

Media release

Suppressed demand for new jobs will hit employers

9 March 2010 - Insync Surveys, a customer, employee and board survey provider, has today released The Insync Surveys Retention Review. The 2010 report, based on 1548 employee responses, predicts a surge in staff turnover as the job market picks up.

The Insync Surveys Retention Review reveals the reasons employees leave their employer. Interestingly, fewer departing employees are now indicating a “lack of job satisfaction” as their number one reason for leaving, selected by 10% of employees in 2009 compared to 14% in 2007. However, “work stress” and “job security” are increasingly common. There is also a decline in “pay and conditions” as a driving influence in one’s decision to leave.

James Garriock, Insync Surveys CEO said: “Employees aren’t happier, they just haven’t been leaving due to dissatisfaction.”

“It’s been two and a half years since the first Insync Surveys Retention Review and the employment landscape has changed. Labour supply exceeded demand during 2009, but unemployment didn’t rise to expected levels. Instead, the majority of employees stuck by their employers,” he said.

“Many employees who stayed were asked to make sacrifices during 2009, like taking leave without pay, pay cuts, forced annual leave or doing more work when departing staff weren’t replaced. It’s safe to assume that many of these people are now deeply dissatisfied with their employer and will leave when the job market recovers.

“We are therefore predicting turnover to be above the long term average by the second half of 2010 if job supply trends continue.

“This is an important and urgent issue because most organisations are oblivious to the threat. Those that chose to take a hit and hold on to their talent in the downturn are already celebrating. They need to act now or they face a second hit by losing key staff just as activity picks up.

“Retention initiatives are therefore more important in 2010 than at any time in the last few years.”

The new report also looks at the differences in women and men’s reasons for resigning. While work-related stress affects everyone, it caused more women to leave in 2009 than men. The report suggests that workplace stressors, such as inflexibility and a lack of resources, are a larger factor in a woman’s decision to leave. Women also indicated a stronger propensity to leave in seeking work/life balance.

“If employers are to stand a chance as job supply picks up, they need to understand why people are ready to leave and act on these problem areas. Employees are out of the woods, but the organisations they work for aren’t,” said Garriock.

“Let your people know that no new employee can win your trust like they have done over the last year. Remind employees that leaving now would be like selling at the bottom of the market, just before they reap the rewards and recognition they deserve for the loyalty they’ve shown,” he said.

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About Insync Surveys

Insync Surveys is a 2009 *BRW* Fast 100 company. With offices in Melbourne, Sydney and Perth, Insync Surveys carries out customer, employee, board and other stakeholder surveys for some of the largest organisations in Asia Pacific, including: Cathay Pacific, Foster's, Toll, AXA, Medibank Private, WorleyParsons, the New South Wales Department of Community Services, the Victorian Department of Primary Industries, Tourism Western Australia, iiNet, Fairfax Digital, QLD Department of Emergency Services, TT-Line (Spirit of Tasmania), Melbourne Cricket Club, many local councils, most university libraries, Mission Australia and World Vision. This experience allows it to benchmark results. Insync Surveys' organisational psychologists help organisations improve performance and the working lives of their people. Visit: www.insyncsurveys.com.au and call +61 3 9909 9222, or +61 2 9114 9884, or +61 8 6461 6485.