

# Recruitment

## Making Disability an Industry Choice

# Recruitment Issues Today:

- Decline in people entering the workforce
- The aging of the Australian working population
- Earlier access to superannuation at aged 55
- The reduction in immigrants
- The increased casualisation of the Australian workforce



# Industry Perception

The industry is viewed as

- Not sexy
- Not investing
- Female orientated and not “male “ friendly
- Stereotyping
- Sometimes ageist
- Depression mentality
- Compromise on employment quality due to supply shortage
- Casual
- Depressing environment



# Key Areas For Change

- Better Marketing
- Better Recruitment Practices
- Better Performance Management



# Better Marketing

- Messaging
  - Need high impact sponsors both internally and externally
- Channels To Market
  - Look outside your industry
  - Appeal to a broader base of candidates.
  - Use a variety of mediums and approaches to reach can these candidates

# Market Messages

- Your advertising in whatever format needs to talk more about what you offer than just what the job is .
  - State the values that your organisation stands for
  - Show how meaningful the work is and how important the results are
  - Show how much the organisation cares about people
  - Demonstrate the pride your business enjoys in delivering service
  - Let people see the sense of team and the rewarding nature of being associated with this industry

# Marketing Messages

- The industry needs to appeal to a broad base
  - “Men and women encouraged to apply”
  - “Men and women of all ages”
  - “A best practice employer of people”
  - “Employees enjoy a multi cultural environment”

# Better Recruitment Competence

- Behavioural interviewing
- Process that's fast , easy and enjoyable
- Good documentation
- Career/Development pathway
- Workforce planning
- Work flexibility - part time, job sharing , telecommuting
- Loyalty programs- referral schemes
- Induction
- Strong management of recruitment agencies



# Tips on marketing and managing specific groups

- The X/Y Generation

- re advertising to them - 3 click rule or they are out of the site
- Don't like more than 2 interviews - Max
- Average tenure 4 years, they expect a promotion in two
- Want to know why? – how do they contribute ?
- Want roles that have variety , challenge and change

# X/Y Generation

- Like autonomy
- Salary dollars = lifestyle
- Want work/life balance
- Value rewards and feedback
- Want to be promoted on performance not tenure
- Do not like being micro managed
- Value investment in training /education
- Want to see strong, clear career development pathways
- Expect mentoring and good performance management

# Marketing & Managing The Older Workforce

- Advertising - Local newspapers, Community agencies - e.g. Centerlink, Community noticeboards at clubs and associations
- Make applying easy. Provide postal, facsimile as well as your email address
- Might like a “sea change” - attract people from cities to country/regional locations

# The Older Workforce – What they want from a company

- Hours of work
- Location of role
- Ease of transport
- Flexible hours
- Sociability of hours
- Superannuation benefits
- Leave arrangements
- Friendly work environments
- Remuneration

# Recruitment Tips

- Make sure you employees know about the advertising and offer decent referral fees
- Get a copy of the resumes of EVERYONE who has applied. Remember you paid for the advertising, you have a right to the responses
- Stay in touch with ALL labour agency staff who come to work for you. Get their email address and send them updates on what's happening in your organisation
- Same approach for ex employees you would re hire

# Poor Recruitment Outcomes

- Poor hiring decisions often equates to continual staff turnover ,which is time consuming and very expensive.
- A poor cultural fit with the company and other employees , impacts productivity, morale, absenteeism , industrial disputation and employee turnover.
- Managing poor performers on the part of the employers can have dramatic consequences in court
- Brand damage

# Next Steps

- Review existing recruitment /marketing strategies
- Review your budgets
- Review your resources, skills
- Where are the gaps/overlaps/blockers
- What is the outcome you are looking for?
- What is the timeframe to achieve this outcome?



# Any Other Questions?



**Disability Professionals Victoria**  
4th Annual Conference 5, 6, 7 March 08  
[www.dpv.org.au](http://www.dpv.org.au)

