

Best practice in attraction and retention, an employer perspective

EMPLOYER PACK

28 September 2022

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Outcomes from the 28 September Employer and Joint ITABs Workshop:-

Your Workplace

- Have a clear vision and purpose, promote and hold staff accountable
- Know your Brand; if it needs renewing, get it right first
- Build a respectful workplace culture
- Have a Workforce Development Plan (crucial for future proofing your business and succession planning)

Networking

- Get involved in Career Expos (not just locally); market your business and showcase your people
- Join [Greater Northern Skills Development Group](#); connect with your local Business Chamber and subscribe to your [ITAB](#) newsletters/updates
- Engage [Careers Network](#) to support school students in work placement/work experience

Training and Development

- Embrace employee leadership aspirations by supporting leadership development programs
- Support supervisors by providing training in people management skills
- Upskill from within the business. Provide career opportunities and pathways for succession planning
- Find [RTOs](#) and organisations that will meet your needs (i.e. both non-accredited training and accredited training, delivered in your workplace or off site)

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Outcomes from the 28 September Employer and Joint ITABs Workshop cont.:-

Rewards and Recognition

- Have a clear financial or bonus structure which is available to all team members
- Get away from your business (some employers hold “getaways” 2 to 3 times per year)
- Give the team a performance scorecard to recognise achievements
- Promote Salary Packaging or Salary Sacrifice (where appropriate)

Improve Recruitment Strategies

- Create videos showcasing “A day in the life of.....”; showcase employees in their jobs; showcase what it’s like to work for your organisation
- Use social media and external websites to recruit
- Reduce recruitment response time (i.e. have shorter times between making an offer and onboarding a new employee)
- Engage a recruitment specialist. If your business can afford it, hire a HR or People and Culture specialist or Talent Acquisition Officer
- Use your networks. Word of mouth is still a great way to recruit
- Use offshore labour where appropriate. Explore the [PALM Scheme](#) (Pacific Australia Labour Mobility)
- Engage a School Based Apprentice or Trainee
- Consider mature aged Apprenticeships and Traineeships
- When looking for people, see how they fit a role, rather than how they align to a Position Description
- Consider [Women in Trades](#) options (see slide 6 for further details)

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Outcomes from the 28 September Employer and Joint ITABs Workshop cont.:-

Employee Benefits

- Paid day off for birthdays
- Finish early each Friday or give employees a long weekend each week (work week M-Th)
- Pay employees from the time they leave home (for those who are away travelling for work)
- Offer an Employee Assistance Program (EAP)
- Offer subsidised childcare or an allowance to support childcare costs
- Have a tool account facility, where you pay and the employee pays you back each pay
- Vary employee start times
- Celebrate successes such as Employee of the Month
- Celebrate employee longevity with your organisation
- Shout a lunch every now and then, or weekly as application

Funding and Grants

- There are grants to employ and grow your workforce and your business, including offshore recruitment
- Subscribe to newsletters and Grants websites
- Subscribe to [Regional Development Australia Northern Inland](#) Newsletters for funding information
- Subscribe to [ITAB](#) newsletters and updates

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Outcomes from the 28 September Employer and Joint ITABs Workshop cont.:-

Engaging Millennials

Look at what motivates individuals

Run Personality Profiling at recruitment, such as Facet 5 – Myers-Briggs; to identify how they'll fit into your team and also any development opportunities

Use technology to engage young people

Connect with community groups such as the Workforce Emersion program with the Smith Family

Model what you want young people to see; buddy with other successful and engaged young people in your business

Women in Trades Options

Support or establish a networking group for employing women in trades – (role models, demonstrate career pathways)

Where required, adapt the environment to support employing women in non-traditional trades (physical and cultural)

Work with Workforce Australia Providers, facilitate opportunities for women; [Connecting Women to Trades Grants available](#)

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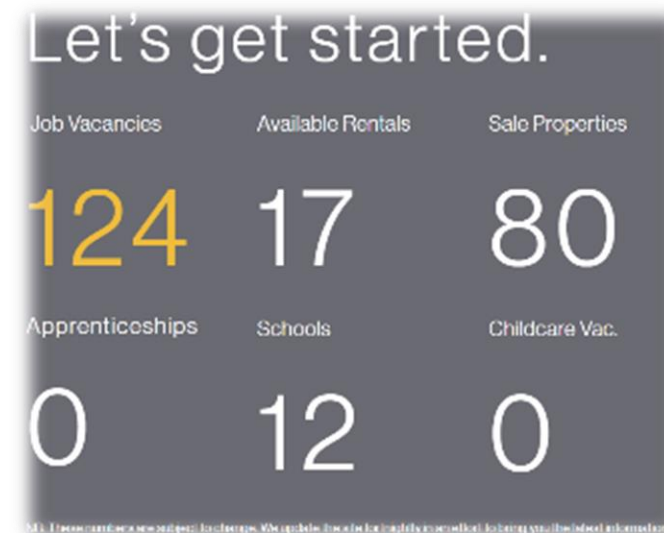
Best practice in attraction and retention – Examples from the Regions

