low on their priority list of important factors when considering a role. Gym memberships and free breakfasts are nice to have but it's clear that they aren't at the forefront of the decision making process.



36%

### WHO THEIR DIRECT LEADER WILL BE



31%

### WORK FROM HOME FLEXIBILITY

“

For junior candidates, 'who your direct leader will be' is less important compared with mid-to-senior level candidates.

*It's worth considering how involved your leaders are in the recruitment process for senior staff, compared with more junior hires.*

”

# TOP 3 LEAST IMPORTANT FACTORS\*

## FOR CANDIDATES EARNING BETWEEN \$70,000 - \$200,000+ WHEN THEY CONSIDER A NEW ROLE?

\*CANDIDATES WERE OFFERED THE SAME 15 OPTIONS ACROSS "MOST IMPORTANT" AND "LEAST IMPORTANT" FACTORS, AND IN BOTH CASES THEY WERE ASKED TO SELECT THEIR TOP 3



56%

ADDITIONAL  
BENEFITS

Similarly with the junior candidates, higher salary earners also class 'additional benefits' as the least important factor when deciding on a future role.



38%

PART TIME  
HOURS



34%

A SOCIAL  
TEAM

“

There is a distinct difference between junior and mid-to-high salaried candidates on what they value as least important, with senior candidates giving less preference to part time hours and a social team.

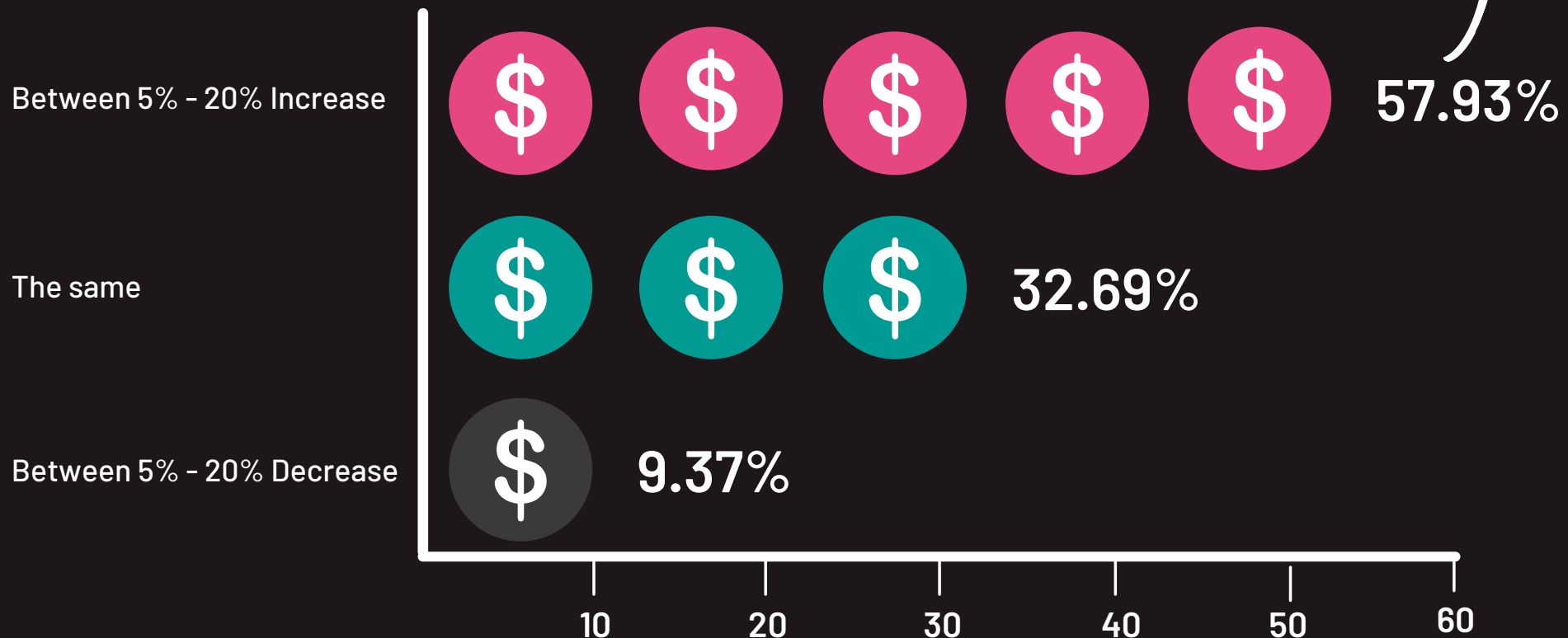
”

# SALARY EXPECTATIONS

WE ASKED CANDIDATES WHETHER THEY EXPECTED AN INCREASE IN SALARY, THE SAME SALARY, OR WHETHER THEY EXPECTED A DECREASE IN THEIR SALARY IN THEIR NEXT ROLE...

