2021 – 2022

IT Workforce Insights

Helping you make smarter hiring decisions

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Introduction

Welcome to our 13th IT Workforce Insights Report. This edition includes over 1100 individual responses from IT professionals surveyed in July 2021, and complements our annual IT Recruitment and Retention Report.

Our primary purpose is to provide a report of this information to organisations who recruit IT staff, so that they better understand the mindset of the IT job seeker and ensure their employment offer is aligned to the market's needs.

The respondents come from the following job seeker categories:

- I am in a contract and not looking for a new role - **22%**
- I am in a contract and looking for a new role - **21%**
- I am in a permanent role and not looking for a new role - **18%**
- I am in a permanent role and looking for a new job - **17%**
- Unemployed and looking for a new job - **21%**
- Unemployed and not looking for a new job - **1%**

The respondents were from a wide range of technical and management roles.

The report provides insights that can be used to support your retention plans as well as your recruitment strategies.

I look forward to Clicks continuing its relationship with you over the year. Please feel free to contact me at any time if you want an update, or if you need our support with your recruitment activity.
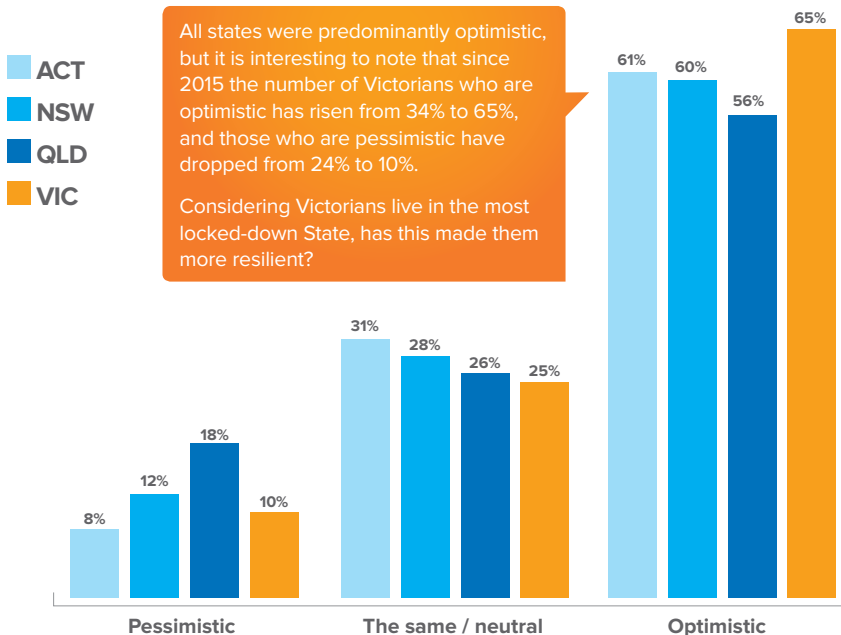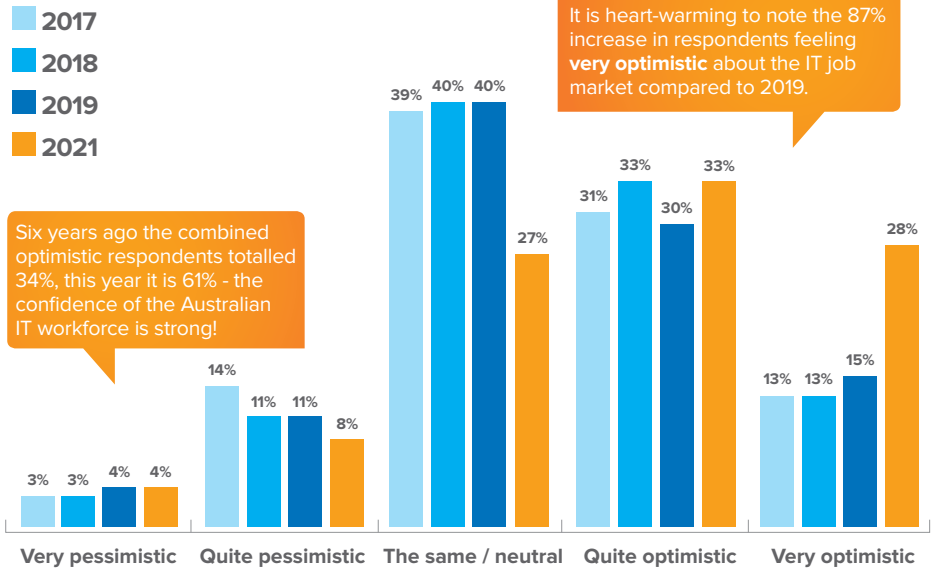
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THE AUSTRALIAN BUSINESS AWARDS ®
ABA100 SERVICE EXCELLENCE WINNER 2019

What's driving trends in the IT job market?

1 Those feeling 'very optimistic' about the job market have increased 250% since 2016, bolstered by the more recent jump from 15% in 2019 to 28% this year.

2 Victorians are the most optimistic and least pessimistic about the IT job market, an interesting observation given they live in the most 'locked-down' state, perhaps this has encouraged resilience?

3 There has been a marked shift in the balance of people who would move state for the right opportunity. Previously we reported a 50-50 split across Australia, this year each state shows a preference to stay put, with Victorians showing the biggest difference at almost 60% reporting they are not willing to move.

4 When reading job ads, the salary is the most likely to make some candidates apply, the first time this has come top in 14 years.

5 LinkedIn continues to be an essential part of the recruitment process, with more than half of respondents visiting the site daily.

