

SEEK
INTELLIGENCE

2005 EMPLOYEE
SATISFACTION &
MOTIVATION

SEEK AND YOU SHALL FIND

SEEK INTELLIGENCE: 2005 SURVEY OF EMPLOYEE SATISFACTION AND MOTIVATION IN AUSTRALIA

The third SEEK Intelligence 'Survey of Employee Satisfaction and Motivation in Australia' has collected responses from over 7100 employed participants about how they view their work.

The research this year has been enhanced with questions reviewing unpaid overtime, employee and jobseeker confidence, and the different views a new employee may hold. Employee search habits have also been queried, to help build an image of the passive and active jobseeker in the Australian workplace.

Overall, a major lack of confidence in management remains a serious problem in the Australian workplace. This was clear from the 2004 report, but this year's survey shows that concern is evident across all industries and professions, and that Australian managers hold even stronger views about their own immediate management!

The survey responses were collected from a broad online audience of employed respondents, of which 72% are looking for a new full-time job.

As employment remains at historically high levels, staff retention is an important issue for Australian organisations. This year's survey indicates organisational culture and management has considerable ground to make up, at a time when a high percentage of permanent and contract employees say they are already actively looking for a new job.

2005 SURVEY OF EMPLOYEE SATISFACTION AND MOTIVATION IN AUSTRALIA

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01.EMPLOYMENT IN AUSTRALIA SECURITY AND HAPPINESS

SATISFACTION - JOB SECURITY

Despite an environment of high employment and a buoyant economic outlook, job insecurity has actually increased markedly over the last twelve months. 30% of employees now feel *less secure*, and only 18% feel *more secure* in their jobs.

Job security today, compared to 12 months ago

I want job security. I have never felt so insecure as I do now. I wonder if the day will come that I will ever have it. Employee

	2003	2004	2005
Less secure	31%	23%	30%
About the same	53%	56%	52%
More secure	16%	21%	18%

The employees that are the *least secure* now, compared to 2004, are across Mining and Construction; while employees who feel *more secure* within their job are in Consulting and Engineering.

(For full security by industry list please refer to Appendix 1)

Job security by region

	Less secure	About the same	More secure
NT	17%	63%	21%
WA	27%	52%	21%
QLD	31%	50%	19%
ACT	24%	53%	23%
VIC	30%	54%	15%
NSW	32%	51%	17%
SA	27%	55%	18%
TAS	34%	49%	18%

National security... The research shows up regional differences in employee feelings of job security. In 2005 employees from the ACT feel *most secure* in their job, while employees in TAS feel the *least secure*.

SATISFACTION - HAPPINESS

Happiness in the current job

Over-worked, under-paid, insignificant number. Welcome to the 21st century!
Employee

	2003	2004	2005
Very unhappy	18%	14%	21%
Unhappy	31%	31%	35%
Neutral	26%	26%	24%
Happy	19%	23%	16%
Very Happy	6%	6%	5%

...over 56% of respondents are unhappy in their current job!

Whereas, in 2004, employees appeared marginally happier than the previous year, it is clear that in 2005 respondents feel considerably different. The research shows that while a similar proportion are neutral (24% compared to 26% last year), over 56% of respondents are *unhappy* in their current job (up from 45% in 2004). Only 21% declare themselves to be *happy* in their current role (down from 29% in 2004).

AN OBVIOUS EQUATION...

Not surprisingly, *happy* employees are less inclined to feel *insecure* in their role, with fewer than 1 in 6 feeling *less secure* in their job.

Happiness in the current job - by job security

	Less secure	About the same	More secure
Unhappy	31%	56%	13%
Neutral	24%	58%	19%
Happy	15%	53%	32%

THE HAPPIEST INDUSTRY?

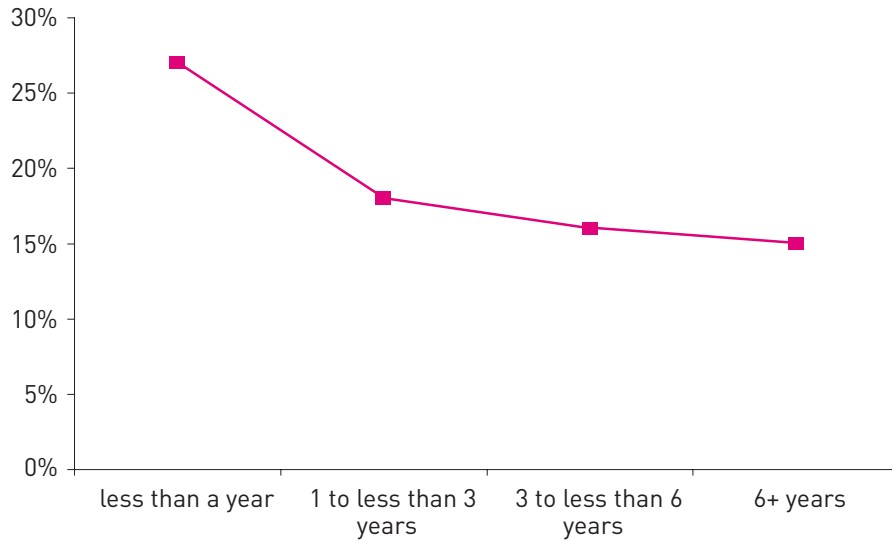
Yes, happiness can vary by industry. People in Consulting occupations are the happiest in their jobs, while those in Financial/Banking/Insurance are the most unhappy.

Happy – top 5		Unhappy – top 5	
Consulting	31%	Financial/Banking/Insurance	65%
Education/Science	26%	Manufacturing	63%
Government	25%	Media	62%
Hospitality and tourism	24%	Transport/Logistics	62%
Engineering	24%	Advertising	60%

TENURE

Length of service does not necessarily equate with happiness. Employees who have been with a company over 6 years appear to be the most *unhappy*; with those who have been with an organisation between 3 to 6 years, running a close second.

Happiness in the current job - by length of employment



DO DOLLARS BUY HAPPINESS?

The amount of money that people earn does not necessarily produce a clear pattern with happiness, given that it is the group of respondents on low salaries (of under \$15,000) and those earning in excess of \$125,000 that were the happiest. Apart from those earning less than \$15,000, it is significant that over half of the respondents in every other income bracket were unhappy!