“Almost 58% of candidates surveyed expect a 5% - 20% increase in salary for their next opportunity.

*Do you have the budget to secure your next top hire?*”



# CAREER PROGRESSION

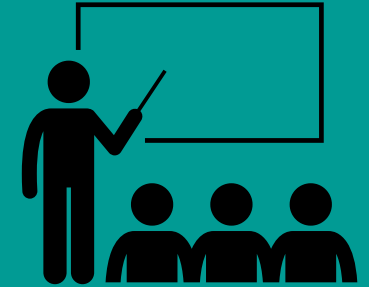
A woman with long blonde hair, wearing a white long-sleeved shirt and a black skirt, is standing on a set of concrete stairs. She is looking out over a city skyline, which includes several tall skyscrapers. The image has a red and orange color overlay, giving it a warm, sunset-like appearance. The stairs are made of concrete and have a rough, textured surface.

**69% of candidates surveyed  
expect Career Progression within  
18 months of starting a new role.**

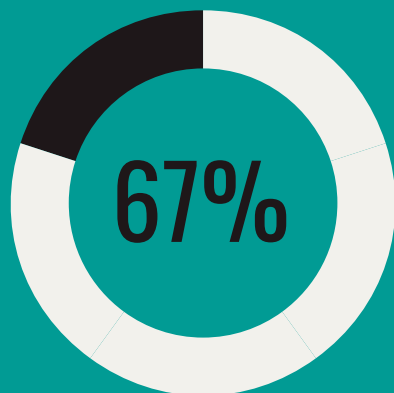
FOR MORE INSIGHTS ON  
CAREER PROGRESSION GO TO PAGE 19

# TRAINING EXPECTATIONS

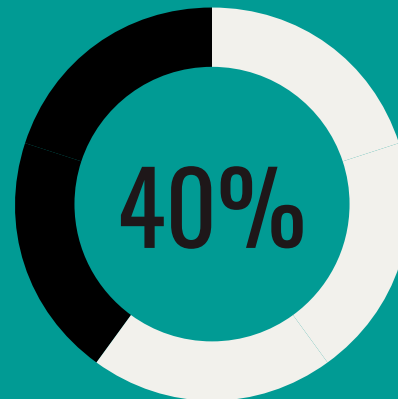
CANDIDATES WERE OFFERED 8 CHOICES SURROUNDING  
TRAINING OPTIONS WHEN BEGINNING A NEW ROLE



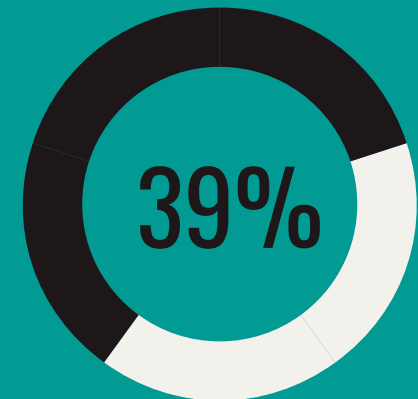
## ONBOARDING TRAINING



## ONLINE VIRTUAL TRAINING



## REGULAR ON THE JOB TRAINING



“  
23% OF CANDIDATES  
WOULD LIKE  
EXTERNAL TRAINING  
OF THEIR CHOOSING  
”

**Leadership Tip:**  
Think outside of the box...

If you don't have the budget for external training, consider mentoring programs, free online courses, or reach out to your networks - for more information speak to MAYDAY on how to maximise external training for your people.

“  
The expectation of a formal onboarding program has become the norm...  
  
