

Hong Kong
Indonesia
Malaysia
Philippines
Singapore
Thailand
Vietnam

Job outlook report 2018

Key winning strategies to gear up for
a robust job market outlook

SEEK Asia signature market research series Vol. 7

Contents

2	About us
3	Executive summary
	Job outlook report
5	 Hong Kong
6	 Indonesia
7	 Malaysia
8	 Philippines
9	 Singapore
10	 Thailand
11	 Vietnam
12	Methodology
13	Our offices

About us

JobStreet and jobsDB are part of SEEK Asia, the leading online employment marketplace in Asia. SEEK Asia covers 7 countries: Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam. SEEK Asia is the extension of the Australian Securities Exchange listed company called SEEK. As Asia's best talent sourcing partner, our company's purpose is to help improve people's lives through a better career. SEEK Asia's database consist of over 500,000 corporate hirers and over 30 million candidates.



JobStreet.com

jobsDB.com

Regional summary

Insights to attract, engage and retain talent

Candidates job market outlook improves in 2018

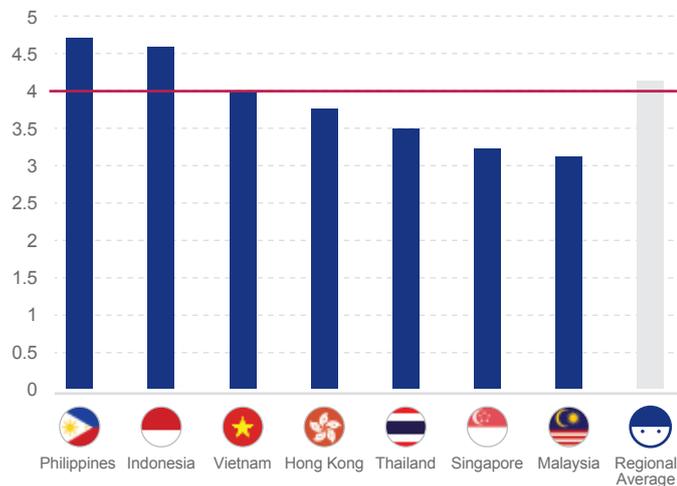


Chart 1. Ranking of countries for 2018 job outlook

Question:

“Do you think it will be easier to find a job in 2018 compared to 2017?”
Job outlook scores are on a scale of 1-7, where 7 is much better, 4 the same, 1 is much worse

Candidates reported an overall sentiment that it will be easier to find a job (average regional candidate score is **4.07 in 2018 compared to 3.46 in 2017**, based on a scale of 1-7, where 7 is much better, 4 the same, 1 is much worse). **Indonesia, which ranks #2**, has recorded the **highest growth from 2.98 (2017) to 4.55 (2018)**. The **Philippines and Vietnam**, ranked first and third respectively, have **slight decreases in outlook from 2017, however are still optimistic**, scoring 4.68 and 3.98 respectively.

The improved regional outlook can be attributed to the fact that the So Asian economy is projected to maintain its growth momentum averaging 5.2%¹ GDP growth per year from 2018 to 2022. Regionally, there is a **new wave of emerging technologies** set against the arrival of the digital economy. **Candidates expect a high likelihood of the job market to diversify with different types of skills and job** (average score 5.16) to meet the emerging digital technologies that will affect jobs across the spectrum from manufacturing to services.

1. Source: “Economic outlook for Southeast Asia, India and China 2018” OECD Development centre.

Anticipated outlook is brighter by 10%

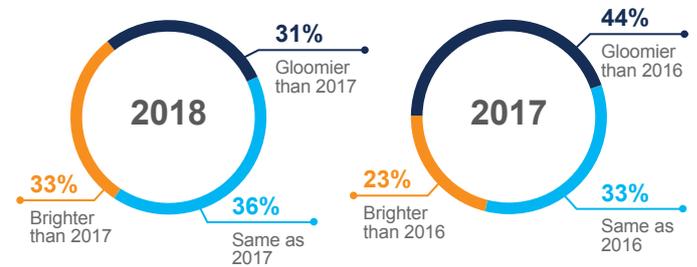


Chart 2. Comparison of candidate job outlook sentiment in 2018 and 2017. “Gloomier” is for respondents who scored 1,2 or 3, “same” those who scored 4 and “brighter” for those who scored 5,6 and 7.