6 Job seekers still prefer the human touch, with 45% stating a phone call as their preferred method of contact when a new job is available. However this is still suffering a steady decline, down from 59% in 2017. Email has increased again from 33% to 38%, and those whose first choice is a text message is now 8%, up from 2% in 2015.

7 The passive job seeker market remains a key channel for candidate searching. In the last year, 83% of respondents received one or more unsolicited calls about job opportunities. 22% received ten or more calls. Of the 83%, nearly 40% changed jobs as a result.

8 Employers are taking longer to secure their preferred candidates. The number of respondents receiving their offer of employment more than two weeks following the interview has risen from 29% in 2017 to 36% this year.

9 Four out of ten respondents have withdrawn from a recruitment process because it took too long. Speed is essential in securing the best talent, as they often have multiple job opportunities at any time.

10 The number of respondents citing low salary as the reason for leaving their job has almost tripled in the last 3 years.

11 Money is increasingly important. Salary is most likely to result in a job application. 35% of people would be happier in their positions, 25% would only move roles for a 20% increase in salary. When asked what would make them stay with one employer for life, 26% of respondents mentioned more money.

Job Seeking Activities: Searching

? **How are you feeling about the IT job market now, compared to 12 months ago?**

Legend:
- 2017
- 2018
- 2019
- 2021

It is heart-warming to note the 87% increase in respondents feeling **very optimistic** about the IT job market compared to 2019.

Six years ago the combined optimistic respondents totalled 34%, this year it is 61% - the confidence of the Australian IT workforce is strong!

Very pessimistic
- 2017: 3%
- 2018: 3%
- 2019: 4%
- 2021: 4%

Quite pessimistic
- 2017: 14%
- 2018: 11%
- 2019: 11%
- 2021: 8%

The same / neutral
- 2017: 39%
- 2018: 40%
- 2019: 40%
- 2021: 27%

Quite optimistic
- 2017: 31%
- 2018: 33%
- 2019: 30%
- 2021: 33%

Very optimistic
- 2017: 13%
- 2018: 13%
- 2019: 15%
- 2021: 28%

Legend:
- ACT
- NSW
- QLD
- VIC

All states were predominantly optimistic, but it is interesting to note that since 2015 the number of Victorians who are optimistic has risen from 34% to 65%, and those who are pessimistic have dropped from 24% to 10%.

Considering Victorians live in the most locked-down State, has this made them more resilient?

Pessimistic
- ACT: 8%
- NSW: 12%
- QLD: 18%
- VIC: 10%

The same / neutral
- ACT: 31%
- NSW: 28%
- QLD: 26%
- VIC: 25%

Optimistic
- ACT: 61%
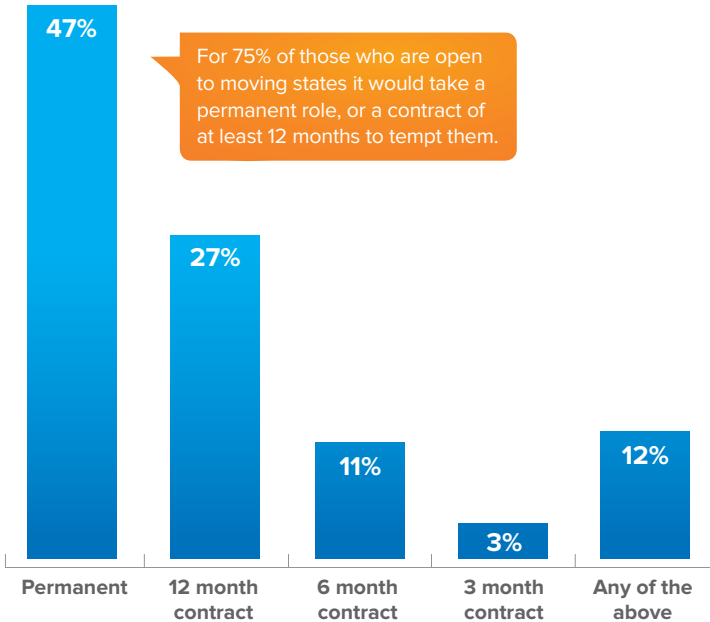- NSW: 60%
- QLD: 56%
- VIC: 65%

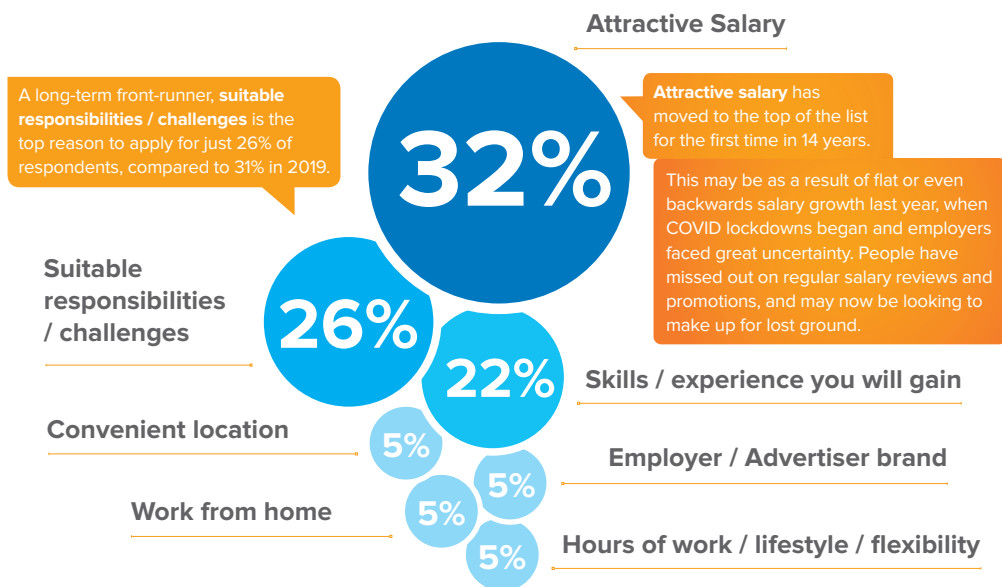## ? Would you move states for the right opportunity?