Climbing the ladder...The most unhappy group appear to earn between \$70,000 - \$124,999. This may relate to climbing the organisational ladder, as this group falls into those salary thresholds where greater responsibility begins to come with the package. If responsibility is a factor, however, it is not an obstacle to happiness, because at more senior levels (earning in excess of \$125,000) the respondents prove to be some of the happiest.

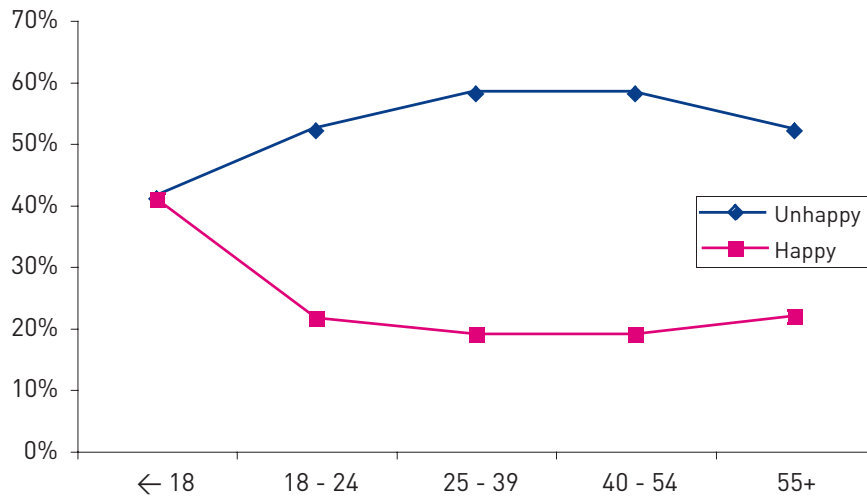
Happiness in the current job - by salary

Australia	Less than \$15,000	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 - \$69,999	\$70,000 - \$124,999	\$149,999 - \$125,000	More than \$150,000
Unhappy	47%	53%	58%	57%	59%	56%	53%
Neutral	26%	26%	23%	25%	21%	19%	22%
Happy	26%	20%	23%	19%	20%	25%	25%

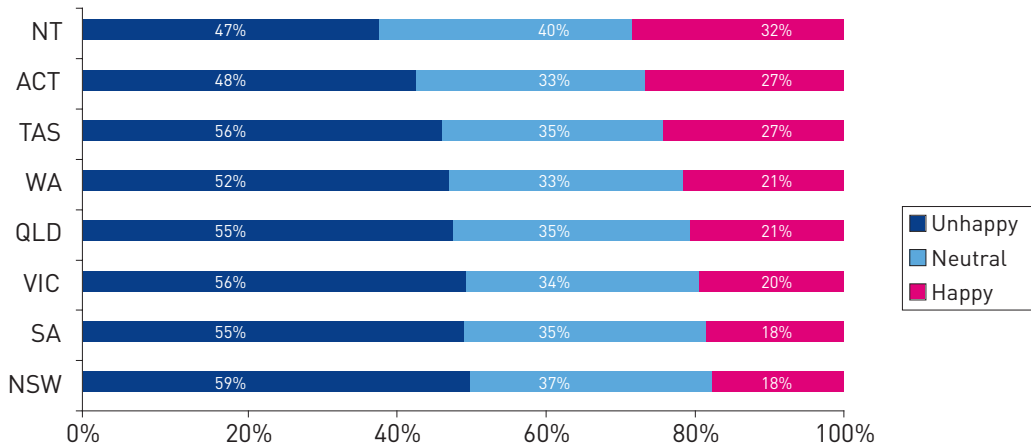
CHANGES WITH AGE

As employees increase in age, they become increasingly *unhappy* in their jobs. People in the age group of 25-39 were clearly the most unsatisfied in 2004, but in 2005 this unhappiness appears to extend to the age of 54. This depicts a scenario where new entrants to the workforce are becoming increasingly *unhappy* in their jobs, until they begin to approach the mature stage of their career life cycle at 55.

Happiness in the current job - by age



Happiness in the current job across Australia



02.AUSTRALIAN ORGANISATIONAL AND MANAGEMENT CULTURE

ORGANISATIONAL CULTURE

The 2005 survey shows that once again Australian companies score poorly in some critical areas of organisational culture, at a time when employee retention is so important.

Similar to the 2004 findings, companies once again scored highest on *embracing change and innovation*, and providing *flexible working arrangements*, and yet the lowest on *rewarding individual achievement*. 66% of respondents feel that their company did not reward individual achievement (up from 60% in 2004), and 60% feel that their company does not *display values* they share (up from 55% in 2004).

Level of agreement or disagreement with statements about organisational culture

I believe whilst salary is important to survive, enjoying your work, and workmates, is paramount to longevity in a particular job. Employee

	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total agree
My company embraces change and innovation	19%	28%	40%	13%	53%
My company encourages flexible working arrangements	23%	26%	35%	16%	51%
My company strives to provide a good working environment	22%	30%	36%	12%	48%
My company encourages employee development and training	24%	29%	34%	13%	47%
My company displays values I share	28%	32%	32%	8%	40%
My company rewards individual achievement	35%	31%	27%	7%	34%
Overall average	25%	29%	34%	12%	46%

The correlation between job happiness and each of the organisational cultural attributes is strong. It is more likely that employees who are *happy* in their job will embrace the organisational culture of the company, while logically the reverse is true of employees who are *unhappy* in their job.

Employees are generally *unhappy* with their jobs overall, with 21% of employees indicating that they were *happy* and 56% *unhappy*. However, out of the people who *strongly* agreed with the statements about organisational culture, 47% were *happy*, while only 25% were *unhappy*. Similarly, of the respondents who *strongly* disagreed with the statements about their company culture, 80% were *unhappy*, while only 6% were *happy*.

The following table shows findings for each of the organisational culture statements by happiness in current job

	Employees that strongly agree with the statements		Employees that strongly disagree with the statements	
	Happy in current job	Unhappy in current job	Happy in current job	Unhappy in current job
My company displays values I share	63%	19%	4%	84%
My company strives to provide a good working environment	57%	20%	4%	85%
My company rewards individual achievement	57%	23%	6%	77%
My company encourages employee development and training	57%	20%	6%	79%
My company embraces change and innovation	45%	35%	6%	77%
My company encourages flexible working arrangements	4%	35%	7%	76%
Overall average	47%	25%	6%	80%

On average 80% of the employees who strongly disagreed with each of the organisational culture statements were *unhappy* in their current job. That would appear to be a logical pattern, and yet it has tremendous implications for the Australian workplace, when one considers that 56% of all respondents to the 2005 Satisfaction & Motivation survey were *unhappy* in their current position.