Almost half the employers are planning to increase headcount

	2018 % of total respondents	2017 % of total respondents
We will be expanding and will be hiring more people	47%	22%
We will be maintaining our hiring rate, same as last year	17%	12%
We will be only replacing / filling essential positions	27%	50%
We will be hiring less people	5%	8%
We will not be hiring in the next year - total freeze hiring	2%	7%
Others	1%	1%

Chart 3. Table of comparison of hirer's hiring plans in 2018 and 2017



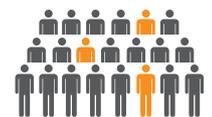
Chart 4. Peak hiring season

The buoyant outlook is backed by the trend of the majority of companies (47%) hiring to expand and increase headcounts. Hiring freeze has reduced from 7% to 2%. Overall, 91% of hirers in the region are recruiting more talent compared to 84% in 2017. **Peak hiring season** happens in March, right after the Chinese Lunar New Year celebrations, with another increase at mid-year.

Demand for diverse types of skills and jobs still high amid concerns of increased competition



The job market will diversify with new types of skills and jobs 5.16 (2018) vs 5.20 (2017)



The competition in my field of specialisation will become tougher 5.49 (2018) vs 5.52 (2017)



Searching for a good job will be easy 3.83 (2018) vs 3.77 (2017)

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Candidates are a little **more optimistic of the fact that searching for a new job will be easier** this year (3.83 in 2018 compared to 3.77 in 2017). As the adoption of online job searches increases, so does candidate confidence in landing the right job. The **most preferred job hunting channels are online job portals (36%) and company career websites (18%).**

Benefits insights – what candidates desire and appreciate

- Work-life balance is a key deal clincher, as survey results reveal that the most utilised benefits are reduced work hours (12% offered, 9% used), work from home (15% offered, 11% used) and flexible work hours (28% offered, 21% used).
- This survey reveals the most desired benefits that may engage and retain talent are childcare support (41% desired, 12% offered), flexible work hours (53% desired, 28% offered) and medical coverage for family (64% desired, 40% offered).

Key actionable insights for hirers

- Reach out** to attract and interact with potential talents via their company websites and job portals as candidates constantly monitor the job market online.
- Offer opportunities to reskill** valued employees to address the disruptions faced by industries globally.
- Map the ideal match for work culture and compensations** to heighten the "employee experience" via effective HR tools that can accurately pick up feedback on desired benefits. This will also save cost on unused and unappreciated benefits.

Consumer products/FMCG leads with highest salary increments and banking/financial services lead with bonus pay outs

Annual salary increment without promotion		
Industry		
Top 3	Consumer products / FMCG	8.20%
	Accounting / audit	7.03%
	Construction / engineering	6.87%
Bottom 3	Food and beverage	2.60%
	Media / publishing / TV	2.93%
	Hotel / hospitality	3.68%

Guaranteed bonus pay out		
Industry		
Top 3	Banking / financial services	1.42
	Government / civil service / defence	1.39
	Telecommunications	1.29
Bottom 3	Media / publishing / TV	0.59
	Clothing / garment	0.60
	Food and beverage	0.61

Chart 5 . Top 3 and bottom 3 industry ranking for annual salary increment (without promotion) and guaranteed bonus pay outs. Increments are calculated as percentage; and bonus factors are multiplied by the monthly wage

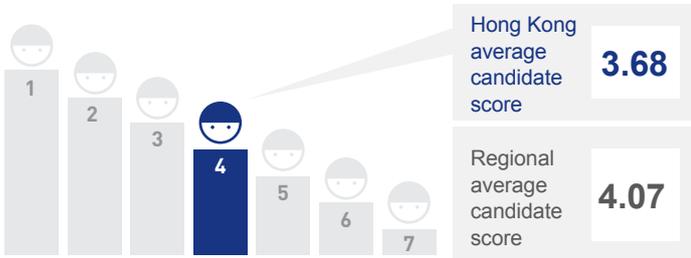
Job hunting activity is on the rise



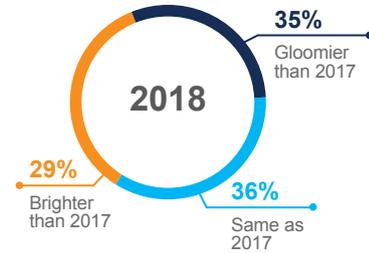
Hong Kong 香港

Hong Kong poses a highly competitive job market which will require candidates to step up their game.