> In 2019, we reported 50-50 across all states, this year there is a marked difference. All states show a majority of respondents preferring to stay put.

VIC
- No 59%
- Yes 41%

NSW
- No 56%
- Yes 44%

ACT
- No 56%
- Yes 44%

QLD
- No 57%
- Yes 43%

? If yes, what kind of opportunity are you more likely to move for?

> For 75% of those who are open to moving states it would take a permanent role, or a contract of at least 12 months to tempt them.

- Permanent 47%
- 12 month contract 27%
- 6 month contract 11%
- 3 month contract 3%
- Any of the above 12%

When reading a job advertisement, what is most likely to make you apply for that job?

Attractive Salary

A long-term front-runner, **suitable responsibilities / challenges** is the top reason to apply for just 26% of respondents, compared to 31% in 2019.

32%

Attractive salary has moved to the top of the list for the first time in 14 years.

This may be as a result of flat or even backwards salary growth last year, when COVID lockdowns began and employers faced great uncertainty. People have missed out on regular salary reviews and promotions, and may now be looking to make up for lost ground.

Suitable responsibilities / challenges

26%

22% **Skills / experience you will gain**

Convenient location

5%

5% **Employer / Advertiser brand**

Work from home

5%

5% **Hours of work / lifestyle / flexibility**

How often do you visit LinkedIn?

3%
I don't have a LinkedIn profile

5%
Hardly ever

8%
Monthly

More than half of respondents visit LinkedIn on a daily basis.

Accordingly, employers would be wise to include LinkedIn as part of their EVP and brand attraction strategies.

33%
Weekly

51%
Daily

Why Contractors Prefer Clicks

Direct numbers to talk to a real person every time. No messagebanks, no call centres, no bots. Just humans.

We're always investing in the best systems to make sure you get paid on time, every time.

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Award-winning Wellness Program. Free flu shots, discounted health insurance and more.

Free PI/PL and WorkCover insurance for PAYG contractors.

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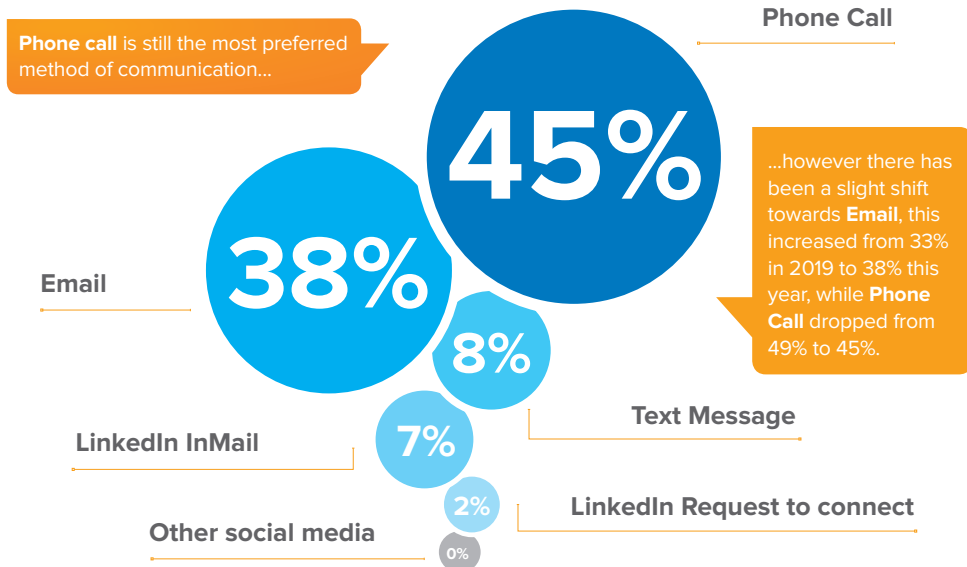
Have your say. Regular surveys to tell us what you want in the Contractor Care program.
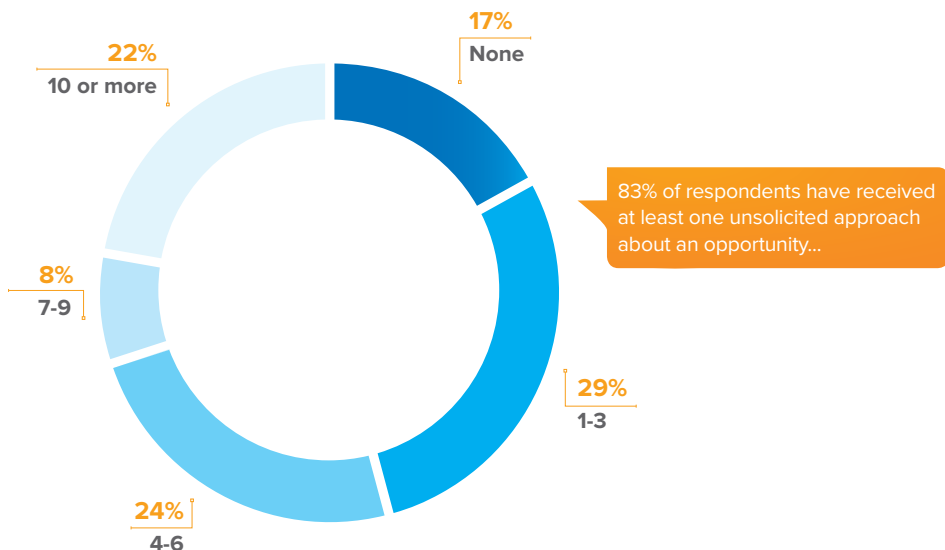
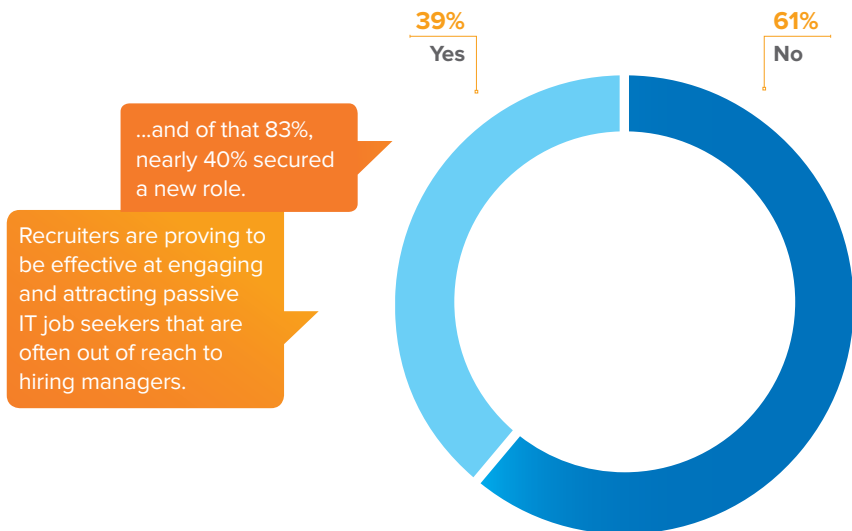Interview coaching and resume preparation assistance.

