

HAYS

Office Support

Market changes in the last 12 months

The last 12 months saw increased levels of activity in the Office Support and Administration sectors. Recognition of the value these positions offer to the whole of the company fuelled this heightened demand as organisations sought to appoint more highly skilled and credentialed employees with sound previous employment histories. Furthermore, employers expected that multi-skilled candidates should be able to contribute to the overall objectives of the organisation. An additional focus was the cultural and environmental suitability of candidates specific to the working environment. More than ever, employers are placing equal weighting on both technical ability (including advanced computer literacy) and employee fit.

Although the last 12 months saw the continuance of very strong demand for temporary staff, increased consumer confidence and the underlying strength of the economy led to a significant increase in demand for permanent employees. Temporary employees were often sought to support the business until a permanent solution could be found. However quite often these initial temporary employees were offered a permanent appointment within the organisation, which highlights the critical nature of these roles.

Positions in demand

Increased demand for a highly skilled workforce has led candidates to continuously focus on enhancing skill sets and employers to focus on multi-skilling and multi-tasking. This skill-enhanced environment has led to an increase in office support salaries throughout the past 12 months.

There has been a noticeable increase in demand for highly skilled and experienced senior administrative candidates such as personal assistants and executive assistants. In order to attract and retain these candidates, salaries have increased between six to eight per cent in these specialisations alone.

Additionally there has been an increase in demand for office or administrative management candidates which also increased salary levels. This is true of generalist roles within small to medium enterprises and more specialised roles within large corporates. Typical specialist areas have included human resources, operational management, business planning, OHS and accountancy and finance.

At the other end of the scale, there has been an increase in salaries for quality juniors with six to 12 months experience and a Tafe qualification. For example, in Sydney they can now expect to receive a salary of \$35,000, whereas previously they would have received a salary of \$30,000.

As with last year, the impact of a highly competitive market coupled with the continuing strength of business activity created tremendous demand for customer service staff. The importance of winning new customers and servicing existing ones well is seen as critical to sustaining sales growth levels in the current economic climate.

We continue to experience high demand in the areas of reception, secretarial, data entry and administrative support.

Changes to employer recruitment practices

Employers have realised the importance of decisiveness and expedition in recruitment processes in order to secure talent in the current competitive and fast-moving marketplace. They recognise that when presented with quality candidates recruitment decisions need to occur quickly, otherwise they risk losing the candidate to a competitor. As a result, it is more commonplace for organisations to forward plan recruitment needs by up to a year in order to maximise their ability to recruit the best possible candidate.

The quality of candidates is still of paramount importance to employers and as the market becomes tighter with demand outstripping supply in some areas, there is a real emphasis on testing a candidate's skills and personality. As a

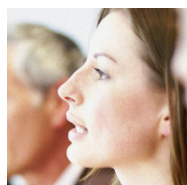
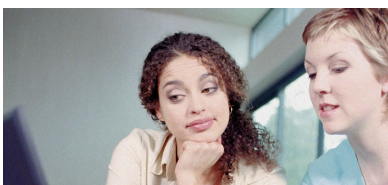
result, behavioural interviews have become more common in order to assess a candidate's knowledge, motivations and behaviours through their citing of real examples, rather than relying on interview responses at face value.

Realising the tightness of the market and the need to differentiate key selling points to attract the best staff possible, employers are spending more time during the interview process selling their organisation as an employer of choice. Typically companies are offering incentives that go beyond the remuneration package, such as bonuses, extra personal leave days, paid maternity leave, paternity leave, flexible working hours (work/life balance) and industry based benefits, such as reduced bank fees, home loan or credit card rates for roles in the banking sector.

Advice to candidates

Vacancy activity has increased and the demand for talented staff shows no signs of abating. Despite this, employer expectations regarding quality, cultural fit and interview preparation have increased and the onus is placed on candidates to display their capability and appropriateness for a role. Preparation is the key to a successful interview and always remember first impressions count, from your resume to the interview.