MANAGEMENT CULTURE

In the 2004 survey over half the respondents disagreed with every statement that measured aspects of management, and the report indicated that a lack of trust in management was endemic in the Australian workplace. The striking pattern emerging from the 2005 responses is that, a year later, Australian management has been judged even more harshly by its employees. 71% do not agree that management *encourages and responds to suggestions and criticism*, which is up from an already poor 64% in 2004.

To compound the issue, 69% of respondents do not agree that management *inspires trust* (up from 63%); 69% do not agree that it is open and *honest* (up from 64%); or again, 69% do not feel that management *provides regular feedback* (up from 62%).

While management again performs best on *listening to employees*, this only elicited agreement from 36%, (which is down from 44%), with over 60% of respondents disagreeing with this.

These responses build an appalling image of an Australian workplace, in which managers lead teams that don't believe in their manager's openness and honesty, hold little trust in what they say, and who are loathe to volunteer constructive criticism or suggestions, given the likely reception!

Level of agreement or disagreement with statements about management

	Strongly disagree	Somewhat disagree	Total disagree	Somewhat agree	Strongly agree	Total agree
Management inspires trust	37%	32%	69%	23%	8%	31%
Management is open and honest with employees	37%	32%	69%	23%	8%	31%
Management encourages and responds to suggestions and criticism	38%	33%	71%	22%	7%	29%
Management provides regular feedback to me	36%	33%	69%	24%	8%	32%
Management listens to employees	31%	32%	63%	29%	7%	36%
Overall average	36%	32%	68%	20%	8%	32%

A manager can be a great person but a lousy manager. Employee

While the statements about management are alarming, the lessons are clear. Respondents who agreed to the above statements were clearly happier in their jobs, and just as in the 2004 survey, there is a greater correlation between happiness and management culture than between happiness and organisational culture. People who agree that their management culture has open and proactive communication are markedly *happier* in their roles than those who disagree. It is unfortunate that while the 2004 and 2005 surveys underline how critical management culture can be to the workplace, they also show how the gulf between management and employee appears to be widening.

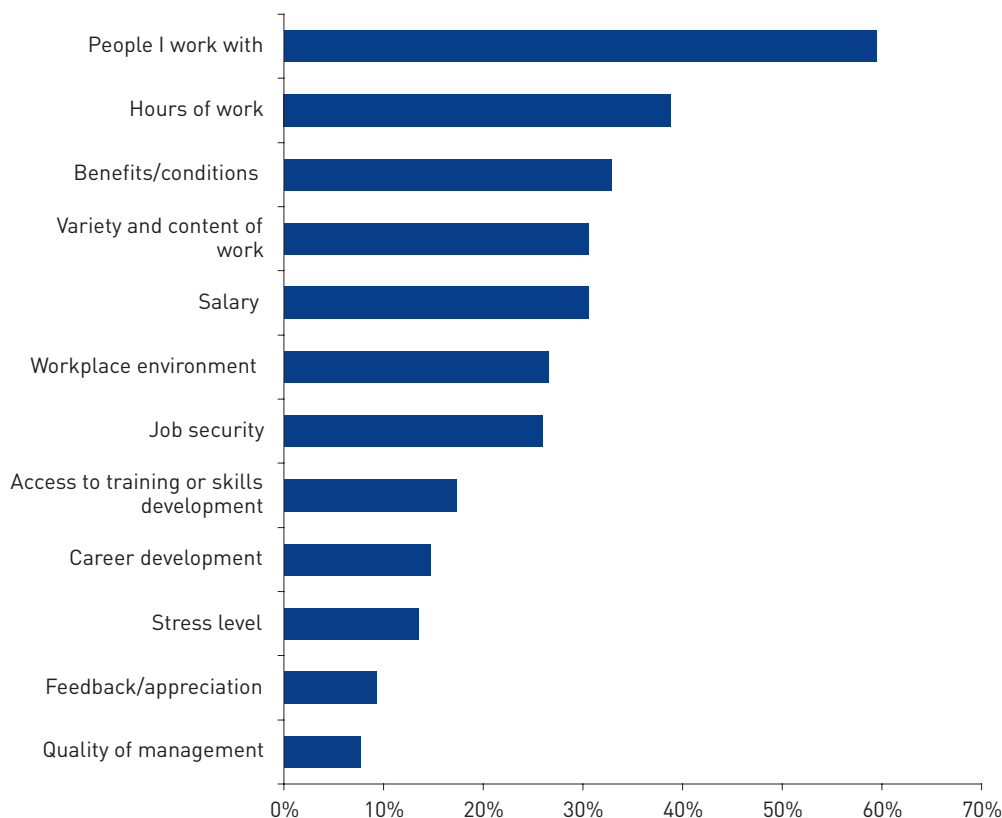
Management culture by – happiness in current job

	Employees that strongly agree with the statements		Employees that strongly disagree with the statements	
	Happy in current job	Unhappy in current job	Happy in current job	Unhappy in current job
Management listens to employees	63%	18%	6%	81%
Management inspires trust	63%	18%	6%	80%
Management is open and honest with employees	63%	18%	6%	78%
Management provides regular feedback to me	60%	20%	7%	76%
Management encourages and responds to suggestions and criticism	64%	17%	7%	78%
Overall average	69%	15%	8%	72%