How does your onboarding training stack up? Does it need a refresh? Are your new hires feeling engaged and supported before they even start?  
”

# TRANSFERABLE SKILLS

WE ASKED CANDIDATES HOW IMPORTANT TRANSFERABLE SKILLS AND EXPERIENCE WILL BE WHEN APPLYING FOR THEIR NEXT ROLE

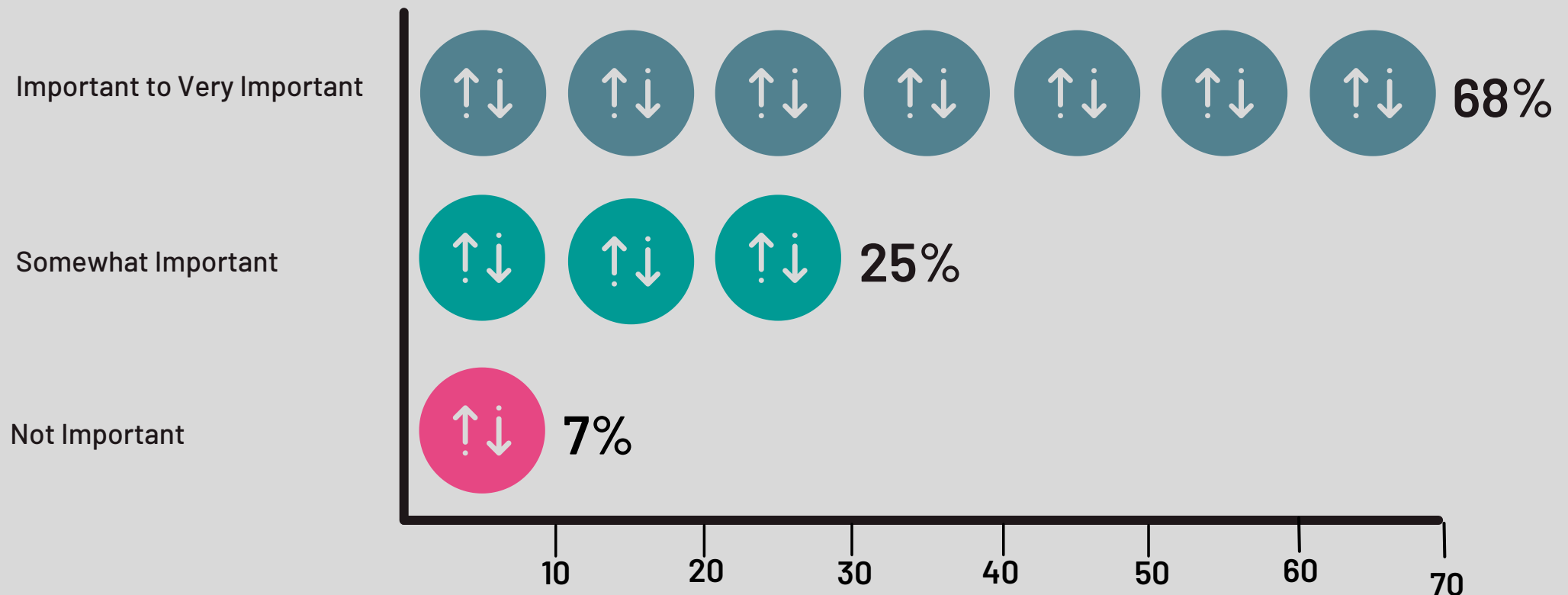
“

More and more candidates want to showcase a wider range of their skills. They aren't just the contents of their resume and it's important to look beyond what's on paper. What else do they have to offer?

68% of candidates would like to utilise their transferrable skills for their next role.

*How are you assessing transferable skills for your new hires and existing staff?*

”



# TOP 5 QUALITIES\* CANDIDATES VALUE IN THEIR NEXT MANAGER; ENTRY - MID LEVEL

CANDIDATES SELECTED THE MOST IMPORTANT QUALITIES IN THEIR NEXT MANAGER.  
THE TOP 5 CHOICES FOR THOSE IN THE SALARY BRACKET OF \$0 - \$89,000 ARE DISPLAYED BELOW

\*WE GAVE CANDIDATES AN OPTION OF 12 LEADERSHIP QUALITIES - SEE PAGE 15 FOR THE FULL LIST



64%

SUPPORTIVE &  
UNDERSTANDING



50%

OPEN  
COMMUNICATION



40%

HONEST &  
FAIR



32%

STRONG LEADERSHIP  
WITH CLEAR VISION



28%

COMMITTED TO MY  
DEVELOPMENT

# TOP 5 QUALITIES\* CANDIDATES VALUE IN THEIR NEXT MANAGER; SENIOR LEVEL

CANDIDATES THAT COMPLETED THE SURVEY WHO ARE IN THE \$90,000 + SALARY BRACKET SELECTED THE 3 MOST IMPORTANT QUALITIES IN THEIR NEXT MANAGER. CHECK OUT THEIR PREFERENCES BELOW.