Candidates have mixed feelings on job outlook - ranked #4 in the region



Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017



Candidate job outlook in 2018. Scores of 1-3 indicate "Gloomier outlook", 4 the same and 5-7 "Brighter outlook"

Hirers moderately optimistic on expansion plans



Expecting fewer job openings, hence increased competition and also opportunities for jobs with new types of skills

	Competition will become tougher	4.75
	Companies will expand and hire more employees	3.39
	The job market will diversify with new skills and jobs	4.62

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Key actionable insights for hirers

- > Focus more efforts on **advertising vacancies on online job portals** rather than social media. 55% candidates preferred using online job boards compared to 2% using social media for job hunting.
- > The **accounting/audit/tax industry is ripe for cherry-picking** as the job market for this sector is not growing (candidates scored 2.80 for "Job opportunity in my industry will grow") and competition is getting tougher (candidates scored 5.10 for "Competition in my field of specialisation will become tougher")

Medical/healthcare, logistics and IT (hardware) industries are the most optimistic

Insights on candidate outlook by industry		
	Industry	Score
Top 3	Medical / healthcare	4.75
	Logistics	4.67
	Computer / IT (Hardware)	4.67
Bottom 3	Clothing / garment	3.00
	Manufacturing	3.27
	Computer / IT (Software)	3.29

Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017

Keeping tabs on the job market and actively applying for jobs online



I will actively use online job portals to apply for jobs



Actively applying for new jobs

There was no similar survey done for Hong Kong in 2017

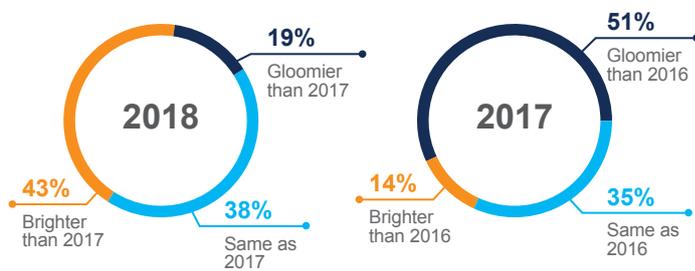
Indonesia

Indonesians have the most improved job outlook in this survey (2.98 in 2017 to 4.55 in 2018) which can be accredited to the expanding job market.

Candidates have vastly improved outlook - ranked #2 in the region



Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017



Comparison of candidate job outlook in 2018 and 2017. Scores of 1-3 indicate "Gloomier outlook", 4 the same and 5-7 "Brighter outlook"

Optimism is backed by local companies' expansion plans for 2018



A cautiously optimistic and expanding job market demands diverse skills

	2018	2017
The job market will diversify with new types of skill and jobs	5.68 ↑	5.46
Worried about stiffer competition	5.91 ↑	5.86
Companies will expand and hire more employees	4.73 ↑	4.58

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Key actionable insights for hirers

- Consider existing talents who can be reskilled and retrained
- Offer housing loan/allowances as 45% candidates desire this and only 16% are being offered. Education loans are also desired by 46%, though only 14% are offered it.
- Increase presence on job portals and social media to attract potential talents as 60% prefer online job hunting channels (50% in 2017)

General trade tops salary increment, finance industry reliable for highest guaranteed bonus pay outs

Annual salary increment without promotion		
	Industry	Percentage
Top 3	General trade	7.95%
	FMCG	6.95%
	Telecommunication	6.08%
Bottom 3	Oil and gas	1.89%
	Hospitality	2.26%
	Computer Software	2.35%

(Note: annual salary increment is a percentage increase of basic salary)