03.SATISFACTION AND MOTIVATION - LOVE & HATE

WHAT EMPLOYEES LOVE ABOUT THEIR JOB

What people love about their current job



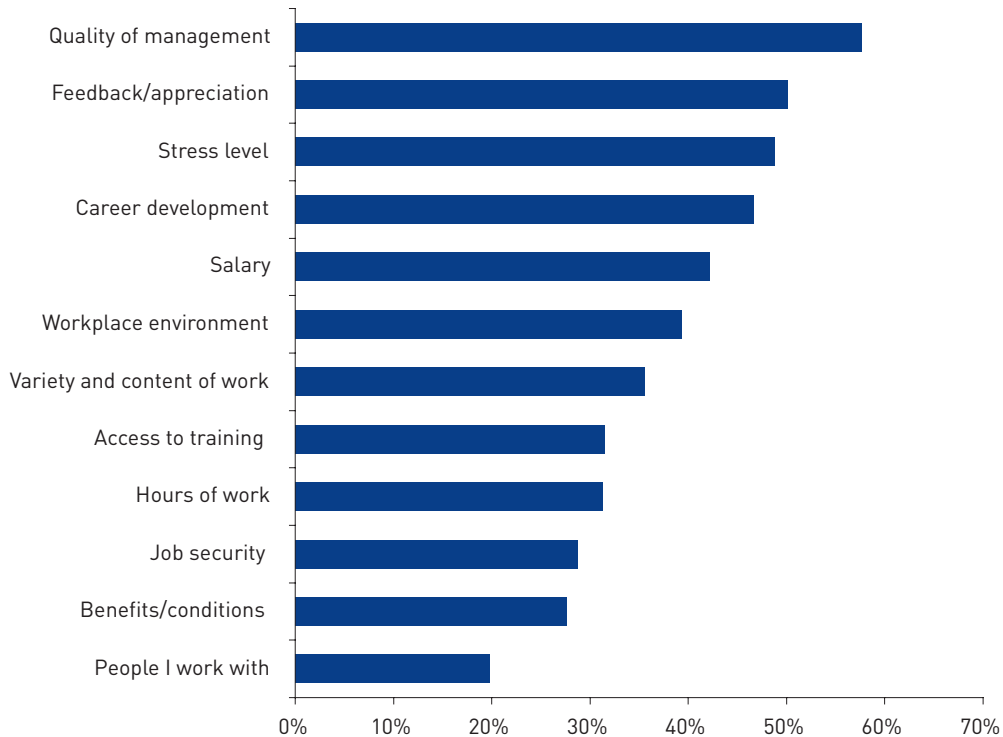
People I work with matter most. Employee

Employees rate the people they *work with* as the most loved aspect in their current job, especially with younger respondents (under 25). *Hours of work* follows a close second, especially for mature age employees (over 55).

Benefits and conditions also become more of a priority over the age of 25. Dissatisfaction with *feedback/appreciation* is universal amongst all age groups, although dissatisfaction with *career development* becomes more apparent in the over 40 age bracket.

WHAT EMPLOYEES HATE ABOUT THEIR JOB

What people hate about their current job



For the third consecutive year, the *quality of management* is again the one aspect of their job that employees across Australia hate the most.

Almost 60% of all employees surveyed cited *quality of management* as their number one hate. *Feedback and appreciation* was in second place with over 50% of respondents.

It appears that the top five factors employees 'hate' about the job remain unchanged from 2004. *Quality of management, feedback/appreciation, stress levels, career development* and *salary* all made the top five list of 'hates' in the first survey.

In 2005, the least hated aspect for employees about their job is the *people I work with*.

There are some differences between the industries in terms of what people love and hate, and these are shown in the table.

EMPLOYEE LOVE/HATES - BY INDUSTRY

The top factors that people love and hate in their job by industry

Love		Hate	
Accounting			
People I work with	59%	Quality of management	58%
Hours of work	39%	Feedback/appreciation	50%
Benefits/conditions	33%	Stress level	49%
Administration/Customer Service			
People I work with	60%	Quality of management	54%
Hours of work	43%	Feedback/appreciation	52%
Benefits/conditions	33%	Career development	49%
Advertising			
People I work with	54%	Quality of management	74%
Variety and content of work	33%	Feedback/appreciation	55%
Hours of work	30%	Career development	52%
Construction			
People I work with	59%	Quality of management	58%
Variety and content of work	39%	Career development	56%
Hours of work	34%	Feedback/appreciation	53%
Consulting			
People I work with	60%	Stress level	52%
Variety and content of work	41%	Quality of management	48%
Hours of work	33%	Feedback/appreciation	42%
Education/Science			
People I work with	55%	Quality of management	56%
Hours of work	50%	Stress level	51%
Variety and content of work	43%	Feedback/appreciation	50%
Engineering			
People I work with	53%	Quality of management	59%
Variety and content of work	41%	Feedback/appreciation	51%
Hours of work	39%	Career development	51%
Financial/Banking/Insurance			
People I work with	57%	Quality of management	47%
Hours of work	42%	Feedback/appreciation	50%
Benefits/conditions	32%	Stress level	50%
		Career development	46%
Government			
People I work with	56%	Quality of management	64%
Benefits/conditions	55%	Feedback/appreciation	46%
Salary	45%	Stress level	45%
Healthcare			
People I work with	64%	Quality of management	62%
Hours of work	39%	Stress level	56%
Variety and content of work	38%	Feedback appreciation	51%

Hospitality/Tourism			
People I work with	71%	Quality of management	52%
Workplace environment	35%	Salary	51%
Hours of work	31%	Stress level	50%
IT/Technical			
People I work with	58%	Quality of management	62%
Hours of work	37%	Career development	54%
Benefits/conditions	34%	Feedback/appreciation	49%
Legal			
People I work with	54%	Quality of management	61%
Hours of work	46%	Feedback/appreciation	51%
Variety and content	32%	Stress level	49%
Benefits and conditions	32%	Salary	49%
Manufacturing			
People I work with	58%	Quality of management	62%
Salary	39%	Feedback/appreciation	52%
Hours of work	37%	Career development	50%
		Stress level	48%
Media			
People I work with	58%	Quality of management	49%
Hours of work	30%	Feedback/appreciation	48%
Benefits/conditions	28%	Career development	45%
Mining			
Salary	60%	Feedback/appreciation	59%
People I work with	57%	Quality of management	49%
Variety and content of work	43%	Stress level	44%
Retail/Consumer Products			
People I work with	69%	Quality of management	60%
Hours of work	33%	Stress level	55%
Job security	31%	Feedback and appreciation	54%
Sales/Marketing			
People I work with	59%	Quality of management	60%
Hours of work	39%	Stress level	55%
Salary	35%	Feedback/appreciation	54%
Trades/Personal Services			
People I work with	60%	Quality of management	58%
Hours of work	42%	Salary	54%
Variety and content of work	39%	Feedback/appreciation	53%
Transport/Logistics			
People I work with	53%	Quality of management	57%
Hours of work	35%	Feedback/appreciation	53%
Variety and content of work	32%	Stress level	51%

04.EMPLOYEE RETENTION

JOBSEEKERS IN THE WORKPLACE

Few employers could be under the illusion that a typical jobseeker in their workplace is simply a jaded or disgruntled employee of 4 or 5 years standing, and indeed the 2005 survey data reveals the profile of the jobseeker in the workplace to be multi-faceted and complex. A large percentage of the workforce is currently either actively or passively searching for new opportunities, and management culture is currently a weak arm of any retention strategy, given the average respondents view of Australian management.