Flag A Job (Inverell) - <https://www.flagajob.com.au/>

Partners: Boss Engineering | Jobs Australia Enterprises LTD | Brighter Access | Inverell Shire Council | Bindaree Beef Food Group | Northaven disABILITY Service

A website where employers can lodge vacancies. Employers also identify premises with a flag outside their business.

"From a new fulfilling career to a new home, we have it all right here. All you have to do is choose your own adventure and make Inverell your place to call home".



Sample Dashboard as at 26/9/22

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Best practice in attraction and retention – Examples from the Regions cont.

Family Friendly Hours - Working Parents or Carers

Create an attractive opportunity for working parents and carers, with the implementation of Family Friendly work hours.

For example, create shifts between 9am to 3pm or 9.30am to 2.30pm; catering for parents and carers with school aged or small children.

This is currently in place at Boss Engineering, Thomas Foods and many other employers in our region.

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Best practice in attraction and retention – Examples from the Regions cont.

Pre-Employment Partnerships

This has been successfully implemented in a number of industry sectors, including hospitality, meat processing, care sector, construction and engineering.

The program aims to attract the right people for the right roles. It involves supporting candidates with work readiness skills (soft skills). Prepare candidates for the routine of going to work and builds awareness of the industry sector. It allows the employer and the candidate to identify if this is the right fit.

The program principles include creating partnerships between employers/industry and service providers including:-

- Barringirra (mentoring for Aboriginal and Torres Strait Islander People)
- Careers Network
- Local Jobs Program
- Registered Training Organisations
- RIEP Officers and School Careers Counsellors
- Training Services NSW (funded training for eligible participants)
- Workforce Australia providers
- And many more

In the workplace, the candidates start with a phased in three week onboarding program with shorter hours and family friendly hours for those who need it.

This also allows the candidate and the employer to address issues early.

Hint: It's important to not give up when the first thing goes wrong. Persevere. You'll need to have patience and take a mentoring approach. Remember to call on supports early; don't wait for the issues to escalate beyond repair.

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Best practice in attraction and retention – Examples from the Regions cont.

For young people - Try a trade, workplace visits and work experience/placements

Engage with schools via our RIEP officers; engage Careers Network to support work placement opportunities.

“Try a Trade” and workplace visits organised by our RIEP officers are a great way to connect with young people.

Go above and beyond..... one meat processing plant is attracting 15 year olds to work a Friday and Saturday shift; keeping their school week free. They pay young people adult wages and the result is an engaged workforce, with many staying on when they finish school.

Often workplace visits and work experience opportunities are a great lead in to traineeships and apprenticeships.

All the above are a great way to attract young people to your organisation and keep them there.

Question? What adaptations can you make to encourage engagement and retention of young people?

Here are a couple of examples of recent promotions by McDonalds Australia and CH Group.



Macca's Recruitment - Mates
Make It Macca's Brand 15"

[Example of adapting recruitment practices: McDonald's Australia "Makes Make It Maccas" Ads](#)



[Link to "Come join our team" ad](#)



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Best practice in attraction and retention – Examples from the Regions cont.

Retention Strategies

Do you know what motivates your workforce? Employers are adopting a range of strategies to cater for generational differences:-

- Not everyone is motivated by money - consider rewarding employees with additional time instead
- For those who need it, family friendly rosters are a great way to retain employees
- Are your values aligned? Consider if your organisation's values are aligned to your employees (people will leave an employer if their values are not aligned)

More strategies for your to consider:

- Pay tradespeople from the time they leave home (particularly attractive in a competitive trades market)
- For others, a share of the company profits is used to retain and also motivate staff to achieve targets
- For succession planning, giving employees the opportunity to manage for 3 months is a great way to help motivate staff and also gives them a sense of ownership
- Step away from the business for short stints; share the responsibilities and use this strategy to support staff retention
- This also builds succession planning strategies and understanding of the business needs

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Workforce Statistics

Overview - New England and North West Labour Market - from the National Skills Commission (August 2022)

Employed: **84,200**
Unemployment Rate: **6.6%**

Caseload

Total Caseload (15+): **8,902**
Mature Age Caseload (50+): **2,760**
Youth Caseload (15-24): **1,393**

Labour Market

This table shows the labour force status of people aged 15 years and over in New England and North West.