Guaranteed bonus pay out		
	Industry	Percentage
Top 3	Finance	1.62
	Government	1.57
	Telecommunication	1.47
Bottom 3	Oil and gas	0.54
	Clothing	0.56
	Construction	0.60

(Note: guaranteed bonus figures are multiplied by monthly wage)

Wait-and-see approach to job hunting



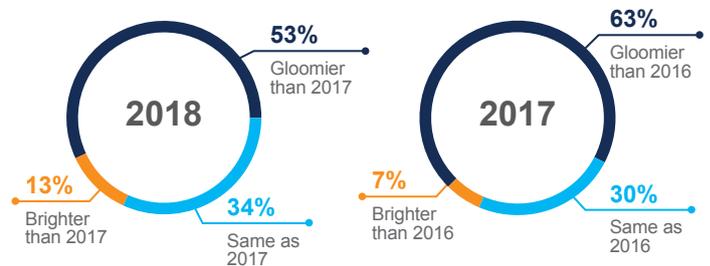
Malaysia

The number of candidates with a brighter outlook has almost doubled compared to last year on the back of a strengthening local economy.

Candidates have a better outlook in 2018 despite ranking the lowest in the region



Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017



Comparison of candidate job outlook in 2018 and 2017. Scores of 1-3 indicate "Gloomier outlook", 4 the same and 5-7 "Brighter outlook"

Percentage of hirers planning expansions almost doubled compared to 2017 and companies that are freezing hiring reduced by more than half



An expanding job market, driven by new foreign companies and startups, resulting in more jobs with new types of skills

	2018	2017
The job market will diversify with new types of skill and jobs	4.37 ↑	4.25
More foreign companies will open for business	3.47 ↑	3.13
Companies will expand and hire more employees	3.06 ↑	2.74

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Key actionable insights for hirers

- **Benchmark current market rates** for salaries to retain valued talents
- **Provide attractive benefits** to meet talent's needs, like medical coverage for their families, 69% desired and only 38% offered and education allowances 34% desired, only 8% offered
- **Allow flexible work hours** where appropriate as 60% of candidates expressed a desire for this while only 28% are offered

Construction, banking and computer IT software lead with annual salary increments and computer IT software tops guaranteed bonus pay out

Annual salary increment without promotion		
Industry		
Top 3	Construction	7.93%
	Banking	7.46%
	Computer / IT software	6.89%
Bottom 3	Education	2.74%
	Manufacturing	4.02%
	Oil and gas	4.34%

(Note: annual salary increment is a percentage increase of basic salary)

Guaranteed bonus pay out		
Industry		
Top 3	Computer / IT software	1.54
	Manufacturing / production	0.80
	Banking / financial services	0.67
Bottom 3	Medical / healthcare	0.32
	Education / library	0.58
	Retail / merchandise	0.62

(Note: guaranteed bonus figures are multiplied by monthly wage)

Gearing up for greener pastures



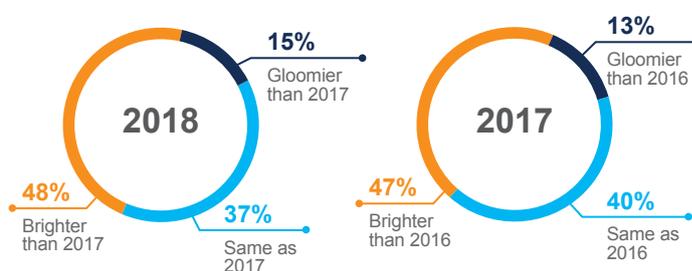
Philippines Pilipinas

The Philippines is experiencing robust GDP growth at a rate of 6.7%, which is predicted to continue throughout 2018. In addition to that, big ticket infrastructure projects are set to be launched this year, creating thousands of new jobs. Survey results show that the construction/engineering industry is paying out the highest guaranteed bonuses and annual salary increments.