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When you are job seeking, what is your preferred method of being contacted by recruiters?

Phone call is still the most preferred method of communication…

Phone Call

45%

…however there has been a slight shift towards **Email**, this increased from 33% in 2019 to 38% this year, while **Phone Call** dropped from 49% to 45%.

Email

38%

8%

Text Message

LinkedIn InMail

7%

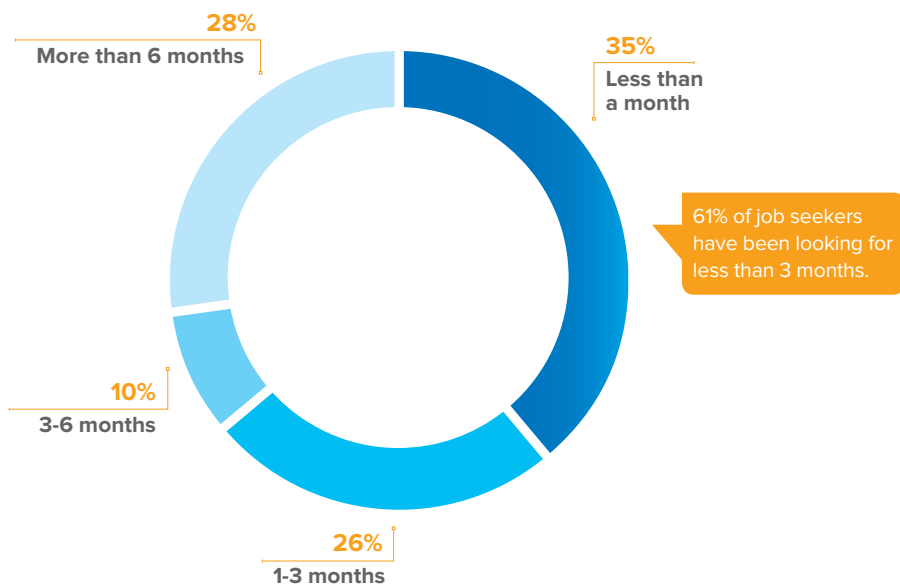**2%**

LinkedIn Request to connect

Other social media

0%

How many times have you received a call from a recruiter about an opportunity which you have NOT applied for in the last 12 months?

22%
10 or more

17%
None

83% of respondents have received at least one unsolicited approach about an opportunity…

8%
7-9

29%
1-3

24%
4-6

? Did any of those calls result in you securing a new job?

39%
Yes

61%
No

...and of that 83%, nearly 40% secured a new role.

Recruiters are proving to be effective at engaging and attracting passive IT job seekers that are often out of reach to hiring managers.

? If you are job seeking, how long have you been looking?

28%
More than 6 months

35%
Less than a month

61% of job seekers have been looking for less than 3 months.