Full-time employed includes people who worked, or usually work, 35 hours or more a week in all their jobs.

Source: ABS Labour Force, August 2022.

Labour Force Status	Persons
Employed Full-Time	59,300
Employed Part-Time	24,900
Unemployed Total	5,900
Not in the Labour Force	57,200

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Workforce Statistics cont.

Industries - Share of total employment by industry

This table shows the distribution of workers across industries

Source: ABS Labour Force, August 2022.



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Industry	New England and North West	New South Wales
Health Care and Social Assistance	18.0%	14.2%
Agriculture, Forestry and Fishing	17.6%	2%
Education and Training	14.3%	8.2%
Construction	7.9%	8.6%
Public Administration and Safety	7.0%	6.0%
Accommodation and Food Services	6.3%	6.6%
Retail Trade	5.9%	9.9%
Electricity, Gas, Water and Waste Services	4.5%	1.2%
Manufacturing	3.3%	5.6%
Financial and Insurance Services	2.8%	5.8%
Other Services	2.4%	4.1%
Transport, Postal and Warehousing	2.0%	5.2%
Professional, Scientific and Technical Services	1.8%	10.4%
Arts and Recreation Services	1.8%	1.8%
Administrative and Support Services	1.3%	3.3%
Rental, Hiring and Real Estate Services	1.2%	1.8%
Mining	0.8%	0.8%
Wholesale Trade	0.7%	2.7%
Information Media and Telecommunications	0.4%	1.9%



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Workforce Statistics cont.

Full-time and part-time employment by industry

Full-time employed includes people who worked, or usually work, 35 hours or more a week in all their jobs.

Source: ABS Labour Force, August 2022.



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Industry	Employed Part-time	Employed Full-time
Health Care and Social Assistance	6,500	8,700
Agriculture, Forestry and Fishing	2,600	12,300
Education and Training	3,800	8,300
Construction	1,200	5,600
Public Administration and Safety	300	5,600
Accommodation and Food Services	3,500	1,800
Retail Trade	2,400	2,600
Electricity, Gas, Water and Waste Services	600	3,200
Manufacturing	200	2,600
Financial and Insurance Services	300	2,100
Other Services	300	1,600
Transport, Postal and Warehousing	600	1,100
Professional, Scientific and Technical Services	800	700
Arts and Recreation Services	900	500
Administrative and Support Services	600	500
Rental, Hiring and Real Estate Services	400	600
Wholesale Trade	200	500
Mining	0	700
Information Media and Telecommunications	300	0

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Workshop Evaluation and Feedback

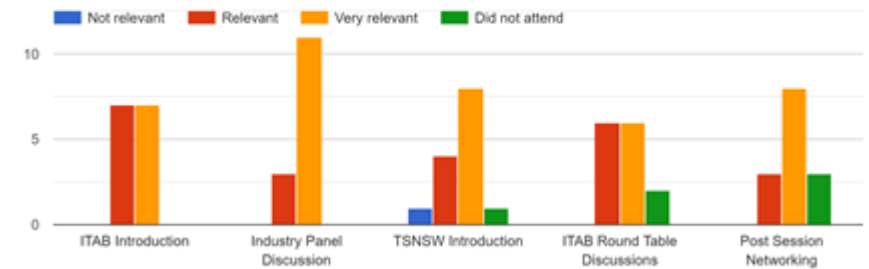
Comments

Large focus on engaging school leavers; suggestion to partner with employment service providers to hold information sessions for jobseekers (to attract, upskill, invest and retain people who are currently unemployed).

Recommendation to hold quarterly workshops on similar themes.

Suggestion to integrate good news from service providers in the agenda.

Which sessions did you find most relevant?



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What's Next

The Training Services NSW Team and Greater Northern Skills Development Group will debrief in the coming weeks to consider the next steps.

Future workshops will be designed with your feedback in mind. If you would like to see further discussions and collaboration on any of the topics discussed during the event, let us know [via this survey link](#).

Contact

If you have any questions regarding any aspects of the strategies or further training for your organisation, contact the New England Skills Brokers:

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