Top ranked in the region and maintains almost the same level of optimism in 2018



Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017



Comparison of candidate job outlook in 2018 and 2017. Scores of 1-3 indicate "Gloomier outlook", 4 the same and 5-7 "Brighter outlook"

Employers are continually hiring from 92% (2017) to 95% (2018)



Restrained candidate confidence in the job market with concerns of stiffer competition

	2018	2017
Competition in my field of specialisation will become tougher	5.47 ↑	5.29
Job opportunities in my industry will grow	5.01 ↓	5.19
More local companies open and set up business	4.66 ↓	4.91

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Key actionable insights for hirers

- > **Candidates prefer to hunt for jobs online** (online job boards 32%, company websites 27% and social media 6%) rather than at trade fairs (4%).
- > **Attract talents with benefits** that are highly desired but less offered in the market, such as medical coverage for their families (71% desired yet only 36% offered), pension plans (67% desired and 28% offered) and non-monetary incentives like flexible work hours (67% desired and 29% offered).

Construction and banking/finance tops salary and bonus chart

Annual salary increment without promotion		
	Industry	
Top 5	Construction / engineering	7.52%
	Banking / finance	6.76%
	Retail / merchandise	4.10%
	Call centre / BPO	3.62%
	Manufacturing / production	3.19%

(Note: annual salary increment is a percentage increase of basic salary)

Guaranteed bonus pay out		
	Industry	
Top 5	Construction / engineering	2.04
	Banking / finance	1.92
	Manufacturing / production	1.43
	Retail / merchandise	1.26
	Call centre / BPO	1.18

(Note: guaranteed bonus figures are multiplied by monthly wage)

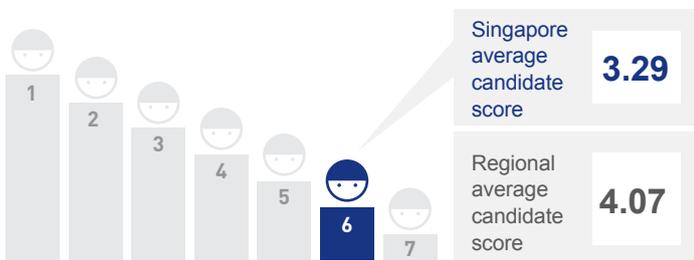
Increased job hunting activity happening predominantly online



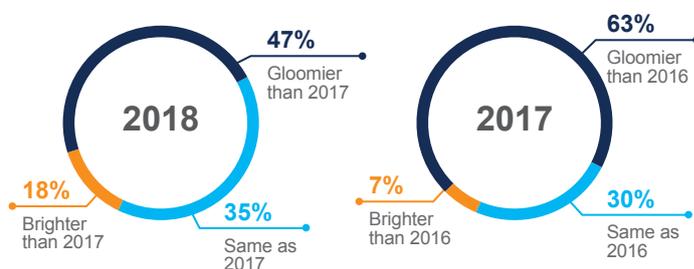
Singapore

The job market is perceived to be recovering and job hunting activity is on the rise. Hirers report a hiring freeze which has declined from 21% in 2017 to 5% in 2018, in line with the nation's moderate economic growth.

Ranked #6 in the region with increased optimism



Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017



Comparison of candidate job outlook in 2018 and 2017. Scores of 1-3 indicate "Gloomier outlook", 4 the same and 5-7 "Brighter outlook"

The big hiring freeze has thawed in 2018



Confidence in the job market grows by 21%

	2018	2017
Companies will expand and hire more employees	3.17 ↑	2.61
More local companies open and set up business	3.40 ↑	2.85
More foreign companies will enter the country and start business	3.52 ↑	3.07

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Key actionable insights for hirers

- > **Increase employee engagement** with competitive benefits to retain valued talents as there are more dissatisfied employees ("I have no plans to leave my current employer" scores decreased by 12%)
- > **Benefits that promote work-life balance** are highly desired (54%) and well utilised (offered 20% utilised 17%)

Construction industry leads with highest salary increments and bonus pay outs

Annual salary increment without promotion		
	Industry	Percentage
Top 3	Construction / building / engineering	14.09%
	Education / library	7.90%
	Manufacturing / production	4.24%

(Note: annual salary increment is a percentage increase of basic salary)

Guaranteed bonus pay out		
	Industry	Value
Top 3	Construction / building / engineering	1.23
	Manufacturing / production	0.82
	Education / library	0.75

(Note: guaranteed bonus figures are multiplied by monthly wage)