10%
3-6 months

26%
1-3 months

Job Seeking Activities: **Interviewing**

? **How many interviews did you attend for your current / last job?**

5%
5+

6%
4

14%
3

42%
1

The number of respondents who attended just 1 interview is 42%, compared with 57% in 2019, while there has been a 50% increase in those attending 2 interviews since 2015.
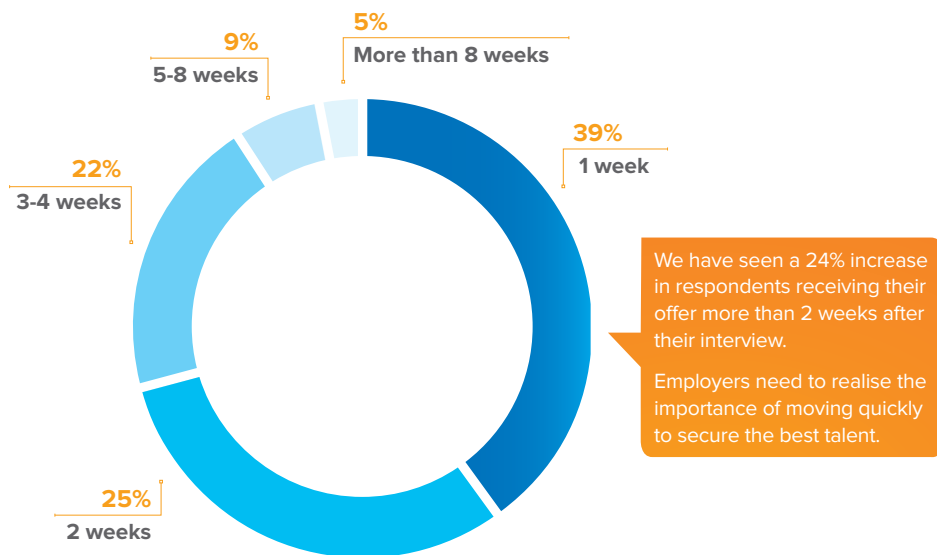
33%
2
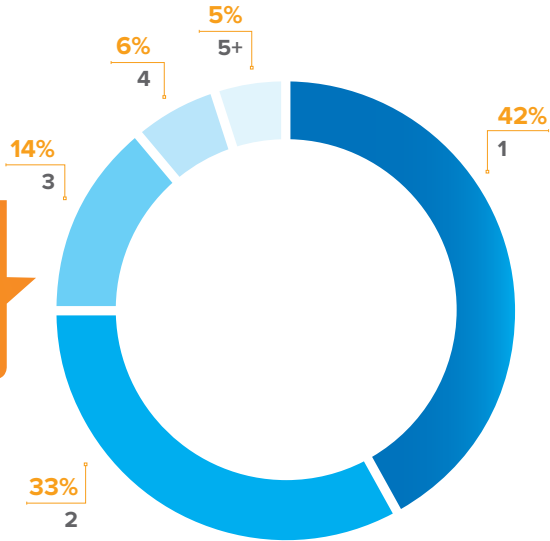
? **How long was the process from submitting your application to attending the first interview?**

3%
More than 8 weeks
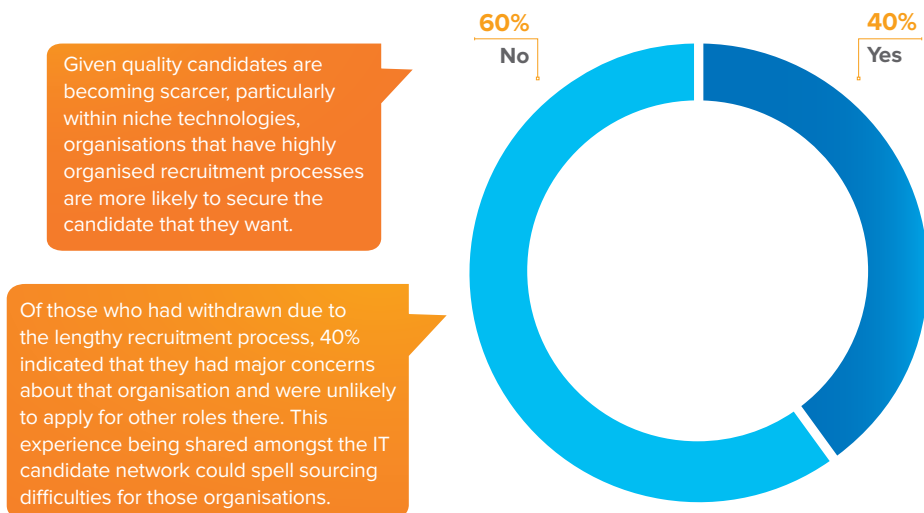
6%
5-8 weeks

20%
3-4 weeks

40%
1 week

71% of respondents attend an interview within 2 weeks of their application, a number that has remained constant at this level since we included this question six years ago.

31%
2 weeks
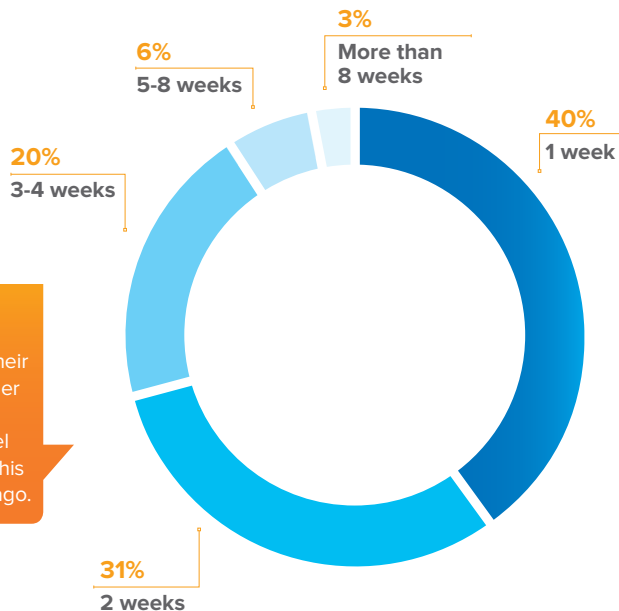
? How long was the process from attending the first interview to receiving the offer of employment?

5%
More than 8 weeks

9%
5-8 weeks

39%
1 week

22%
3-4 weeks

We have seen a 24% increase in respondents receiving their offer more than 2 weeks after their interview.

Employers need to realise the importance of moving quickly to secure the best talent.

25%
2 weeks

? Have you ever withdrawn from a recruitment process because it took too long?