In the current market, it is important you know exactly where your resume is being sent. Your application is devalued if a company receives it twice. Also, ensure you are tailoring your application to each specific role and company applied for rather than sending a generalised resume which does not show how your skills and experience match the particular vacancy applied for. This is often an unfortunate side effect of the numerous web-based job sites, and employers and recruitment consultants do not view indiscriminate resumes favourably. Be focused in your job search, research the company you are applying to and focus on upskilling. Although the current employment market is strong, it is still important to be realistic about your job opportunities and salary expectations. Show flexibility, be honest and positive, and don't forget that loyalty and integrity go a long way.



Administration	Administration Assistant (6-12 mths exp)	Administration Assistant (12 mths + exp)	Project Administration Assistant (3 yrs + exp)	Office Manager	Project Co-ordinator
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
Sydney (Salary Range)	30,000 24,000 - 32,000	35,000 30,000 - 38,000	44,000 40,000 - 50,000	58,000 48,000 - 70,000	50,000 45,000 - 55,000
Melbourne (Salary Range)	30,000 26,000 - 32,000	34,000 33,000 - 42,000	38,000 34,000 - 42,000	55,000 50,000 - 70,000	50,000 48,000 - 55,000
Brisbane (Salary Range)	28,000 25,000 - 30,000	33,000 31,000 - 35,000	38,000 36,000 - 40,000	50,000 43,000 - 58,000	48,000 40,000 - 55,000
Gold Coast (Salary Range)	27,000 24,000 - 29,000	30,000 28,000 - 32,000	36,000 34,000 - 38,000	44,000 37,000 - 55,000	40,000 36,000 - 45,000
Adelaide (Salary Range)	27,000 25,000 - 30,000	33,000 30,000 - 35,000	38,000 36,000 - 42,000	48,000 45,000 - 50,000	40,000 38,000 - 45,000
Canberra (Salary Range)	26,000 25,000 - 30,000	35,000 30,000 - 38,000	40,000 38,000 - 45,000	55,000 50,000 - 65,000	50,000 45,000 - 55,000
Perth (Salary Range)	25,000 22,000 - 30,000	35,000 32,000 - 40,000	42,000 38,000 - 45,000	45,000 40,000 - 50,000	45,000 40,000 - 50,000
Newcastle (Salary Range)	23,000 20,000 - 25,000	27,000 24,000 - 30,000	34,000 30,000 - 36,000	40,000 35,000 - 45,000	38,000 32,000 - 40,000
Townsville (Salary Range)	26,000 25,000 - 29,000	30,000 28,000 - 32,000	35,000 33,000 - 37,000	42,000 38,000 - 55,000	40,000 36,000 - 45,000
Auckland (Salary Range)	28,000 25,000 - 30,000	35,000 30,000 - 40,000	45,000 40,000 - 50,000	60,000 50,000 - 65,000	55,000 45,000 - 60,000
Wellington (Salary Range)	27,000 23,000 - 29,000	34,000 30,000 - 38,000	40,000 35,000 - 50,000	50,000 45,000 - 58,000	55,000 45,000 - 60,000
Hobart (Salary Range)	23,000 18,000 - 25,000	29,000 24,000 - 32,000	34,000 30,000 - 38,000	40,000 35,000 - 45,000	40,000 35,000 - 45,000

Administration	Data Entry Operator	Sales Coordinator
	Typical Salary	Typical Salary
Sydney (Salary Range)	35,000 28,000 - 38,000	40,000 34,000 - 44,000
Melbourne (Salary Range)	32,000 30,000 - 38,000	38,000 35,000 - 45,000
Brisbane (Salary Range)	30,000 28,000 - 33,000	36,000 34,000 - 38,000
Gold Coast (Salary Range)	28,000 26,000 - 30,000	35,000 33,000 - 36,000
Adelaide (Salary Range)	33,000 30,000 - 35,000	35,000 32,000 - 38,000
Canberra (Salary Range)	32,000 30,000 - 35,000	40,000 34,000 - 44,000
Perth (Salary Range)	30,000 28,000 - 35,000	35,000 30,000 - 36,000
Newcastle (Salary Range)	25,000 23,000 - 28,000	32,000 28,000 - 34,000
Townsville (Salary Range)	30,000 28,000 - 32,000	33,000 30,000 - 34,000
Auckland (Salary Range)	36,000 33,000 - 40,000	42,000 38,000 - 48,000
Wellington (Salary Range)	34,000 30,000 - 38,000	40,000 38,000 - 42,000
Hobart (Salary Range)	29,000 26,000 - 32,000	32,000 28,000 - 34,000