PASSIVE AND ACTIVE JOBSEEKERS

So what type of jobseekers exist in the workplace? The 2005 survey identified both 'passive' and 'active' jobseekers among the employed respondents.

76% of employed respondents are actively looking for a job either daily or weekly, and 24% are passive job seekers, just browsing occasionally – which is often monthly, but no more frequently than once a fortnight.

Tenure is no great indicator, given that 69% of active jobseekers have been with their employer for less than 3 years, compared to 66% of passive jobseekers. However, as might be expected, happiness and security are the greater indicators. 33% of active jobseekers feel *less secure* in their job (compared to just 20% of passive jobseekers) and 62% of active jobseekers are *unhappy* in their role (compared to 35% of passive jobseekers).

It may also be that a progression of factors drive employees to become active jobseekers. The number one hate in the workplace for 61% of active jobseekers is the *quality of management*, whereas this is the second major hate factor for (a still alarming) 46% of passive employed jobseekers.

The second major hate for 49% of active jobseekers is a lack of *career development*, whereas the most prominent hate for passive jobseekers is *stress level*.

The other factor to emerge is also indicative of intention. 35% of active jobseekers in the workplace think it will take *more time* to find a job compared to the previous year, whereas only 21% of employed passive jobseekers think it will take *more time*, perhaps illustrating a greater optimism that has yet to be seriously tested.

YOU CAN ATTRACT NEW EMPLOYEES, BUT CAN YOU KEEP THEM?

Are new or recent employees more committed to their employer than staff with longer tenure? Should they be expected to be more stable, or is it assumed that they are?

One quarter of the total respondents to the 2005 survey can be classed as 'new' or 'recent' employees, who have been with their current employer for less than twelve months. We identified this segment to help reveal any potential behavioral differences between relatively 'new' staff compared with more established employees - and the results will be sobering for many Australian businesses.

76% of permanent or contract employees who have been with their employer for less than twelve months are actively looking for a new job.

This startling figure excludes casual or temporary employees, is not weighted to one or two high turnover professions, and is consistent across a range of jobs and industries. The 'new' employee sample is representative. Over 60% of the 'new' employees are in fact in a white collar or managerial role, and 47% are educated to degree level or higher.

So what could drive 3 out of every 4 of these 'new' employees to actively search for new positions? It doesn't appear to be stress, because 60% either work a standard week, or less than 5 hours unpaid overtime per week. 51% are certainly *unhappy* in their current role (compared to 56% of all employees), and 29% feel *less secure* in their current job than last year (compared to 30% overall), but they are also relatively confident about finding a new role. These 'recent' employees have been successful in the job market within the previous twelve months, and 63% think it would only take one or two months to find another new role.

The sobering fact for employers is that this suggests a workforce that is confident and potentially mobile. Organisations recruiting new staff in tight employment markets often need to commit increased time and resources, and these results indicate that to protect that investment, retention strategies need to commence at the earliest opportunity.

05. SEEKING THE PERFECT JOB - CANDIDATE CONFIDENCE

WHAT MATTERS THE MOST?

What matters most to employees? Employees rate quality of management as the most important factor when looking for a new job – and yet it is the major aspect they hate about their current job. The second most important factor to jobseekers when looking for a job is career development (46%) and also the main contributing reason employees give for having left a job.

Employees think it will make slightly more time to find a job in 2005 (32%) compared to 2004 (30%). The findings below show that employees are more likely to apply for roles exceeding their current level of experience than for positions exceeding their current level of skills (19%). They are even less likely to apply for jobs exceeding their current level of education (16%) to find a new role.

Time taken to find a job

	2004	2005
Take more time	30%	32%
About the same	46%	46%
Take less time	24%	22%

How do the roles you are applying for, match the following?

	They require a lower standard	They meet it	They exceed it
Your Current level of skills	14%	67%	19%
Your Current level of education	14%	70%	16%
Your Current level of experience	15%	59%	26%

FACTORS IMPORTANT TO JOBSEEKERS

Factors that are extremely important to jobseekers when looking for a job

	Extremely important
1 Quality of management	55%
2 Career development	46%
3 Job security	46%
4 Salary	44%
5 People I work with	44%
6 Variety and content of work	43%
7 Feedback/appreciation	42%
8 Benefits/conditions	40%
9 Workplace environment	36%
10 Hours of work	35%
11 Company direction and goals	35%
12 Access to training or skills development	31%
13 Company reputation	29%
14 Low stress	25%

IMPORTANT FACTORS BY INDUSTRY

Factors that are extremely important when looking for work - by industry

Accounting		Administration/Customer Service	
Quality of management	50%	Quality of management	56%
Job Security	45%	Job Security	53%
Salary	44%	Variety and content of work	48%
Advertising		Construction	
Quality of management	60%	Quality of management	61%
Career development	51%	Salary	53%
Feedback and appreciation	51%	Career development	52%
Consulting		Education	
Quality of management	59%	Quality of management	54%
Variety and content of work	47%	Variety and content of work	48%
Career development	47%	Job security	46%
People I work with	43%	Career development	46%
Engineering		Financial/Banking/Insurance	
Quality of management	51%	Quality of management	51%
Career development	46%	Career development	50%
Variety and content of work	41%	Salary	41%
Government		Healthcare	
Quality of management	58%	Quality of management	64%
Variety and content of work	47%	Job security	58%
Job security	43%	People I work with	53%
Career development	43%		
Hospitality/Tourism		IT/Technical	
Quality of management	59%	Quality of management	42%
Job security	59%	Salary	41%
People I work with	50%	Variety and content of work	37%

Legal		Manufacturing	
Quality of management	49%	Quality of management	56%
Salary	45%	Job security	52%
People I work with	44%	Career development	41%
		Company directions & goals	41%
Media		Mining	
Quality of management	48%	Quality of management	49%
Career development	46%	Benefits and conditions	46%
People I work with	44%	Career development	42%
Retail/Consumer goods		Sales/Marketing	
Quality of management	60%	Quality of management	62%
Job security	60%	Career development	51%
Career development	52%	Salary	45%
Trades/Personal services		Transport/Logistics	
Quality of management	55%	Quality of management	57%
Job security	55%	Job security	52%
Salary	45%	Salary	49%

06. MANAGEMENT QUALITIES

WHAT MANAGEMENT QUALITIES ARE VALUED?

