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Single career a thing of the past – Kelly Global Workforce survey
Money and lifestyle issues driving career change for New Zealand workers
83% of Kiwis believe experience over education is the key to career development

(August 5, 2011) – The career-for-life is vanishing, with more than half of all New Zealand respondents (52%) saying they expect to switch careers within the next five years, according to the latest survey results from global workforce solutions leader, Kelly Services®.

Driving the change are changing personal interests, according to 30% of respondents, followed by the need for improved work-life balance (27%), and a demand for higher incomes (22%).

The findings about career choice and career progression are part of the [Kelly Global Workforce Index](#), which obtained the views of approximately 97,000 people in 30 countries, including more than 1,800 in New Zealand.

“Almost half the New Zealand workforce are currently considering changing their careers and making a fresh start,” said Kelly Services marketing manager Victoria Robertson

“That’s potentially a massive shift in the workforce, which could mean both benefits – in terms of increased engagement and productivity, and costs – in areas like retraining and recruitment, for the local economy.”

“It also marks a strong societal change,” says Victoria Robertson. “For an earlier generation, a change of career would have been something of a crisis. However, today it is seen as a reflection of shifts in demand for different skills and occupations, as well as changing personal interests on the part of employees.”

A key sign of the shifting attitude to career interruption is that three-quarters of those surveyed believe they could resume their career at the same level after taking a break for such things as maternity or paternity leave, illness or an extended holiday.

Gen Y (aged 18-29) are the most confident of resuming their career following a break, with 78 percent confident they could do so, compared with 74 percent of Gen X (aged 30-47), and 71 percent of baby boomers (aged 48-65).

“Employees are also more strongly focused on developing a range of experience to further their careers,” says Victoria Robertson.

According to the survey, most New Zealanders believe experience is more important in the development of their careers (83%) than education (15%).

Results of the survey in New Zealand show:

- The industry sectors in which employees will face the greatest likelihood of career change are Utilities, Travel/Leisure, and Oil & Gas.
- Most respondents (59 percent) say that when looking for a job, the best indicator of a person's talent is their work experience, followed by performance in the job interview (23 percent), job references (13 percent) and education (5 percent).
- More than two-thirds of respondents (69 percent) say they aspire to an executive position, while 23 percent do not.
- The main reasons for avoiding executive positions are the impact on work-life balance, cited by 38 percent, followed by concern about pressure and stress (30 percent), inadequate skills or education (14 percent), and lack of ambition (10 percent).
- 95 percent say that it is either "extremely important" or "important" that qualifications and skills be upgraded in order to progress their career.

"The single life-long career pathway is now the exception rather than the rule," says Victoria Robertson.

"This means both employees and employers need to focus on a greater range of transferrable skills and experience in finding the ideal role or candidate."

For more information about these survey results and other key global findings, please visit the [Kelly Global Workforce Index](#).

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About the Kelly Global Workforce Index™

The Kelly Global Workforce Index is an annual survey revealing opinions about work and the workplace from a generational viewpoint. Approximately 97,000 people from the Americas, APAC and EMEA responded to the 2011 survey with results published on a quarterly basis. Kelly Services was the recipient of a MarCom Platinum Award in 2010 and a Gold Award in 2009 for the Kelly Global Workforce Index in the Research/Study category.

About Kelly Services®

Kelly Services, Inc. (NASDAQ: [KELYA](#), [KELYB](#)) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 530,000 employees annually. Revenue in 2010 was \$5 billion. Visit www.kellyservices.com and connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#).