Reception	Switchboard Operator	Receptionist (Up to 12 mths exp)	Receptionist (12 mths + exp)	Receptionist / Administration Assistant (12 mths + exp)	
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
Sydney (Salary Range)	36,000 30,000 - 40,000	35,000 30,000 - 38,000	40,000 35,000 - 45,000	42,000 36,000 - 46,000	
Melbourne (Salary Range)	32,000 29,000 - 35,000	32,000 28,000 - 33,000	37,000 33,000 - 42,000	40,000 36,000 - 45,000	
Brisbane (Salary Range)	32,000 30,000 - 34,000	30,000 28,000 - 32,000	35,000 32,000 - 40,000	38,000 36,000 - 40,000	
Gold Coast (Salary Range)	29,000 27,000 - 31,000	29,000 27,000 - 31,000	32,000 30,000 - 34,000	34,000 32,000 - 36,000	
Adelaide (Salary Range)	33,000 30,000 - 36,000	33,000 31,000 - 35,000	35,000 33,000 - 37,000	36,000 32,000 - 38,000	
Canberra (Salary Range)	32,000 30,000 - 35,000	32,000 30,000 - 35,000	35,000 32,000 - 36,000	40,000 38,000 - 42,000	
Perth (Salary Range)	35,000 30,000 - 37,000	30,000 25,000 - 33,000	35,000 33,000 - 40,000	35,000 28,000 - 40,000	
Newcastle (Salary Range)	27,000 25,000 - 30,000	27,000 25,000 - 30,000	28,000 26,000 - 30,000	29,000 26,000 - 32,000	
Townsville (Salary Range)	28,000 27,000 - 32,000	26,000 22,000 - 28,000	28,000 27,000 - 30,000	33,000 31,000 - 36,000	
Auckland (Salary Range)	34,000 28,000 - 38,000	32,000 28,000 - 34,000	36,000 32,000 - 38,000	40,000 35,000 - 45,000	
Wellington (Salary Range)	32,000 28,000 - 34,000	32,000 28,000 - 34,000	36,000 32,000 - 38,000	37,000 33,000 - 40,000	
Hobart (Salary Range)	28,000 25,000 - 30,000	23,000 18,000 - 30,000	28,000 25,000 - 35,000	33,000 30,000 - 40,000	
Secretarial	Secretary (Up to 12 mths exp)	Secretary (12 mths + exp)	Team Secretary (3 yrs + exp)	Personal / Team Assistant (Assisting a number of executives)	Executive Assistant (Working for one person)
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
Sydney (Salary Range)	32,000 28,000 - 35,000	39,000 35,000 - 43,000	45,000 40,000 - 50,000	50,000 40,000 - 60,000	55,000 45,000 - 75,000
Melbourne (Salary Range)	30,000 28,000 - 35,000	38,000 35,000 - 43,000	40,000 38,000 - 47,000	49,000 47,000 - 55,000	52,000 45,000 - 67,000
Brisbane (Salary Range)	30,000 26,000 - 34,000	36,000 33,000 - 38,000	38,000 37,000 - 40,000	45,000 42,000 - 55,000	50,000 45,000 - 60,000
Gold Coast (Salary Range)	29,000 27,000 - 31,000	33,000 30,000 - 37,000	35,000 33,000 - 38,000	42,000 38,000 - 46,000	48,000 45,000 - 55,000
Adelaide (Salary Range)	31,000 30,000 - 33,500	35,000 32,000 - 37,000	39,000 35,000 - 42,000	45,000 40,000 - 47,000	52,000 47,000 - 58,000
Canberra (Salary Range)	32,000 30,000 - 35,000	36,000 35,000 - 38,000	42,000 40,000 - 45,000	45,000 40,000 - 50,000	45,000 40,000 - 50,000
Perth (Salary Range)	27,000 25,000 - 33,000	38,000 30,000 - 45,000	40,000 35,000 - 45,000	43,000 35,000 - 45,000	45,000 38,000 - 55,000
Newcastle (Salary Range)	22,000 18,000 - 24,000	30,000 28,000 - 35,000	35,000 32,000 - 36,000	38,000 35,000 - 40,000	40,000 38,000 - 50,000
Townsville (Salary Range)	27,000 25,000 - 30,000	30,000 28,000 - 34,000	34,000 28,000 - 36,000	38,000 36,000 - 40,000	45,000 42,000 - 52,000
Auckland (Salary Range)	38,000 35,000 - 40,000	40,000 38,000 - 48,000	45,000 43,000 - 48,000	48,000 45,000 - 50,000	55,000 50,000 - 65,000
Wellington (Salary Range)	36,000 32,000 - 38,000	38,000 34,000 - 40,000	42,000 38,000 - 45,000	45,000 38,000 - 50,000	52,000 48,000 - 58,000
Hobart (Salary Range)	25,000 19,000 - 28,000	30,000 28,000 - 35,000	35,000 32,000 - 36,000	38,000 35,000 - 40,000	40,000 38,000 - 50,000