In 2005 the quality of management is again the number one factor of importance when respondents look for a job. The aspects of management that employees respect the most are openness and honesty, and the ability to follow up their words with action.

Unfortunately, this does not translate well to the Australian workplace. Employees were asked to rate their immediate manager on a scale from 1 (poor) to 5 (excellent) against the management qualities that they respect. Their managers did not rate above 2.81 in any single aspect, and were scored as low as 2.55 on the *ability to follow up their words with action*. Managers did not rate well in 2004, but given the poor image of management culture that the 2005 survey has conveyed, it is also not surprising that employees rated their immediate managers lower this year on every aspect of management.

The image didn't improve when the survey asked Australian managers to rate their own immediate managers. Apart from on the *ability to follow up their words with action*, managers rated their own immediate bosses even lower on every other aspect of management, compared to overall employees!

Comparison between how employees rate their immediate manager vs. management qualities that they respect

	Mg. qualities they respect (1-5 poor - excellent)	Immediate manager (1-5 least - most)
1 Openness and honesty	4.63	3.02
2 Ability to follow up their words with action	4.63	2.75
3 Support of their team	4.53	2.88
4 Ability to encourage and listen to suggestions	4.46	2.93
5 Leadership	4.34	2.89
6 Ability to provide regular feedback	4.25	2.76

Comparison between how employees rate their immediate manager vs. management qualities they respect

	Mg. qualities they respect 2004 (1-5 least - most)	Mg. qualities they respect 2005 (1-5 least - most)	Immediate Manager 2004 (1-5 least - most)	Immediate Manager 2005 (1-5 least - most)
1 Openness and honesty	4.63	4.62	3.02	2.81
2 Ability to follow up their words with action	4.63	4.64	2.75	2.55
3 Support of their team	4.53	4.54	2.88	2.68
4 Ability to encourage and listen to suggestions	4.46	4.49	2.93	2.71
5 Leadership	4.34	4.31	2.89	2.72
6 Ability to provide regular feedback	4.25	4.25	2.76	2.58

Comparison between how Management and Senior Managers rate their immediate manager v's management qualities they respect

	Mg. qualities they respect (1-5 poor - excellent)	Immediate manager (1-5 least - most)
1 Openness and honesty	4.44	2.66
2 Ability to follow up their words with action	4.65	2.69
3 Support of their team	4.49	2.61
4 Ability to encourage and listen to suggestions	4.26	2.44
5 Leadership	4.54	2.55
6 Ability to provide regular feedback	4.67	2.46

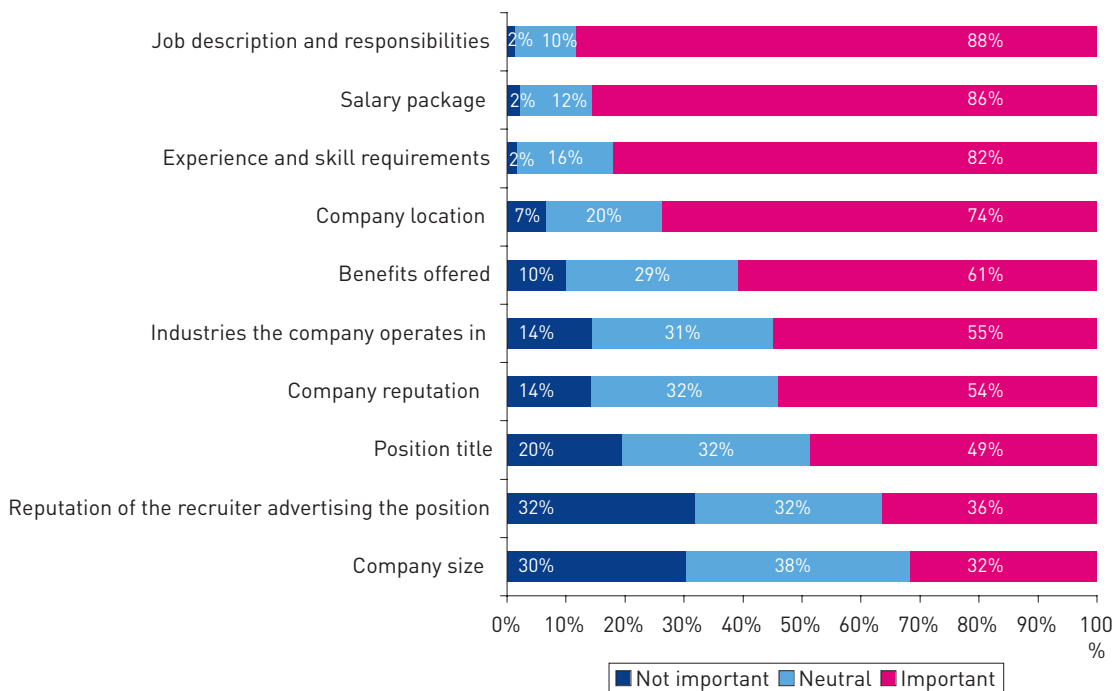
07. WHAT ATTRACTS CANDIDATES?

WHAT CANDIDATES LOOK FOR

Employers and recruiters use different strategies when designing job ads to attract jobseekers, from emphasising the company reputation, to stressing position titles or highlighting benefits. For the second consecutive year employees identify the same three components in job ads as the most important when looking for a job

- Job description and responsibilities
- Salary package
- Experience and skill requirements

IMPORTANCE OF DIFFERENT COMPONENTS IN JOB ADS



08.RESPONDENT PROFILE

EMPLOYMENT STATUS

The respondents to the survey are currently employed. Some 68% are employed on a permanent basis full-time, while the others are either casual (12%), part-time (10%), temporary (2%) or contract arrangement (7%)

71% are looking for a new full-time job, 19% a new part-time job and 10% more hours in the current job.

- 10% for more hours in the current job
- 71% for a new full-time job
- 19% a new part-time job.