\*WE GAVE CANDIDATES AN OPTION OF 12 LEADERSHIP QUALITIES - SEE PAGE 15 FOR THE FULL LIST



54%

OPEN  
COMMUNICATION



41%

STRONG LEADERSHIP  
WITH CLEAR VISION



40%

SUPPORTIVE &  
UNDERSTANDING



31%

NO MICRO-  
MANAGING

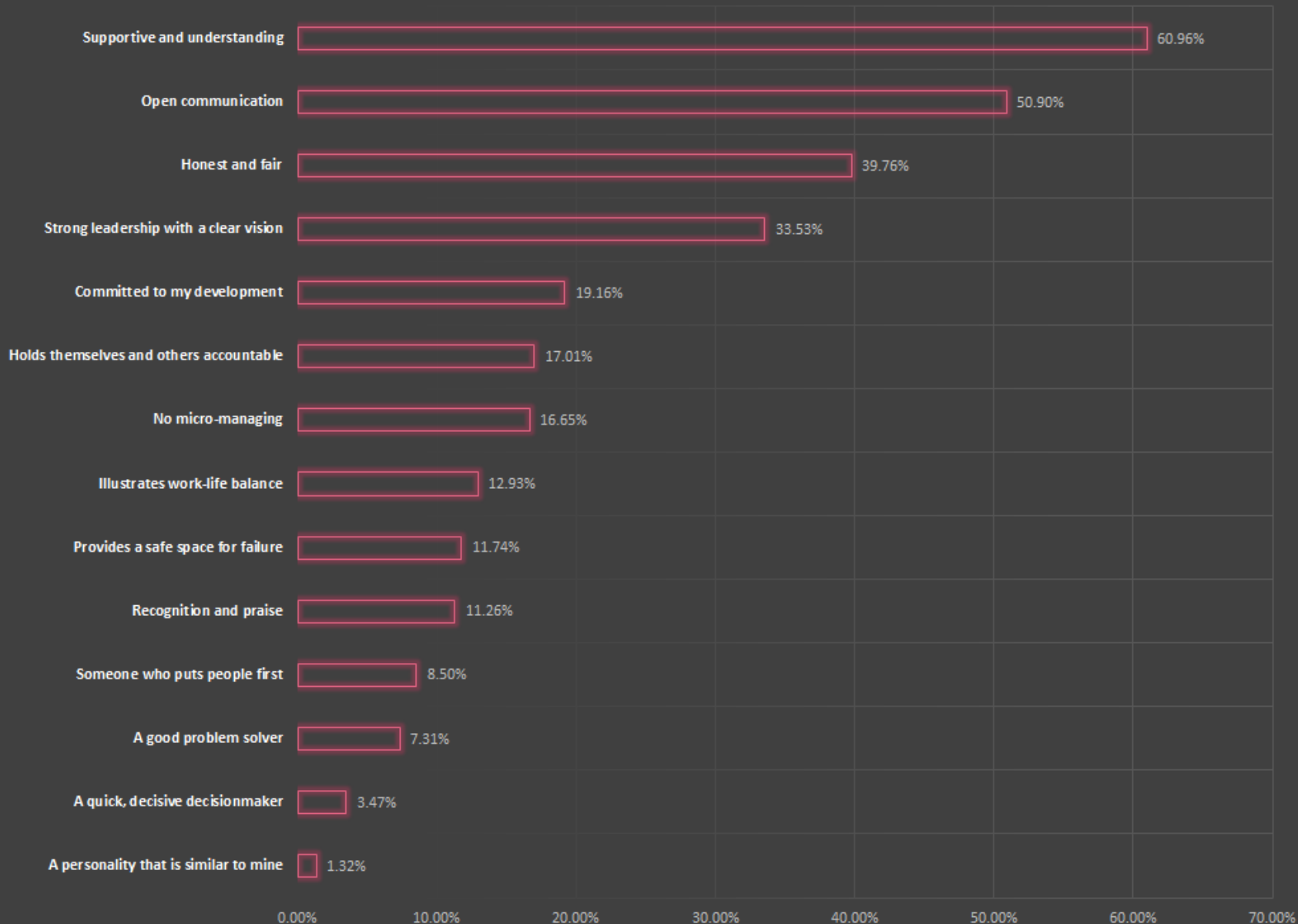


31%

HONEST &  
FAIR

# TOP QUALITIES IN A MANAGER

## FULL SCOPE OF OPTIONS AND RESPONSES



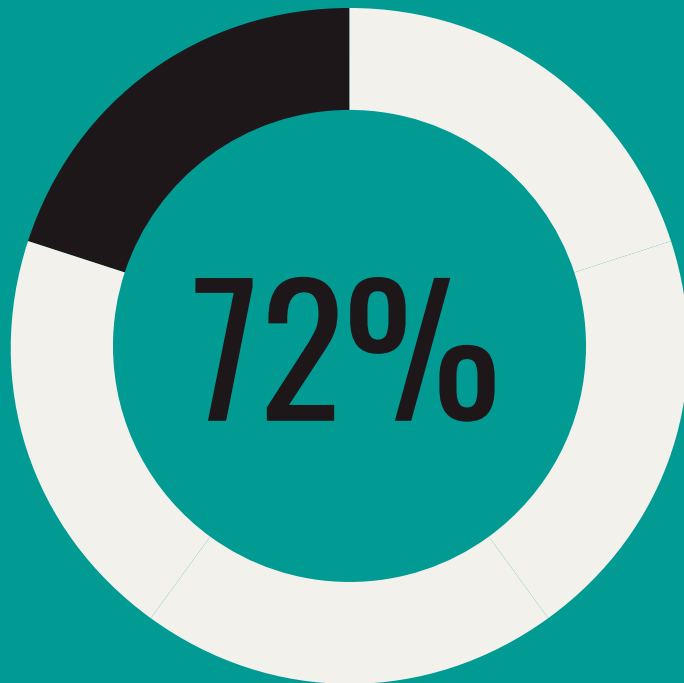
