

Marketing Professionals

Australia

June 2007



What do you do?



Manpower®
Professional

In a talent poor, competitive future, all organisations will need to become “employers of choice” and more adept at attracting the talent they need and at retaining it for the long haul.

Introduction

As the talent shortage continues and Marketing & Communications professionals become more in demand, poaching has become common practise for sourcing employees. Companies need to develop various strategies to attract candidates to join their company and to keep them. This means providing motivating opportunities for varied experience, good prospects for promotion, and the right mix of working conditions, including flexible hours, maternity and paternity arrangements, and generous annual paid leave allowances, to create an acceptable work-life balance. Such approaches to “employer branding” will encourage employee engagement and loyalty.

There are 145,000 Sales, Marketing, Advertising Managers/Professionals in Australia, 54% are at management level, 47% at professional level. For the purpose of this White Paper, both categories will be combined and be referred to as ‘Marketing Professionals’.

Marketing Professionals in Australia are generally happy with their current job, with 80% stating they are satisfied.

Despite being generally satisfied with their present role, 29% are considering changing the organisation they work for in the next year. This is high when compared with the rest of the working population, where only 27% are considering changing organisations. This group of active job seekers are constantly searching for new opportunities. The remainder of Marketing Professionals are considered passive candidates, who are not necessarily looking for a new role, but if the right opportunity presented itself, they would consider it to further their career.

Of the 145,000 Marketing Professionals in Australia, they predominantly:

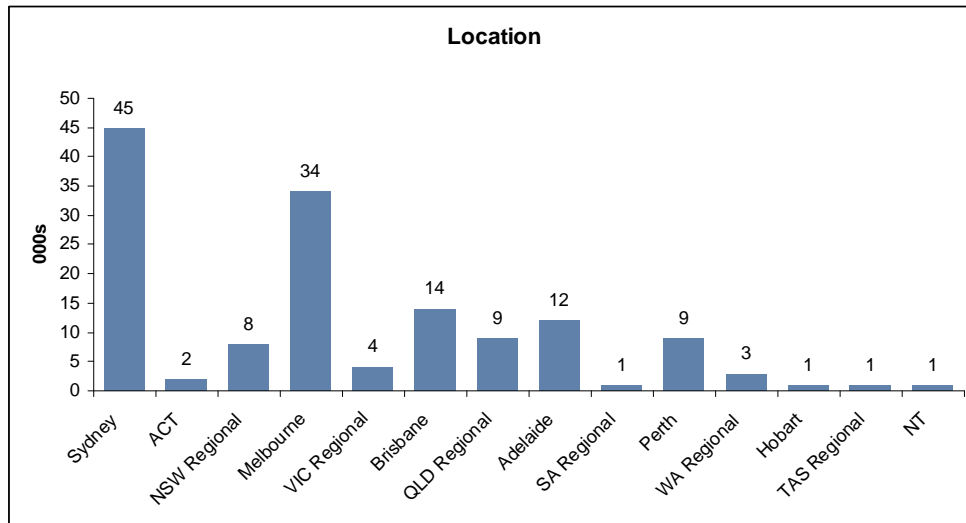
- Are male (65%)
- Are aged 41 years
- Are Australian born (70%)
- Are tertiary educated (60%)
- Work full time (89%)
- Earn on average \$68,290 p.a.
- Reside on the eastern seaboard in capital cities

Demographic Profile

Geographic Distribution

80% of Marketing Professionals live on the eastern seaboard, with 80% living in capital cities.

On average Engineers travel 19kms to work, three kilometres more than the average population.



Gender, Age and Education

65% of Marketing Professionals are male.

Their average age is 41 years, which is in line with the average age of the Australian working population. Marketers as a group are highly educated, with 48% holding a university degree and another 12% having completed other tertiary education.

Income, Socio-Economic Status & Spending

The average income of Marketing Professionals in Australia is \$68,290 p.a., \$22,240 more than the average working Australian. Marketers in New South Wales and Victoria earn 5% more than the national average. More than half of Marketing Professionals fall into the AB Socio-Economic Quintile (56%) and 64% are considered “Big Spenders,” that represents more than double the population in this category.