The majority are in white collar/professional work and are between the ages 25 and 39

TYPE OF WORK

Unskilled	14%
Entry level/Graduate	16%
Trades	6%
White collar/Professional	39%
Managerial	17%
Senior management	8%

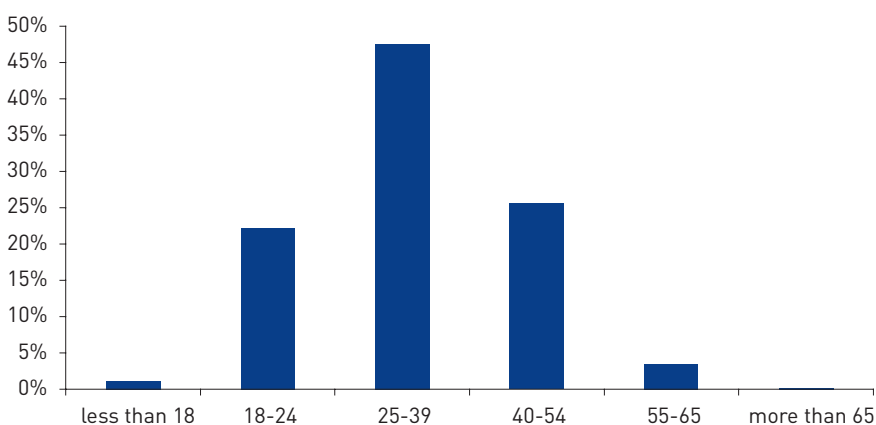
SIZE OF ORGANISATION

Less than 10	11%
Between 10-50	22%
Between 51-100	12%
Other organisation with 100-500 employees	20%
Other organisation with 501-1000 employees	8%
Other organisation with 1000+ employees	26%

LENGTH OF TIME WORKING FOR THE CURRENT EMPLOYER

less than a year	32%
1 to less than 3 years	36%
3 to less than 6 years	19%
6 years or more	13%

AGE GROUP



09. ABOUT THE SURVEY

The findings from the SEEK Intelligence 2005 Survey of Employee Satisfaction And Motivation In Australia are based on a sample of 7140 completed responses, collected by online survey.

The survey largely represents an Australian audience that is online. Invitations to participate in the survey were published online on seek.com.au, and on the leading Australian portal ninemsn.com.au. Invitations to participate in the survey were also sent in an email newsletter to over one million jobseekers registered with SEEK and alliance sites.

The sample represents employed 'active' jobseekers who are actively looking for new employment, as well as 'passive' jobseekers, who are fully employed and may be browsing for new opportunities.

PEOPLEPULSE

The employee feedback in this SEEK Intelligence research report was collated by SEEK using PeoplePulse, an online research tool developed in Australia by Quintessential Marketing Consulting. For further information on the PeoplePulse product or Quintessential Marketing Consulting, please go to www.quintessential.com.au/peoplepulse.htm.

ABOUT SEEK

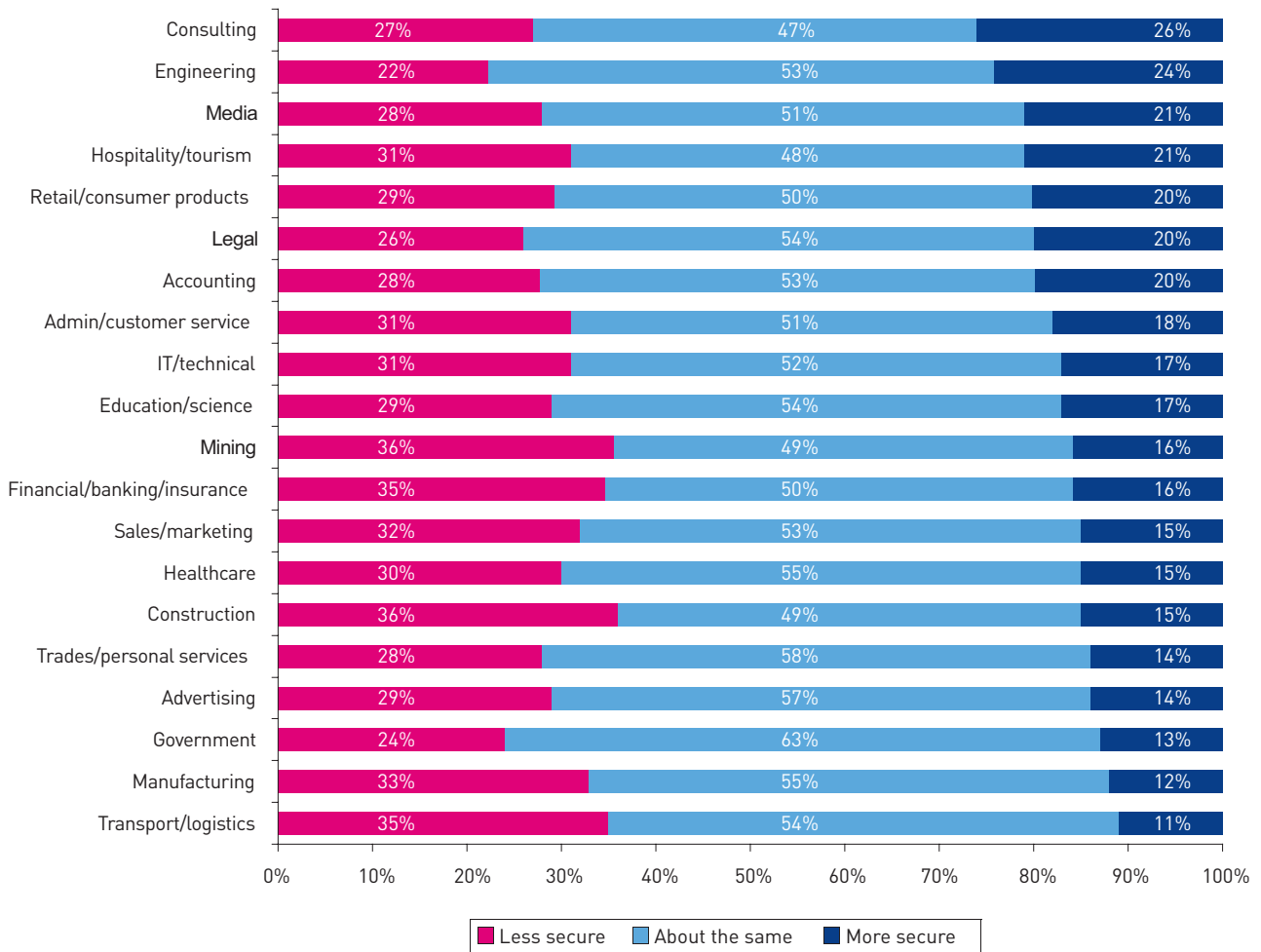
SEEK Limited is the leader in the online employment and training market in Australia and New Zealand. SEEK is a media company that uses the Internet as its distribution channel.