Increased job hunting activity



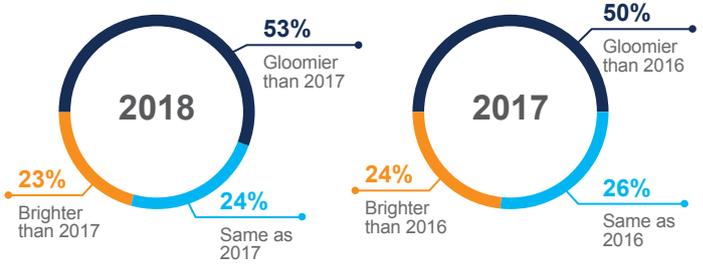
Thailand ประเทศไทย

Thailand is experiencing robust economic growth, translating to stable hiring activity. As more multinationals start up businesses in the country, the demand for multilingual and highly skilled candidates will grow giving rise to stiffer competition for coveted jobs.

Ranked #5 in the region with a slightly more positive outlook than last year



Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017



Comparison of candidate job outlook in 2018 and 2017. Scores of 1-3 indicate "Gloomier outlook", 4 the same and 5-7 "Brighter outlook"

More than half of the hirers will be increasing headcount



Hopeful outlook is tempered by continued fears of stiffer competition

	2018	2017
Competition in my field of specialisation will become tougher	5.50	5.50
More foreign companies will enter the country and start business	4.17	4.10
More local companies will open and set up business	3.79	3.63

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Top management gets highest salary increments as well as guaranteed bonuses

Comparison of salary increment	
Position level	
Supervisor, manager and above	3.03%
Junior level and fresh graduate	2.99%

(Note: annual salary increment is a percentage increase of basic salary)

Guaranteed bonus pay out	
Position level	
Supervisor, manager and above	0.77
Junior level and fresh graduate	0.99

(Note: guaranteed bonus figures are multiplied by monthly wage)

Readiness to jump ship noted by increased job hunting activity



I will actively use online job portals to apply to new job opportunities

I will actively apply to new jobs

Key actionable insights for hirers

- > **Realign job advertising strategies** in order to reach more talents. Candidates prefer company career websites (13.8%) over social media (5.4%)
- > **Candidates' most desired** but least offered benefits are **medical coverage** for the family (60% desired yet only 30% offered) and transportation plan (64% desired yet only 32% offered).

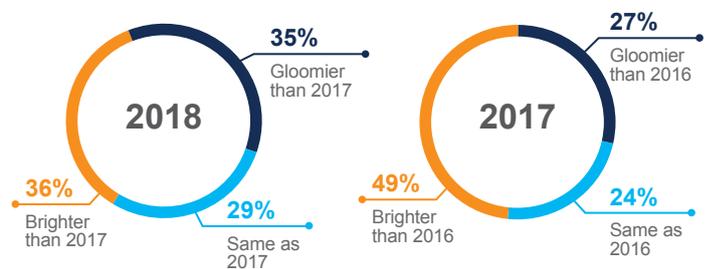
Vietnam Việt Nam

The outlook for Vietnam is very favourable as foreign direct investment continues to flow into the country. The resilient nation has overcome the setbacks of the previous year to move on. This results in higher confidence of the job market outlook.

Ranked #3 in the region with a slightly cautious outlook compared to 2017



Job outlook scores are on a scale of 1-7, where 1 is much worse, 4 same and 5-7 is much better compared to 2017



Comparison of candidate job outlook in 2018 and 2017. Scores of 1-3 indicate "Gloomier outlook", 4 the same and 5-7 "Brighter outlook"

Hiring expansion remains robust though not as phenomenal as 2017



Start-ups and foreign companies are expected to drive employment amid concerns of landing a good job

	2018	2017
 Start-ups will thrive and grow their business	5.29 ↑	4.99
 More foreign companies will enter the country and start business	5.45 ↑	5.43
 Applying for a good job will be easy	4.02 ↓	4.48

Candidate's perceived drivers (view) of job outlook. Scoring is based on a scale of 1-7 where 1 is perceived to be least likely to happen and 7 most likely to happen