# TOP 5 INITIATIVES

WE ASKED CANDIDATES TO SELECT THE TOP 3 INITIATIVES THEY WOULD LIKE FROM THEIR NEXT EMPLOYER

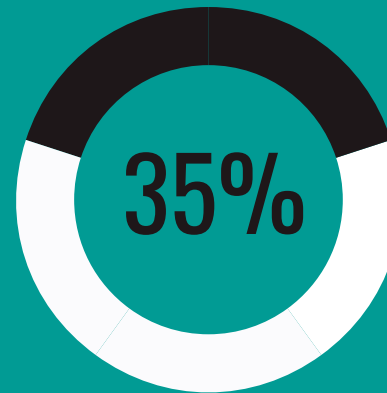
“Mental Health has had a huge impact on candidates over the last 12 months.  
*What are you doing to look after the mental health of your people?*”



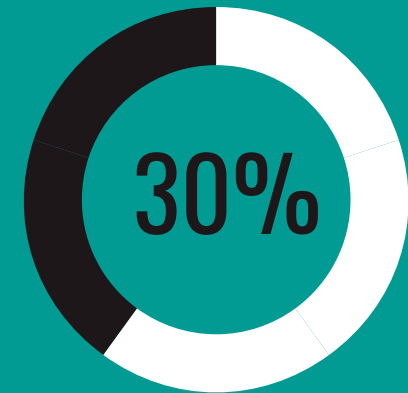
## WORK LIFE BALANCE



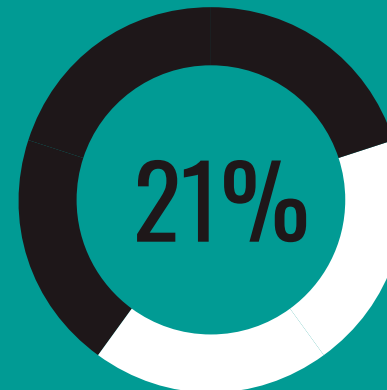
## MENTAL HEALTH



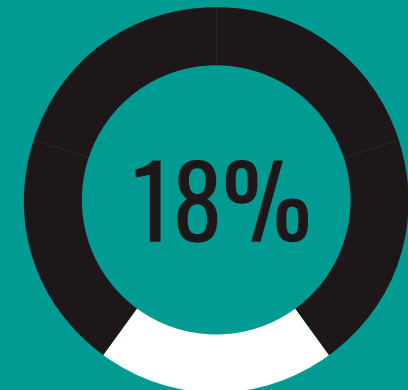
## INTERNAL AWARDS & RECOGNITION PROGRAMS