SEEK manages seek.com.au, Australia's largest employment website and one of the best-known internet brands. At any one time over 80,000 employment vacancies are advertised on SEEK, and up to 1.4 million unique visitors are drawn to the website each month, equivalent to over 14% of the working population.

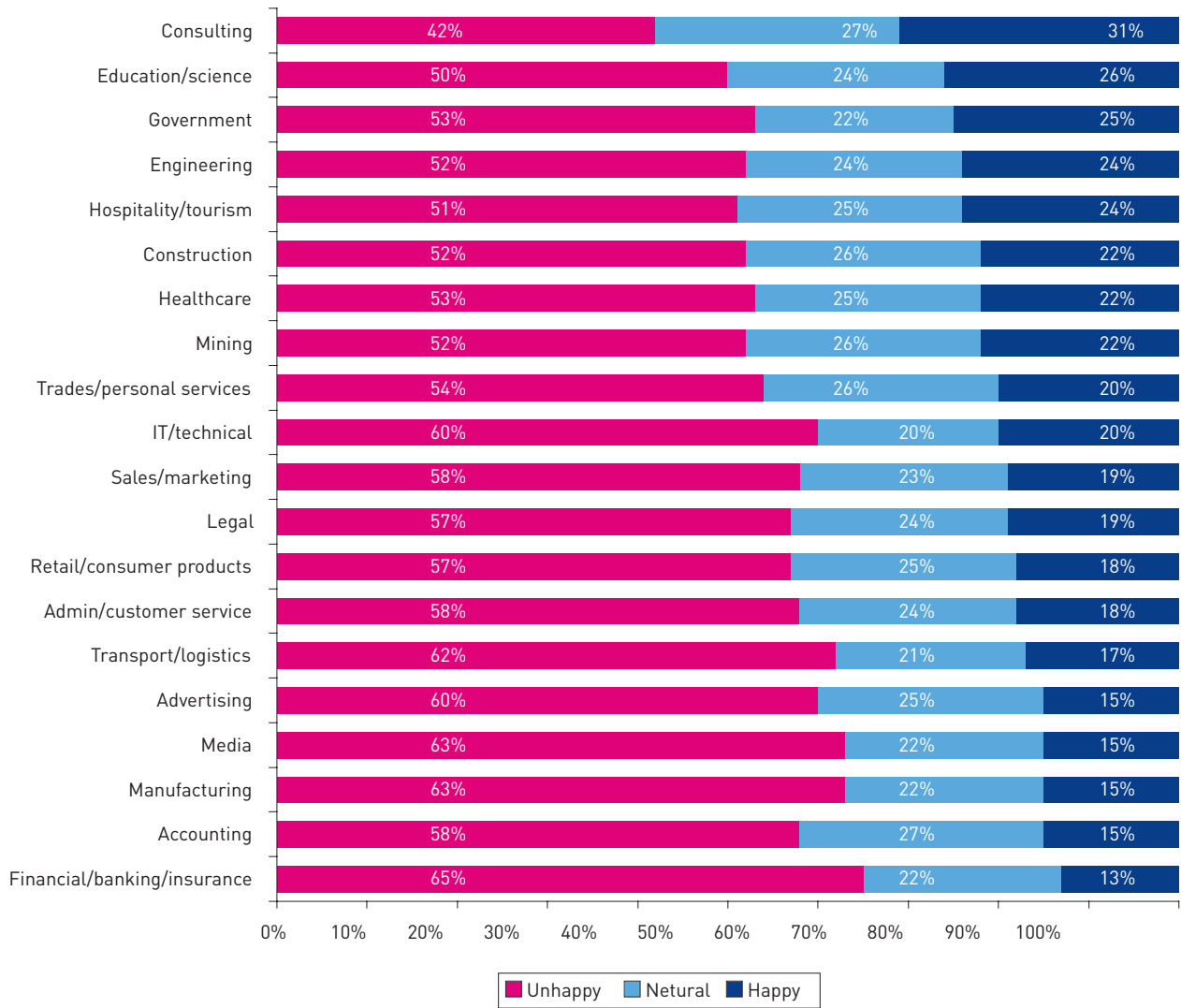
Online advertising enquiries can be directed to SEEK's customer service team on 1300 658 700, or by email to listings@seek.com.au

10.APPENDIX

1. Job security - by industry



2. Happiness In the current job - by Industry



3. What employees love about their jobs- by age

	<25	25-39	40-54	55+
People I work with	64%	58%	58%	60%
Hours of work	36%	39%	41%	48%
Benefits/conditions (leave, flexible time etc)	34%	32%	33%	31%
Variety and content of work	23%	31%	35%	40%
Salary	25%	31%	34%	27%
Job Security	26%	27%	24%	28%
Workplace environment	29%	25%	26%	32%
Access to training or skills development	18%	17%	16%	18%
Career development	20%	15%	9%	7%
Stress Level	14%	14%	12%	13%
Feedback/appreciation	10%	9%	9%	10%
Quality of management	9%	7%	7%	8%

4. What employees hate about their jobs – by age

	<25	25-39	40-54	55+
Quality of management	54%	58%	61%	59%
Feedback/appreciation	50%	50%	50%	54%
Career development	43%	50%	50%	32%
Stress level	52%	47%	50%	45%
Salary	52%	42%	35%	37%
Workplace environment	39%	40%	39%	34%
Variety and content of work	44%	36%	29%	26%
Access to training or skills development	29%	33%	32%	27%
Hours of work	39%	30%	27%	27%
Benefits/conditions (leave, flexible time, etc.)	33%	27%	24%	25%
Job security	28%	28%	31%	29%
People I work with	23%	20%	17%	13%

5. What is important when looking for a new job – by age

