



McCabe Photography

New lease of life

With the rising popularity of executive leasing, it is important to understand the factors that are fuelling this growth, the relevant market trends, and how businesses can use this new insight to avoid common mistakes, says Kristen Barrett.

The birth of executive leasing in New Zealand occurred in the late 1980s after the global equity crash. Since then this dynamic market has evolved significantly. At the time, the downturn hit businesses hard, forcing mass redundancies at all levels. The emergence of executive leasing was driven by both a large pool of talent, and business's focus on necessary cost-control exercises for their own survival. As we emerge from a similar financial crisis, the popularity and relevancy of executive leasing is growing again, but with a new flavour, synonymous with the 21st century.

From my experience working in the executive leasing market, I have seen some interesting trends emerge. The key observation is

that there are clear signs a second rise of executive leasing is starting to take place in New Zealand. This will see all types of temporary and contingent staff numbers spike and create a new floor level of workers contracting, as opposed to other forms of employment. So employers—it's time to get prepared.

Technology revolutionising contract recruitment

The arrival of new technology has streamlined the way businesses recruit. Online job boards, candidate portals, e-recruitment platforms, not to mention social media, have all changed the way contract talent is hired. With the aid of these new on-line recruitment tools, more

