

The **profile** Report

CANTERBURY LABOUR MARKET

LABOUR MARKET UPDATE

The Auckland Exodus

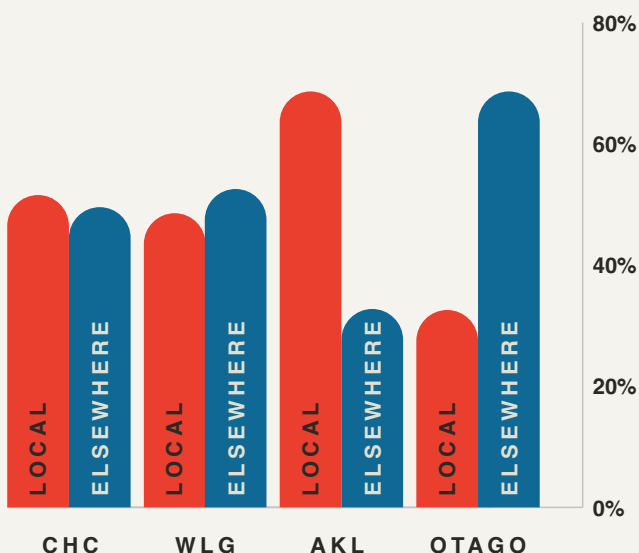
One key labour market trend that is not being discussed enough is the changing landscape of labour market mobility. The ongoing cost of living challenges facing the average New Zealand household are encouraging more families and professionals alike to relocate.

These relocation trends are predominantly Auckland-centric (followed by Wellington), where prospective candidates are choosing to move to more affordable New Zealand cities that offer lifestyle benefits, easier commutes, and job opportunities. The main benefactor of this new 'semi-transient' labour market appears to be Christchurch, but the likes of Tasman, Waikato, Marlborough, and Otago also appear to be benefiting from the 'Auckland exodus'. The detail below helps support this emerging trend.



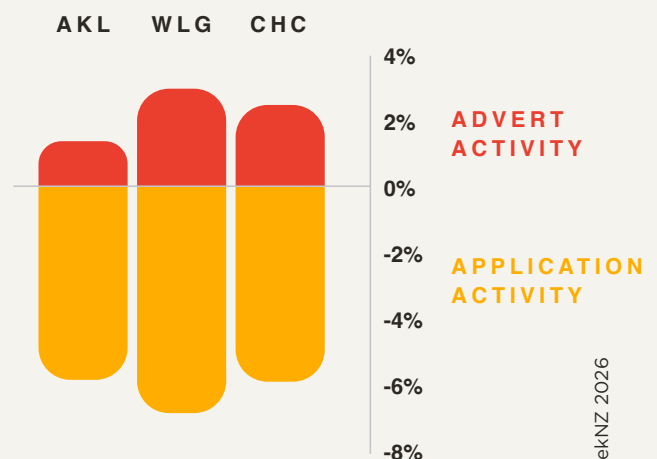
Candidate Mobility

Q3 VS Q4



Labour Market Activity

Q3 VS Q4



Annual Salary Data 2026



KEY APPOINTMENTS

Director of Commercial



Contracts Manager



Head of People & Culture

FOLEYS

GM of Finance



TOP FOUR

Skill Shortages

- 1 Payroll
- 2 Commercial Analyst
- 3 Import/Export Co-ord
- 4 Category Managers

A New Boss in Town



We are excited to announce the promotion of Louis Bentleys to GM. Louis has been a mainstay of 'Team Profile' for almost 8 years, and there isn't a better person to guide Profile into its next chapter. Congrats and well-deserved, Louis!

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