

# The **profile**<sup>Q</sup> Report

## Canterbury Labour Market

### NZ LABOUR MARKET

## Snapshot

It would be fair to suggest that the New Zealand economy and labour market has seen better times, with all regions feeling the impact of lower business confidence. 'Green shoots' are slowly appearing with Profile Group recording its **highest billing month** in our 12-year history across Wellington and Christchurch combined.

The resilience of the Canterbury market is something to be celebrated with job/advert activity around **less than half** the contraction of its North Island peers.

DATA: SEEK AUGUST 2025



## National/Local Discipline Split

### YOY COMPARISON

|            | AI<br>DISCIPLINES | GM /<br>EXECUTIVE | ACCOUNTING | ADMIN  | HR & REC |
|------------|-------------------|-------------------|------------|--------|----------|
| Auckland   | -18.3%            | -6.5%             | -25.5%     | -27.7% | -20.7%   |
| Wellington | -14.6%            | +9.8%             | -22.4%     | -31.9% | -18.8%   |
| Canterbury | -7.2%             | -1.6%             | -8.8%      | -16.0% | -5.7%    |



#### PROFILE STATS

## New Zealand Growth Sectors

These are the industries in which New Zealand is experiencing the highest (and lowest) growth nationally:

#### HIGHEST GROWTH SECTORS

- +7.2%** Government
- +5.5%** Banking and Finance
- +2.7%** Real Estate

#### LOWEST GROWTH SECTORS

- 24.5%** Engineering
- 23.6%** Admin/Business Support
- 22.5%** Healthcare

## Key & Senior Appointments

**Supply Chain Manager**  
Antipodes Organic Beauty

**Senior Finance – Interim**  
TDX

**Operations Manager**  
ASP Ships

**GM Corporate**  
Horticulture NZ

## Welcome, Ali!

Profile Group is thrilled to welcome Ali to our Christchurch office.

With 20 years leadership experience across telco, government, infrastructure and tourism, Alastair brings a sharp eye for talent and connecting people.

**E** ali@profilegroup.co.nz  
**M** 0211914157



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ENQUIRIES@PROFILEGROUP.CO.NZ

WWW.PROFILEGROUP.CO.NZ