## CREATIVE COLLABORATIVE SPACES

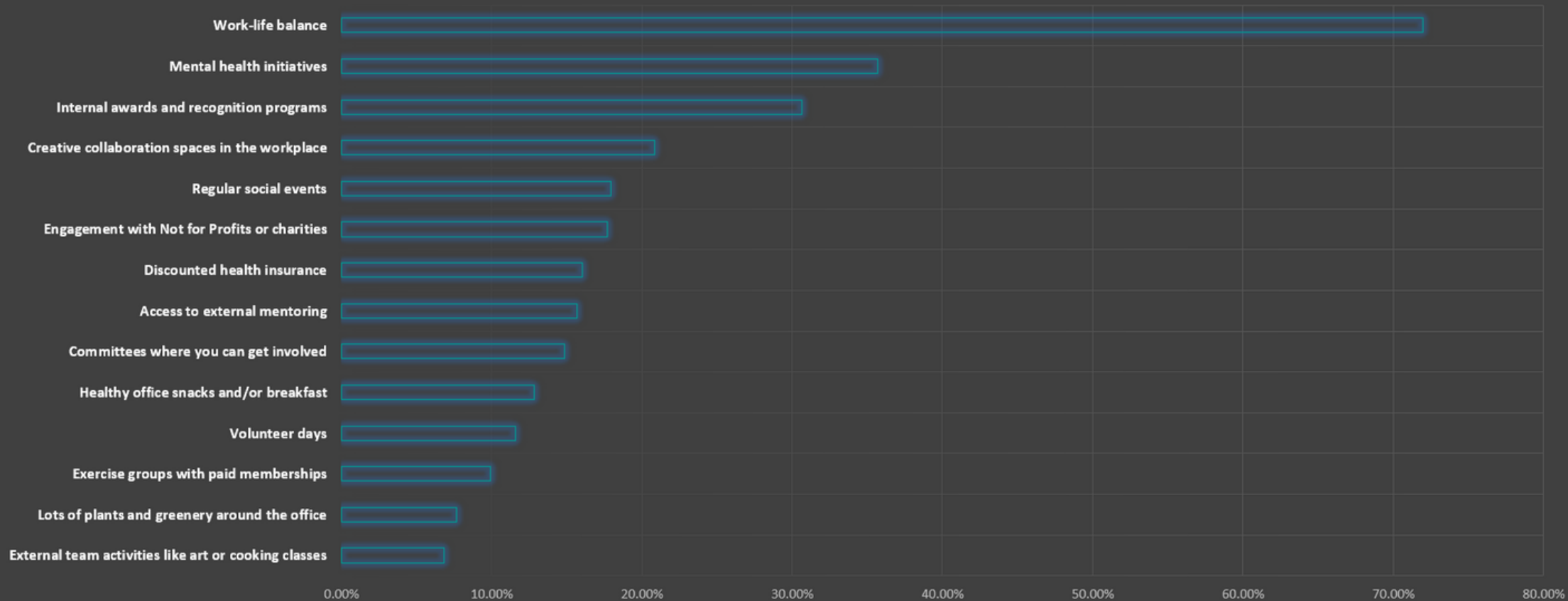


## REGULAR SOCIAL EVENTS



# INITIATIVES

FULL SCOPE OF OPTIONS AND RESPONSES



# TALENT INSIGHTS

## TOP 3 IMPORTANT FACTORS WHEN DECIDING ON A NEW ROLE

FOR CANDIDATES EARNING \$150,000+

- ✓ Company culture
- ✓ Management style
- ✓ Who their direct leader will be



## FLEXIBILITY OVER MONEY?

Of candidates that placed **FLEXIBILITY** options in their top 3 most important factors when considering a new role, **45%** do not expect a salary increase in lieu of flexibility in work.



# TALENT INSIGHTS

## CLIMBING THE LADDER

The candidates who selected **CAREER PROGRESSION** as their top motivation for seeking a new role, **74%** earn a salary less than **\$69,000**



## PROMOTION FOR SENIOR CANDIDATES

**40%** of candidates with a higher salary of \$110,000 and above expect **CAREER PROGRESSION** between **18 MONTHS - 2 YEARS**



# FINAL THOUGHTS

Our team talk to hundreds of candidates every week, understanding what motivates them in order to make their perfect employment match. Through this survey, we've been able to capture their feedback and give candidates a voice. These insights will help us consult with our customers on how best to attract and retain great talent in 2021 and beyond.

Thank you to all our incredible candidates who gave up their time to take part.

To discuss the trends we discovered throughout this process, to gain your feedback, and to share what we're observing in the employment market please feel free to reach out - we would love to hear from you.



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Want to know what's really happening in Australian businesses?

*We're releasing a market report mid February 2021 - be the first to receive a copy by reaching out to Imogen or Lynne today.*