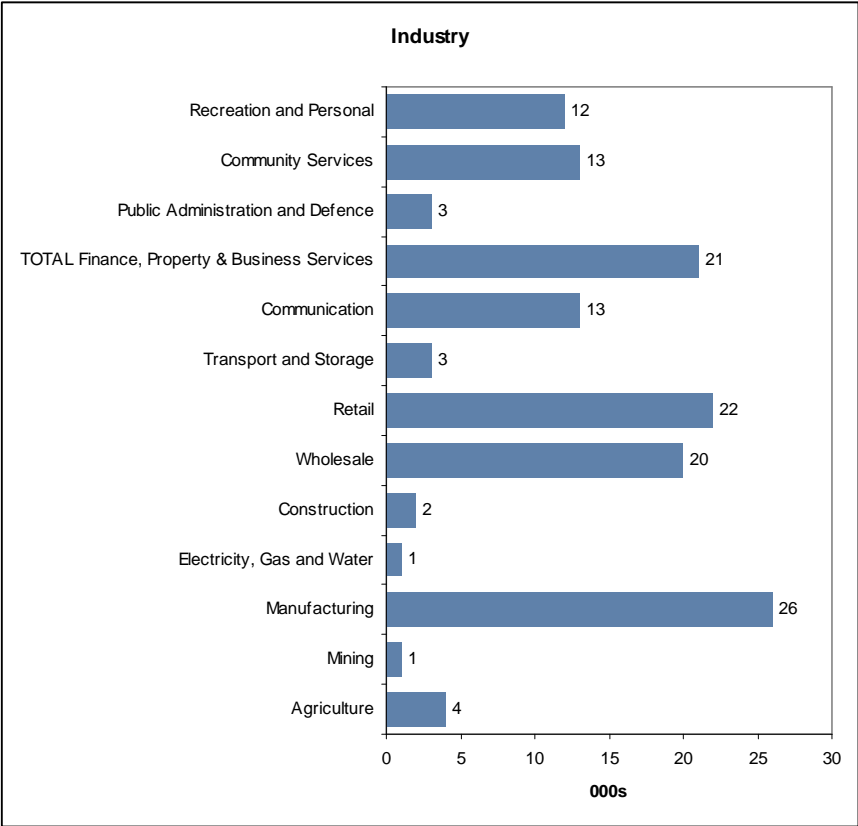
Employment

Industry and Sector

The majority of Marketing Professionals work in the private sector (79%). 13% work in the public sector and only 7% are self-employed.

78% of Marketers work in small to medium enterprises, 1-299 employees.

18% of Marketing Professionals work in the Manufacturing industry. Other sectors that Marketers tend to work in include Retail (15%) and Finance, Business & Property (14%).



Job Satisfaction

80% of Marketing Professionals are satisfied with their current jobs, only 9% are unhappy and 11% are neither. When compared to the working population, they are more satisfied with:

- Job recognition (65% are satisfied with this motivator)
- Job opportunities (51%)
- Current pay (56%)
- Job security (58%)
- Training (59%)
- Engagement with management (59%)

More than one quarter are intending to change jobs in the next year (29%), which is 2 percentage points more than the working population of Australia.

Marketer Attitudinal Profile

Marketers:

- Are intellectuals (48%)
- Are extroverts (42%)
- Need security in their job (76%)
- Lead social lives (43%)
- Crave responsibility in their job (87%)
- Find it difficult to switch off from work (49%)
- Are success-driven (77%)
- Are risk takers (49%)
- Time poor (67%)
- Leaders (67%)

Media Used for Job Searching

Marketing Professionals use a combination of Newspapers and Internet to search for jobs (50% and 41% respectively). They are 51% more likely to use the Internet for searching for jobs than the working population.

Talent Shortage

A recent Manpower survey found that 32% of Australian employers are having difficulty filling permanent professional positions due to a lack of available talent in the marketplace. Even more employers (38%) indicated that these talent shortages are causing their organisations to pay higher compensation for these positions when compared to the previous year.

The results of this survey build on the findings of the 2007 Manpower White Paper *Confronting the Coming Talent Crunch*. This report revealed that Managers/Executives are the sixth most difficult to fill roles in Australia. Factors that are causing the talent shortages worldwide include demographic shifts such as aging populations, global competition and inadequate educational programs.

As these trends grow in the coming years, the companies with the strongest employer brands will be the big winners because they will be able to attract and retain top talent more easily than those who have been slower to adapt. Employers will need to develop alternative attraction and retention strategies to ensure they can secure adequately qualified professionals. They must implement an integrated, strategic approach to talent management, from planning and sourcing to training, development, and retention.

For more information about the Manpower Survey and White Paper, please visit our website www.manpowerprofessional.com.au.

Contact Manpower Professional so we can tailor a solution to attract and retain Marketing Professionals in your company or to assist in the development of your employer brand.

Top 10 Talent Shortages in Australia

1. Skilled Trades (primarily electricians, boilermakers and welders)
2. Engineers
3. Sales Representatives
4. Accounting & Finance Staff
5. Labourers
6. Management/Executive
7. Drivers
8. Machinist/Machine Operators
9. Technicians
10. Secretaries / PAs / Officer Support Roles

About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. The US\$18 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting.

Manpower's worldwide network of 4,400 offices in 73 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at www.manpower.com.

About Manpower Professional

Manpower Professional, a division of Manpower Inc., operates in 34 countries and offers comprehensive, expert recruitment services backed by award-winning training, assessment and selection and outsourcing services. Its extensive resources, world-class client list, and reputation attract a diverse group of talented candidates, with every level of education, skills and experience for permanent or temporary positions. Manpower Professional helps find and retain top people in IT, e-commerce, accounting, finance, engineering, clinical and lab sciences, and other business professions. For more information on Manpower Professional, please visit the website www.manpowerprofessional.com.au.

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Sources

Talent Shortages & Wage Inflation results are sourced from Manpower's White Paper "Confronting the Coming Talent Crunch" and the Manpower Professional "Talent Shortage & Wage Inflation Survey."

Demographic profiles, job satisfaction and media usage information is sourced from Roy Morgan Single Source Data December 2006.

What we do

People

From CEO to entry level staff. Permanent to temporary. Financial to industrial. Manpower and Manpower Professional find the best people for all types of jobs and industries at staff and professional level.

Training

Through Manpower, Manpower Professional and our subsidiary company Right Management, we have a wide choice of programs on our Talent and Development centre. Our award-winning online training has successfully enhanced the skills of over nine million people worldwide. There are now over 3,600 courses and 250,000 users of our Training and Development Centre.

HR Services

Recruiting. Prescreening. Testing. Interviewing. We have a full spectrum of customisable HR Services to reduce your hiring timeline and costs. Candidates are thoroughly screened and evaluated, which means a better fit of employee to work and high staff retention.

Outsourcing

Recruitment process outsourcing. Technology enabled solutions. Customised vendor management programs and business planning. These are just some of the areas of expertise offered by Manpower and our subsidiary companies.

Consulting

HR consulting. Research and diagnostics. Benchmarking. Talent architecture. Career transition. Organisation consulting across sectors. Offered through Manpower and Manpower Professional, along with our subsidiary, Right Management.