□ All Salaries are representative of the cash component only (except where indicated)

□ New Zealand Salaries are represented in New Zealand Dollars

OFFICE SUPPORT | SPECIALISTS

Legal support	Legal Secretary (Up to 2 yrs exp)	Legal Secretary (2 - 4 yrs exp)	Legal Secretary (4 yrs + exp)	Legal Personal Assistant
	Typical Salary	Typical Salary	Typical Salary	Typical Salary
Sydney (Salary Range)	45,000 40,000 - 50,000	50,000 45,000 - 55,000	55,000 50,000 - 60,000	56,000 48,000 - 66,000
Melbourne (Salary Range)	40,000 35,000 - 42,000	45,000 42,000 - 47,000	50,000 48,000 - 60,000	50,000 45,000 - 60,000
Brisbane (Salary Range)	40,000 35,000 - 45,000	43,000 40,000 - 48,000	48,000 45,000 - 50,000	50,000 45,000 - 55,000
Gold Coast (Salary Range)	37,000 35,000 - 39,000	40,000 38,000 - 42,000	43,000 40,000 - 45,000	45,000 42,000 - 52,000
Adelaide (Salary Range)	35,000 33,000 - 38,000	40,000 38,000 - 42,000	45,000 42,000 - 48,000	45,000 42,000 - 48,000
Canberra (Salary Range)	40,000 38,000 - 42,000	45,000 42,000 - 48,000	50,000 45,000 - 55,000	50,000 45,000 - 55,000
Perth (Salary Range)	43,000 40,000 - 45,000	45,000 40,000 - 50,000	48,000 45,000 - 55,000	50,000 40,000 - 55,000
Newcastle (Salary Range)	35,000 33,000 - 38,000	40,000 38,000 - 42,000	45,000 42,000 - 48,000	45,000 42,000 - 48,000
Townsville (Salary Range)	38,000 35,000 - 45,000	40,000 38,000 - 42,000	40,000 38,000 - 45,000	45,000 42,000 - 52,000
Auckland (Salary Range)	42,000 38,000 - 45,000	45,000 40,000 - 50,000	50,000 45,000 - 55,000	55,000 48,000 - 60,000
Wellington (Salary Range)	43,000 39,000 - 48,000	46,000 40,000 - 50,000	48,000 42,000 - 54,000	52,000 45,000 - 58,000

