

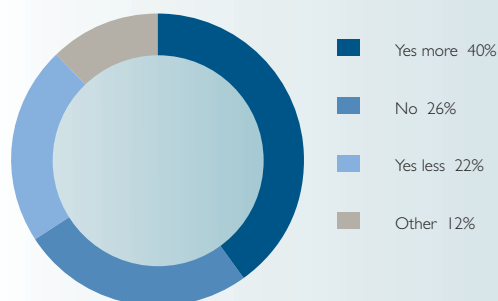
Candidate Survey - December 08

In a recent survey of 50 marketing professionals placed by Seldon Gill Consulting we asked a series of questions about the current economic climate, job stability, salary, marketing trends and their professional habits. The results, in the main, were positive, indicating that the professional services market, though cautious, does not yet appear to be in a panic over the economic crisis. Whilst there have been some job losses, these have been minimal compared to the financial services and corporate sector; and there are still a number of firms recruiting across the region for new or replacement positions.

Responses to current economic trends

Despite the economic climate, 64% of respondents said they were not concerned about their job security. Only 36% said they were. The insecurity was more prevalent in the large, national professional services firms. Interestingly when asked about the levels of marketing, 40% of respondents said their firm had increased activity, with an additional 12% stating that strategy had changed due to the current economic climate. Only 22% had seen a decrease.

Have you noticed a change in your firms marketing strategy based on the current climate?



Career Options and Salary

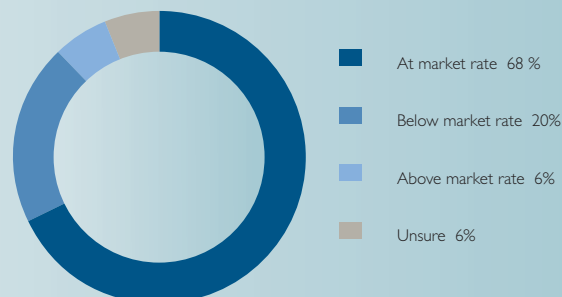
When asked their views on future career plans 58% of respondents said they expect to remain in the professional services sector over the next 5 years. Of these 33% will stay because they enjoy it; 33% because they have specialised skills in the area; and 26% because it is challenging and they see room for career development.

The fact that professional services marketers, on the whole, feel positive about their job security and are keen to remain in the profession demonstrates the resilience of the sector. A lot of professional services marketers are feeling very fortunate that they have more security than their peers in the financial services sector. They also realise that they need to demonstrate value for the good salaries they receive.

The current market will most likely have an effect on salary increases over the next few years. Salaries have been increasing at a rapid rate as competition for talent outstripped supply, we will now see a necessary correction.

With regard to a salary, 74% of respondents believed they are being remunerated either at or above the market rate.

Do you believe your current salary package is?

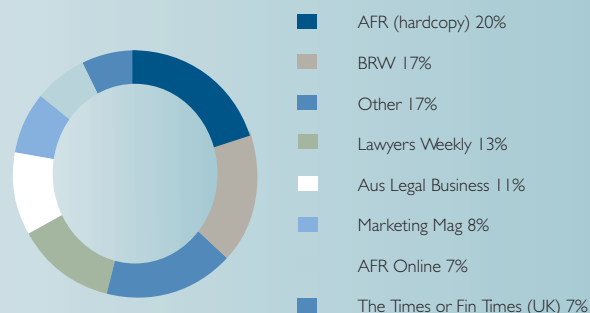


Media Watch

We thought it would be useful to establish the reading habits of professional services marketers to identify key publications. Surprisingly the results showed that many marketers do not read voraciously, but what they do read are national business publications.

20% of respondents read the Australian Financial Review to stay across current trends. We found this statistic somewhat low, especially given the current economic climate. We would encourage marketers to increase their knowledge of current news and business affairs in order to be across key issues affecting their firms and its clients.

To stay across current trends which newspapers do you read?



Industry Associations

Three quarters of the respondents (74%) were members of at least one professional association. Of these, 34% said that networking was the main reason for their involvement, 20% said professional development and 15% events. Many commented that it was hard to find training courses that specifically addressed issues they faced in their own career development (such as team management training, budget management etc). It appears that peer to peer networking is considered the main benefit.

Online Social Networking

In recent months there has been a lot of discussion in the media about social networking sites and whether they have a place in the corporate world or not. A high proportion of respondents said they used social networking sites, with Facebook the clear winner (73%), followed by LinkedIn (23%). Although a high percentage of respondents used social networking sites, 65% of them said it was largely for staying in touch with family and friends. There still does not appear to be an effective online medium that addresses business to business networking; though there is some evidence that industry based blogging is on the increase (particularly in the USA).