Junior level and fresh graduates have highest salary increments

Comparison of salary increment	
Position level	Increment
Supervisor, manager and above	6.98%
Junior level and fresh graduate	7.25%

(Note: annual salary increment is a percentage increase of basic salary)

Guaranteed bonus pay out	
Position level	Pay out
Supervisor, manager and above	2.09
Junior level and fresh graduate	1.23

(Note: guaranteed bonus figures are multiplied by monthly wage)

Keeping their fingers on the pulse of the job market via online job portals



Key actionable insights for hirers

- > Candidates strongly prefer online job boards (45%) as well as company career websites (15%) over social media (7%) and job fairs (1%). Companies must maintain and monitor their website to attract candidates.
- > Candidates' most desired but least offered benefits are medical coverage for the family (47% desired yet only 20% offered) and transportation plan (46% desired yet only 32% offered).

Methodology

Methods and sampling

The following report is based on a survey of employees and hirers on the subject of job outlook and compensation and benefits across seven countries, namely Hong Kong, Indonesia, Philippines, Malaysia, Singapore, Thailand and Vietnam. The purpose of this report is to gain detailed insight into the 2018 job market outlook, focussing on selected angles:

- How easily do candidates expect to find jobs in 2018 compared to 2017?
- What are the candidates' views on job outlook?
- What are the candidates' job hunting intentions / trends?
- Some insights on employers' hiring plans and hiring season
- Salary trends and annual bonus pay out trends
- Desired and valued benefits

This information will provide useful insights to employers to help develop and enhance recruitment strategies as well as to craft HR initiatives to attract, engage and retain talent they need.

The questionnaire was developed with a HR academic research expert. A standardised format was used for regional deployment with localised language utilised as needed per country.

A 7-point scale was used for the outlook questionnaire, where 1 was worse than 2017, 4 the same and 7 much better than 2017. The Drivers questionnaire also used a 7 point scale where 1 was very unlikely, 4 neutral and 7 very likely.

More than 4,600 candidates and 624 hirers answered the survey, with candidates from a wide range of industries, including fresh graduates and those in top management positions. The questions in the survey were standardised, but translated with descriptions for each market, allowing the survey to be understood in a local context. Surveys were conducted via online survey forms.

Hong Kong

Indonesia

Malaysia

Philippines

Singapore

Thailand

Vietnam

Job outlook survey:

4692 candidates | 624 hirers

Compensation & Benefits survey (HK excluded):

4463 candidates | 599 hirers

Candidates

- > C-level/ president/top management
- > Managers
- > Supervisors/ specialists
- > Junior level (1-4 years experience)
- > Entry level/fresh graduates

Hirers

- > HR
- > Company owners/CEO

33 Specialisations

20 Industries

- > Candidate job outlook
- > Candidate drivers (view) of the job market
- > Hirer's recruitment plans
- > Candidate job hunting behaviour
- > Insights into compensation and benefits

Insights to create strategies to attract, engage and retain talent

Our offices

Hong Kong

Jobs DB Hong Kong Limited,
11/F, Guardian House,
32 Oi Kwan Road, Wan Chai,
Hong Kong.

Indonesia

PT. JobStreet Indonesia,
Prudential Tower, 15th floor,
Jl. Jend. Sudirman Kav. 79,
Jakarta 12910 - Indonesia.

Malaysia

JobStreet.com Sdn Bhd,
Level 16, Menara AIA Cap Square,
No. 10, Jalan Munshi Abdullah,
50100 Kuala Lumpur.

Philippines

JobStreet.com Philippines, Inc.
20/F Robinsons Cybergate Center Tower 3,
Robinsons Pioneer Complex,
Pioneer Avenue,
Mandaluyong City.

Singapore

JobStreet.com Pte Ltd,
10 Anson Road #05-20,
International Plaza,
Singapore 079903.

Thailand

Jobs DB Recruitment (Thailand) Limited,
1 Empire Tower III, 26th Floor, Unit 2607-2608,
South Sathorn Road, Yannawa, Sathorn,
Bangkok 10120.

Vietnam

JobStreet Co., Ltd.
3A - 5B Nguyen Van Thu St.,
Dakao ward, Dist. 1,
Ho Chi Minh City, Vietnam.