Banking & finance Support	Specialist Finance PA	Investment Banking Personal Assistant	Advisor Support
	Typical Salary	Typical Salary	Typical Salary
Sydney (Salary Range)	50,000 45,000 - 60,000	52,000 45,000 - 60,000	48,000 36,000 - 52,000
Melbourne (Salary Range)	50,000 45,000 - 60,000	45,000 40,000 - 50,000	40,000 35,000 - 45,000
Brisbane (Salary Range)	46,000 40,000 - 50,000	42,000 36,000 - 45,000	38,000 35,000 - 40,000
Gold Coast (Salary Range)	42,000 40,000 - 50,000	38,000 35,000 - 50,000	36,000 34,000 - 40,000
Adelaide (Salary Range)	40,000 38,000 - 45,000	40,000 38,000 - 45,000	38,000 34,000 - 40,000
Perth (Salary Range)	48,000 40,000 - 50,000	45,000 40,000 - 50,000	45,000 35,000 - 48,000
Townsville (Salary Range)	41,000 38,000 - 48,000	37,000 34,000 - 42,000	34,000 30,000 - 40,000
Auckland (Salary Range)	48,000 45,000 - 58,000	50,000 45,000 - 60,000	46,000 40,000 - 60,000
Wellington (Salary Range)	45,000 40,000 - 48,000	46,000 38,000 - 48,000	44,000 36,000 - 48,000
Hobart (Salary Range)	37,000 35,000 - 45,000	35,000 30,000 - 45,000	30,000 28,000 - 32,000

Property & construction Support	Document Controller	Project Secretary / Administrator	Site Secretary / Administrator
	Typical Salary	Typical Salary	Typical Salary
Sydney (Salary Range)	50,000 40,000 - 80,000	45,000 40,000 - 55,000	50,000 35,000 - 65,000
Melbourne (Salary Range)	42,000 35,000 - 55,000	45,000 40,000 - 50,000	50,000 35,000 - 55,000
Brisbane (Salary Range)	43,000 35,000 - 60,000	40,000 35,000 - 45,000	40,000 30,000 - 45,000
Gold Coast (Salary Range)	41,000 33,000 - 45,000	38,000 33,000 - 43,000	38,000 30,000 - 45,000
Adelaide (Salary Range)	34,000 32,000 - 38,000	38,000 35,000 - 40,000	43,000 40,000 - 45,000
Canberra (Salary Range)	34,000 32,000 - 35,000	45,000 42,000 - 48,000	45,000 42,000 - 48,000
Perth (Salary Range)	45,000 40,000 - 50,000	40,000 38,000 - 45,000	45,000 40,000 - 50,000
Newcastle (Salary Range)	34,000 32,000 - 38,000	38,000 36,000 - 40,000	38,000 36,000 - 40,000
Townsville (Salary Range)	41,000 35,000 - 50,000	38,000 35,000 - 45,000	38,000 35,000 - 45,000
Auckland (Salary Range)	48,000 35,000 - 55,000	45,000 40,000 - 50,000	43,000 40,000 - 46,000
Wellington (Salary Range)	38,000 30,000 - 46,000	40,000 36,000 - 44,000	38,000 35,000 - 42,000

Property & construction Support	Facilities Administrator	Contracts Administrator (Residential)
	Typical Salary	Typical Salary
Sydney (Salary Range)	40,000 36,000 - 45,000	40,000 35,000 - 50,000
Melbourne (Salary Range)	40,000 36,000 - 45,000	40,000 35,000 - 50,000
Brisbane (Salary Range)	35,000 33,000 - 38,000	42,000 35,000 - 50,000
Gold Coast (Salary Range)	33,000 30,000 - 36,000	38,000 32,000 - 50,000
Adelaide (Salary Range)	34,000 32,000 - 36,000	34,000 32,000 - 36,000
Canberra (Salary Range)	38,000 36,000 - 45,000	40,000 35,000 - 50,000
Perth (Salary Range)	38,000 36,000 - 45,000	40,000 35,000 - 50,000
Townsville (Salary Range)	33,000 30,000 - 36,000	36,000 30,000 - 50,000
Auckland (Salary Range)	45,000 36,000 - 55,000	45,000 38,000 - 55,000
Wellington (Salary Range)	41,000 36,000 - 46,000	41,000 36,000 - 46,000