



RETAIL TRADE INDUSTRY EMPLOYMENT SNAPSHOT

Introduction

This occupational report on the Retail Trade Industry is one of four reports prepared for the Employment Summit. The industries chosen represent some of the industries that are likely to be placed under employment pressure by the current economic conditions. The report's figures have been obtained from the SkillsInsight Tool, developed by the Work Directions group at the Department of Labour. The SkillsInsight Tool, and more reports like this one, will be launched on the Department of Labour website on 31 March 2009. For any further questions about the data contained in this report or the analysis available from Work Directions, please contact info@dol.govt.nz.

Employment in the Retail Trade Industry

Number employed

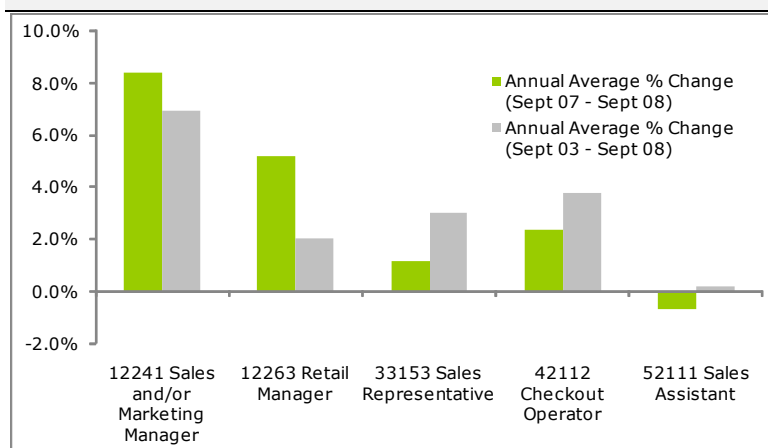
1. In September 2008, the Retail Trade Industry employed 258,383 workers, according to Department of Labour estimates. Employment in this industry grew by 0.8% annually from 2003 and by 2.3% in the year to September 2008.

Occupational breakdown

2. The largest occupation was Sales Assistant, making up 40% of total employment. This was followed by Retail Manager (14%) and then Sales and Marketing Manager (10%).

3. Figure 1 shows that employment growth for Sales and/or Marketing Managers has been consistently very high, even in the year to September 2008. Growth in the demand for Retail Managers has increased significantly; however growth in Sales Representatives' and Checkout Operators has decreased. The number of Sales Assistants declined in the year to September 2008.

Figure 1: Annual Average % Change, Sept 07-08 and Sept 03-08



Source: Department of Labour Employment Estimates

Ethnicity and qualifications

4. In 2006, Maori were less represented in high skilled occupations, making up 5% of Sales and Marketing Managers and 7% of Retail Managers, compared to 11% of employment in all occupations. Pacific people were also less represented, making up 2% of Sales and Marketing Managers and 2% of Retail Managers compared with 5% of total employment.

5. Table 1 shows that about half of all the Sales and/or Marketing Managers had vocational or university degree qualifications, while Retail Managers and Sales Representatives were less well qualified. However, the other two occupations, Checkout Operator and Sales Assistant, had a very high proportion of workers with no post-school qualifications, 84% and 74% respectively.



Table 1: Highest qualification held by individuals employed in occupations in the Retail Trade Industry, 2006.

Occupation (NZSCO99 v1.0)	No Qualification	School Qualification	Vocational	Bachelor Degree or Higher
12241 Sales and/or Marketing Manager	8%	40%	25%	26%
12263 Retail Manager	18%	46%	23%	12%
33153 Sales Representative	14%	43%	25%	17%
42112 Checkout Operator	23%	61%	10%	5%
52111 Sales Assistant	21%	53%	18%	8%
Total	19%	35%	27%	19%

Source: 2006 Census of Population and Dwellings, Statistics New Zealand

Age and gender profile

6. Figure 2 shows that the gender profile was fairly even in the Retail Trade Industry in 2006. However the age distribution of this industry was heavily biased towards younger age cohorts with the largest group containing those aged 15-19.

Incomes

7. In 2006, two of the most common occupations in the industry, Sales Assistant and Checkout Operator (making up 47% of the industry), had mean incomes of \$23,000 and \$10,300 respectively, compared to the national mean income of \$38,900. This is mainly due to the large number of part-time workers in these occupations (37% and 50% respectively). Other occupations had incomes similar to the national average, aside from Sales and/or Marketing Manager which had a mean income of \$64,900.

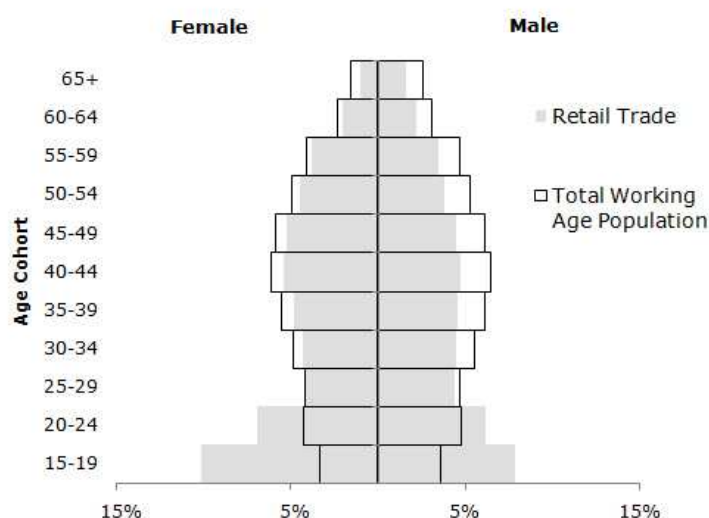
Regions

8. The spread of those employed in the Retail Trade Industry is similar to that of the labour force as a whole. In 2006, nearly one third of employment within this industry was located in Auckland (32%), with large numbers in Canterbury (14%), Wellington (11%) and the Waikato (9%).

Industry-specific information: national sales data

9. A good indicator of growth within the retail trade industry is given by the value of retail trade sales. In November 2008, total sales were estimated to be \$5,487 million. This is the same as November 2007, but a 25% increase from November 2003¹.

Figure 2: Age and Gender Profile



Source: 2006 Census of Population and Dwellings, Statistics New Zealand

¹ These percentages are based on three month moving averages.