60%
No

40%
Yes

Given quality candidates are becoming scarcer, particularly within niche technologies, organisations that have highly organised recruitment processes are more likely to secure the candidate that they want.

Of those who had withdrawn due to the lengthy recruitment process, 40% indicated that they had major concerns about that organisation and were unlikely to apply for other roles there. This experience being shared amongst the IT candidate network could spell sourcing difficulties for those organisations.

Job Seeking Activities: Offers and Resignation

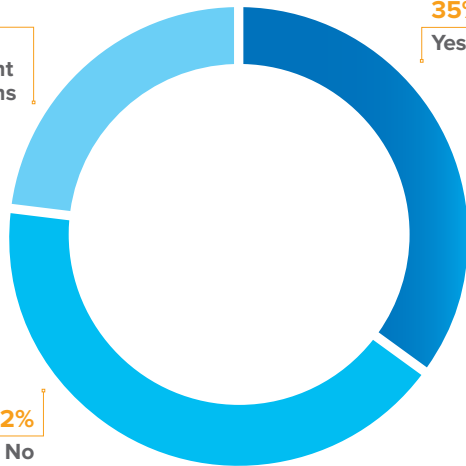**?** **Have you rejected an offer of employment in the last 12 months?**

23%
I have not had an offer of employment in the last 12 months

35%
Yes

42%
No

? **If yes, what was the reason for this?**

22%
Other

28%
Financial - not enough $ offered

6%
Unable to work from home

6%
Cultural - the people you met

11%
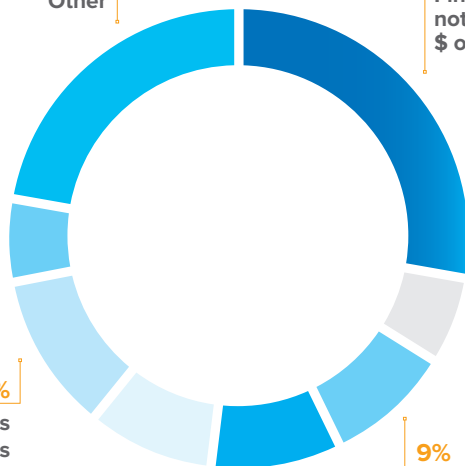Unsuitable responsibilities / challenges

9%
Work / Life Balance

9%
Unsatisfactory recruitment experience

9%
Limited career opportunities

? **In the last 12 months, when resigning from a job, have you received a counter-offer from your employer?**

? **Did you accept and decide to stay?**

Of those who have resigned, 33% received a counter-offer, compared to 39% in 2019...

...but the number of those who accepted the counter-offer rose from 19% in 2019 to 25% this year.

45%
I have not resigned from a job in the last 12 months

18%
Yes

25%
Yes

37%
No

75%
No

63% of people who accepted cited reasons other than increased salary. It's not all about money, people want other issues addressed also.

? **If you have left your most recent role within the last 12 months, why did you leave?**

Low salary has almost tripled in 3 years. This corroborates other data in this report that shows attractive salary is increasingly important.

Bar chart categories:
- Uncertainty about future with employer
- Poor relationship with colleagues
- Poor relationship with manager
- Low salary
- Lack of career path
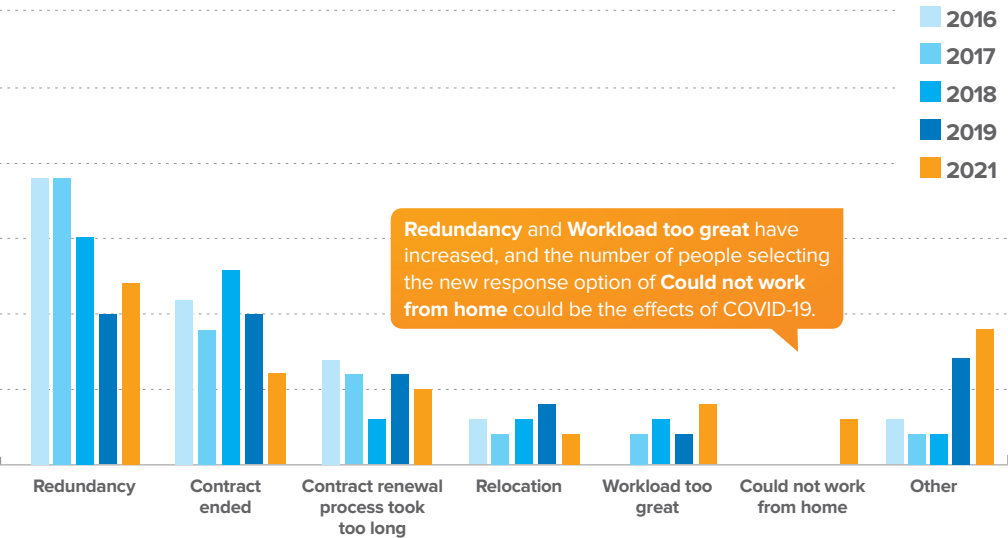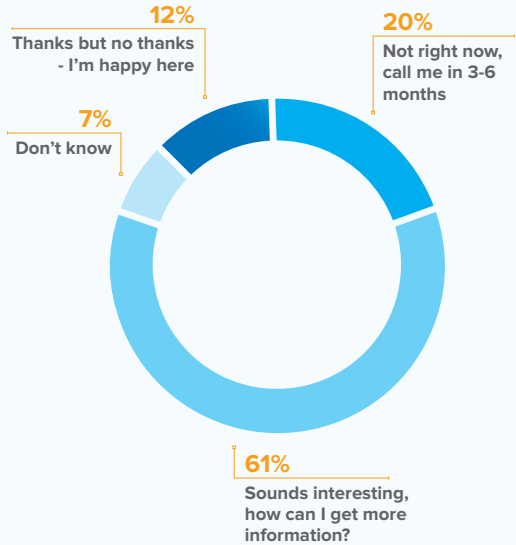- Approached for a new opportunity with another employer

