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Economy, Jobs & Remuneration

FDR: “Let me assert my firm belief that the only thing to fear is fear itself – nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance”

- Negativity more profound than positivity?
- Media
- Economists
- Plenty of bad news – but not here!
- Strangely optimistic – end of uncertainty?
- Economy = confidence = sales = remuneration

Irish Economy – Fundamentals!

- Fundamentals of Irish economy strong..... but confidence is not!
- Debt to GDP to reach 115% (UK 90%, US 110%, Belgium, Italy, Japan (200%), all higher than Ireland.
- 80% of Irish economy is private sector – Exports key.

- Exports 2009 down 4% vs EU 12%
- Exports to H1 2010 up 7%
- Great industries * ICT * 15/25 Medical Tech * 8/10 Pharma.

Irish Economy – Fundamentals

- *CSO stats in Oct for 2009 – money is not all leaving!
- Diageo, Pfizer, Microsoft, Google, Boston Scientific bases in Ireland = 170bn (30bn repatriated).
- CRH, Smurfit Kappa Group, Glen Dimplex, Kerry Group, Glanbia, Paddy Power, Creganna-Tactx, Greencore..... 190bn (50bn repatriated).

Size of Labour Force

- 1967 to 1993 Labour force up 100,000
- 2004 to 2008 Labour force up 100,000 per year.
- Migration 34,500 for 12 months to April 2010.

* **Market correction**

- Average unit labour cost (remuneration) down 9%.
- 2010 salaries stabilised, benefits not returned.
- Output per worker up 12% in 2009, 16% in 2010.

* **Working harder for less!**

The Story

- Debt = Property/ Banking. Downward spiral
- Irish government - out of touch with businesses who control their own productivity, costs and competitiveness.
- **Irish story not fundamentally changed but the way we tell it has!**

Facts & Confidence

- Irish 2nd wealthiest in EU
- Greece & Ireland? Once off debt! (20bn in Exchequer & 25bn in Pensions reserve)
- IMF in October projected Ireland 2010 as -0.3% (said -0.6% last year) and 2.3% in 2011.
- The people of Ireland – young, well educated and flexible.
- 2009 Irish households saving 12.3% (was under 4%)
- * Disposable income down 2bn – household consumption down 10bn (8bn gap)

Live Register vs Unemployment

- Live Register down 2 months in a row to 13.6% (429,500). Unemployment 9% (284,500).
- US 9.5% / UK 7.6% / EU 9.6%

From CSO: “The Live Register is not designed to measure unemployment. It includes part-time workers (those who work up to three days a week), seasonal and casual workers entitled to Jobseekers Benefit or Allowance. Unemployment is measured by the Quarterly National Household Survey and the latest seasonally adjusted figure, for April to June 2010, is 284,500 persons unemployed”.

What's Hot!

- Accountancy – Public Practice
- FS – regulation and compliance
- Insurance
- ICT (particularly senior roles)
- Pharmaceutical – quality and regulation.
- Supply Chain – process improvement & cost reduction)
- Sales

Skills & Attitude

- 1998 – 2007 €21 million
- 2009 €6million
- Seize opportunity
- 2010: Staff numbers up 42%. ROI up 30%
- 2010: Sales up 52%. ROI 42%
- Sales people vs Economists

Brightwater Philosophy

“The Best in Ireland”

If you’re not going forwards, you’re going backwards”.

“Success breeds success”

“If you think it’s expensive to hire a professional, wait until you hire an amateur”.

“If you say you’re going to do something, you must do it”

If you’re happy, you’re successful, if you’re successful, you’re happy”.