

# THRIVE

## FROM WORK



### MIRRORING GLOBAL TRENDS, COMMITTED RETURN-TO-OFFICE STRATEGIES ARE WELL UNDERWAY IN AUCKLAND AS BUSINESS OWNERS SEEK TO CEMENT STRONG TEAM CULTURES AND PRODUCTIVITY.



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THE AUCKLAND WORKPLACE MARKET is in good heart as the physical office's role in supporting productivity, staff morale and corporate culture is championed.

Our key occupier clients are telling us that from here on in, there will be a big drive to get teams and staff back to the office after taking a fairly low key approach to this since 2020's curve ball.

"Thrive from Work" is the mantra that we feel sums up the sentiment that will underpin the return to the office this year.

In the US, Elon Musk has put his head above the parapet making it abundantly

clear that he wants Twitter and Tesla employees back in the office pronto.

Evan Spiegel, chief executive officer of Snap Inc. which owns photo messaging app Snapchat, recently told employees that he expects them to be in the social media company's offices in person 80 percent of the time starting in February 2023.

He stated that he was concerned that extended work-from-home (WFH) practices meant "we've forgotten what we've lost, and what we could gain by spending more time together."

Understandably, given current labour market dynamics and the stresses of the past few years, Auckland business owners

have been hesitant to put too much pressure on people to return to the office and have allowed a mix of work models including WFH and hybrid blends of remote and in-person attendance.

But now we're hearing that it's time to get people back to the headquarters, and leasing activity is definitely reflecting this push with an overarching flight-to-quality evident across Auckland.

Business owners are acutely aware of the need to re-establish strong corporate allegiances and loyalties as they set about consolidating a culture of connection for high-performing teams.

Business owners want flagship workspace that sets them apart from their competitors in the quest to attract and retain the best personnel.

And if they want people back in the office, engaging with colleagues, and being as productive as possible in what

is undoubtedly a tough marketplace – then that office space needs to have a high level of amenity, be suited to modern and collaborative work models, have strong sustainability credentials and be well-placed for commuting whether by private vehicle or public transport.

We're not denying that people have been productive working remotely, and some form of hybrid working will doubtless endure – but there's a real sense that the watch and learn mentality that a centralised office offers needs to return.

Never underestimate the process of learning by osmosis – that is what sees people progress through a company and younger staff members in particular have largely missed out on this component of office life since 2020.

With the world resetting after an extended period of flux, the push to get

people back to the workplace is less about control and more about a fundamental desire to foster culture, career progression, mentoring opportunities and the organic interaction that has been filtered through a computer screen for too long.

This Auckland Office Workplace portfolio showcases 28 office leasing opportunities around Auckland, along with commentary on some of the trends that are playing out across the market.

The Bayleys workplace leasing team is incredibly well-connected and tuned into available space opportunities at all compass points.

Team work really does make the dream work and as you look to drive your business into 2023 and beyond, we would love to partner with you in finding an office solution that positions you strongly in the market and gives you flexibility to evolve.