Employment

? **Compared to 12 months ago, how has your current pay rate / salary changed?**
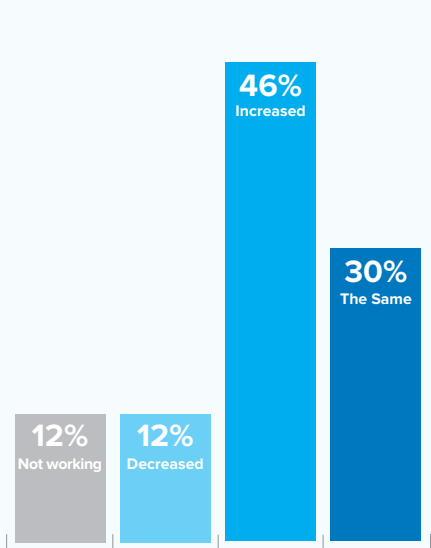
? **If you are employed and not actively looking for a new role, but were approached about another opportunity, what would be your natural reaction?**

46%
Increased

30%
The Same

12%
Not working

12%
Decreased

12%
Thanks but no thanks - I'm happy here

20%
Not right now, call me in 3-6 months

7%
Don't know

61%
Sounds interesting, how can I get more information?

2016
2017
2018
2019
2021

Redundancy and Workload too great have increased, and the number of people selecting the new response option of Could not work from home could be the effects of COVID-19.

Redundancy | Contract ended | Contract renewal process took too long | Relocation | Workload too great | Could not work from home | Other

What would it take for you to move roles?

2017
2018
2019
2021

I wouldn't move
- 5%
- 6%
- 7%
- 7%

5% less than my current pay rate/salary
- 4%
- 4%
- 4%
- 5%

The same as my current pay rate/salary
- 12%
- 16%
- 13%
- 10%

5% more than my current pay rate/salary
- 12%
- 9%
- 9%
- 9%

10% more than my current pay rate/salary
- 32%
- 32%
- 31%
- 28%

15% more than my current pay rate/salary
- 18%
- 14%
- 16%
- 16%

20% more than my current pay rate/salary
- 17%
- 19%
- 20%
- 25%
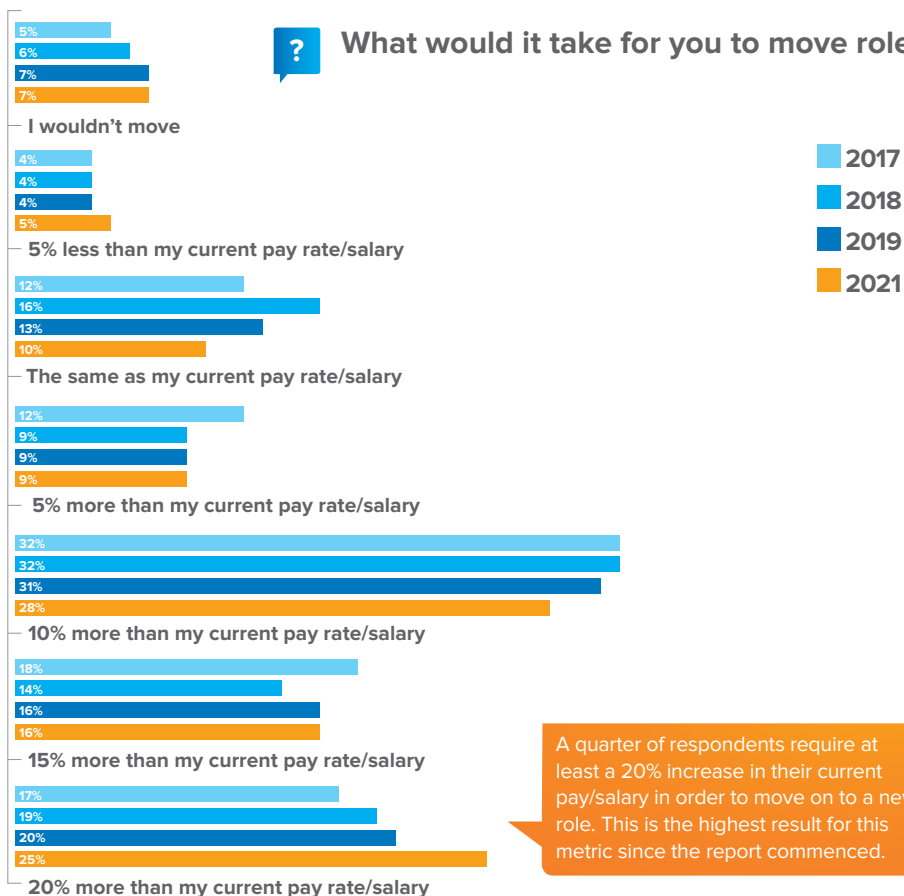
A quarter of respondents require at least a 20% increase in their current pay/salary in order to move on to a new role. This is the highest result for this metric since the report commenced.

What is most likely to make you happy with your position?

- **28%** The right challenges and responsibilities
- **35%** The right salary
- **8%** A suitable work / life balance (e.g. flexible hours)
- **10%** The right organisation / team culture
- **5%** Working from home
- **4%** A range of career progression opportunities
- **4%** Strength of relationship with manager
- **3%** Security / stability of employer
- **2%** The most convenient location
- **1%** Strong commitment to training and development

Gender Diversity in the Australian IT Market

As a specialist recruiter in the IT sector for 30 years, Clicks has unique insights into gender diversity trends over the years. In 2013 we released our first report on gender diversity in the Australian IT market.

Our study looks at data from 30,000 Australian job applicants over the last 5 years, and is grouped into 16 high-level technology verticals.

How does your business measure up?

Use this report to identify the areas in which you can easily increase the gender diversity of your IT workforce.

Get your copy of the latest report on our website.

clicks.com.au/market-research/
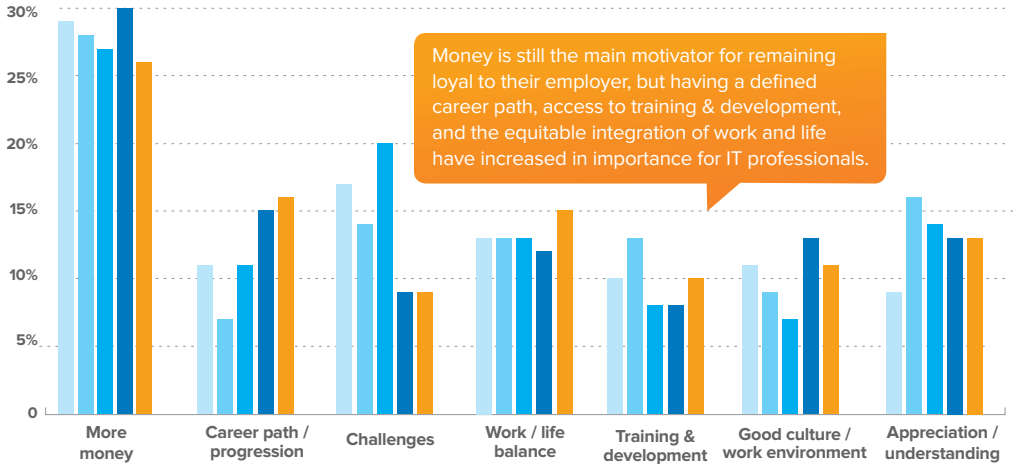
My employer would keep me for life if...

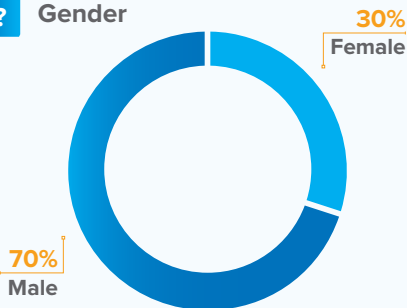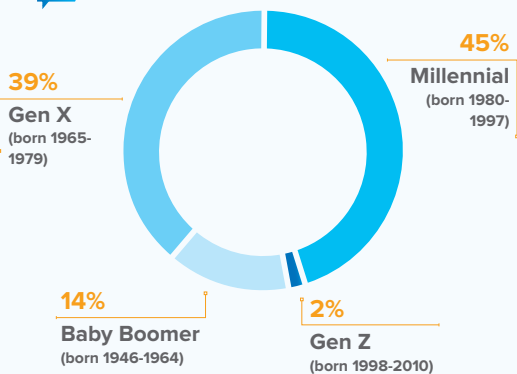Legend: 2016, 2017, 2018, 2019, 2021

> Money is still the main motivator for remaining loyal to their employer, but having a defined career path, access to training & development, and the equitable integration of work and life have increased in importance for IT professionals.

Categories: More money | Career path / progression | Challenges | Work / life balance | Training & development | Good culture / work environment | Appreciation / understanding

Y-axis: 0, 5%, 10%, 15%, 20%, 25%, 30%

About the Sample

Gender

30% Female

70% Male

Generation

45% Millennial (born 1980-1997)

39% Gen X (born 1965-1979)

14% Baby Boomer (born 1946-1964)

2% Gen Z (born 1998-2010)

Primary Area of Expertise

- 17% Project Management
- 12% Infrastructure Support
- 10% Leadership / Transformation
- 10% Application Development
- 10% Information Management
- 8% Testing
- 7% BI / Data Analytics
- 5% Digital / Design
- 4% IT Support
- 4% Business Analysis
- 3% Architecture
- 3% Process & Application Integration
- 2% Infrastructure Development
- 2% Other
- 1% Change
- 1% Security
- 1% Sales
- 1% Learning & Development
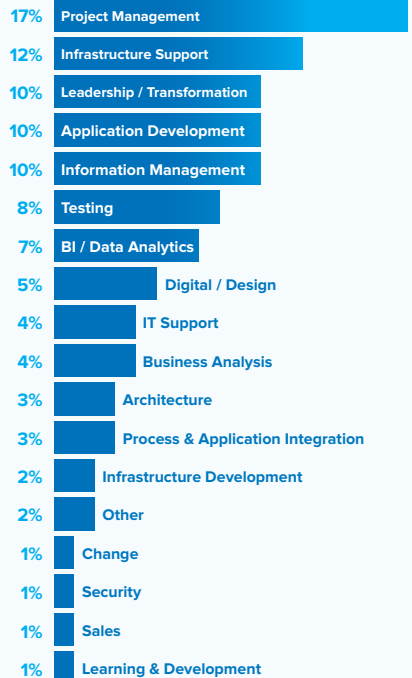
Clicks' Products and Services
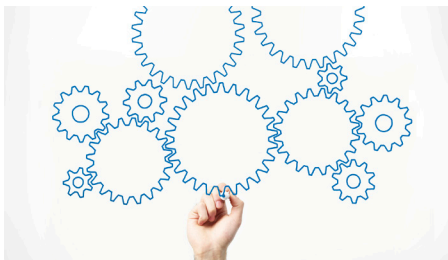

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