

## HR & RECRUITMENT NEWS

CareersMultiList delivers to our clients the highest quality talent via a franchise network of over **120 specialist recruitment companies** throughout Australia and New Zealand.

We hope you enjoy the current edition of our quarterly newsletter, which provides a brief snapshot of topical HR and recruitment issues.

*If you have any staffing or HR requirements, please contact your local, specialist CareersMultiList franchise member, or our head office on 1300 666 177.*

### Employment News

#### Unemployment drops again

The ABS Labour Force figures released in early November show a fall in full time employment, but a drop in the participation rate resulted in a fall in the unemployment rate to 4.6%.

Seasonally adjusted employment dropped 32,100 to 10,256,900. Full-time employment fell by 48,600 to 7,306,200 and part-time employment increased by 16,600 to 2,950,800.

The participation rate fell by 0.4 percentage points to 64.7%.

#### SMH Employment Forecast

Despite rate and inflation fears, the business outlook remains fairly strong. Company profits grew 11% between March 2005 and March 2006, helped by strong global economic conditions and continued heat in the Australian economy.

The Forecast for September to November 2006 was consistent with other industry reports, and some key results included:

- Jobs grew 2.4% over the year to June
- Unemployment is at a 30-year low
- Small growth forecast for the next two quarters
- The commodities boom is providing a tax windfall which is driving government expenditure, consequently jobs in education, health and community services, government administration and defence are all up

While the pace of growth will ease in the coming months, key employment drivers point to fairly steady conditions throughout 2007.

The full version of the September – November 2006 SMH Employment Forecast is available for download from [mycareer.com.au](http://mycareer.com.au)

#### Salaries up 4.1 per cent in past year and stabilising

Salaries increased 4.1 per cent over the past 12 months, but growth is slowing, according to Mercer's latest study on remuneration trends.

Mercer remuneration specialist, Ken Gilbert, said the latest report showed employers had shifted their focus from attracting new staff with higher salaries and were now looking to retain current staff with financial incentives.

"Now [new and existing staff] are on an even keel at 4.1 per cent, suggesting that companies are being more considered in dealing with the unique problems that come with the lowest unemployment in 30 years, an ageing workforce and growing skills shortages," he said.

The report also showed that staff turnover had decreased from 36 per cent last year, to 28 per cent.

Sectors reporting above average salary increases were mining and resources (up 56 per cent), construction and engineering (4.7 per cent), and energy (4.4 per cent).

Over the past year, employers have also increased the number of staff on "pay-at-risk" salary packages, the report found. This model used to be restricted to the most senior or high-performing staff, but was now being used more broadly.

"It makes sense in the current situation: organisations don't have a bottomless pit of money to meet wage costs, so the solution is to link pay to performance, keep fixed wage costs down, and be prepared to pay more where individuals deliver results," Gilbert said.

#### Engineers, trades and health professionals still in high demand

Engineers and tradespeople continue to top the most in-demand occupations, according to the RCSA's latest survey on skill shortages.

The top ten in-demand occupations identified by RCSA members were:

- non-building professional engineers
- non-building engineering associates and technicians
- building professionals
- electrical trades (building)
- business professionals
- non-building electrical/electronic trades
- building associates and technicians
- health professionals
- carpenters and joiners
- metal trades

*Articles courtesy of [shortlistonline.com.au](http://shortlistonline.com.au), Sydney Morning Herald and CareersMultiList*

### HR News

#### Measuring ROI of your employer brand program

With the increasing global awareness of the benefits of developing your employer brand to attract, engage and retain talent it is critical that firms have clearly defined metrics to measure the ROI of their employer brand programs. In simple terms what doesn't get measured doesn't get managed!

Employer Brand strategies must align with overall business activities and drive organisational growth that contributes to sustainable profitable growth and shareholder value.

We would encourage senior managers to develop a 'dashboard' of metrics that is relevant to their organisation rather than implementing a 'me too' ROI measurement tool.

Dashboards provide useful ways to include human capital measures in overall performance evaluations. There is no set standard of measurements that fits every organisation, nor should there be - all organisations are different.

Cost per hire, turn over rates, absenteeism, head count, engagement levels, time to fill, retention rates, time to productivity, total costs of labour to revenue, and candidate satisfaction rates are all examples of metrics that will assist managers to measure their ROI on employer brand programs.

Other less traditional measures include promotion readiness rating, external v internal hire ratio, performance ratings of newly promoted managers and manager/executive failure rate.

*Courtesy of Brett Minchington, author of Your Employer Brand attract-engage-retain, available at [collectivelearningaustralia.com](http://collectivelearningaustralia.com)*

### Recruitment News

#### Prep candidates for interviews to improve hire rates

If you know the people you're sending to interviews are perfect for the roles, but your hiring managers disagree, here's how to 'prep' your candidates so they interview well.

According to US recruitment expert Lou Adler, effective and professional 'prepping' helps make sure the best candidate gets the job, not the best interviewee or the person who might have the best qualifications, but not the right personality or attitude.

Candidates who have been well-prepped are more confident and provide more thorough answers, creating a better first impression.

Here are the five key steps Adler recommends for prepping candidates:

- 1. Make sure your candidates know their own strengths and weaknesses.** Have your candidates write down their four or five strengths and one or two weaknesses. They should write a short, one-paragraph example of an accomplishment using each strength, and with the weaknesses, write about a specific situation where they have turned that weakness into a strength or have overcome it.
- 2. Learn the "universal answer."** Most answers during the interview should be about one-to-two minutes long. Any longer and the interviewer will lose interest and consider the candidate boring or self-centred, while a too-short answer will make a candidate look superficial, incompetent, or lacking



interest. Most candidates talk in generalities, but specific examples are much more convincing.

3. **Have the candidate write up two significant accomplishments.** To improve their verbal pitches, also ask your candidates to prepare brief write-ups for their two most significant accomplishments. Most candidates get a little nervous in the opening stages of an interview, which can result in temporary forgetfulness. The write-ups will allow for better recall of this critical information.
4. **During the interview, get your candidates to ask the "universal question."** Discussions about major accomplishments should dominate the interview session. Since most interviewers don't ask about this naturally, your candidates can get them started.  
Make sure your candidate has a list of insightful questions to ask, such as "What does the person in this job need to do to be considered successful, what's the biggest problem that needs to be addressed right away, what kind of resources are budgeted already, why is the position open, and how have you developed your team members?"
5. **Ask for the job.** At the end of the interview, have your candidate tell the interviewer that they are interested in the job, and would like to know what the next steps are.

Courtesy of [recruiterdaily.com.au](http://recruiterdaily.com.au) and [CareersMultiList](http://CareersMultiList)

## In the Courts

### Work Choices amendments announced

Assisting Workplace Relations Minister Joe Hockey recently announced a range of proposed changes to the federal Work Choices legislation. The changes to be made by regulation as soon as possible are intended to clarify points of the legislation, and remove some unintended consequences from the wide-ranging new Act.

The five main changes:

- protect redundancy entitlements for 12 months after the termination of an agreement, unless a new agreement replaces the previous one;
- provide that leave payments be calculated on basis of ordinary hours worked (not incorporating overtime or other extra payments);
- provide a "default right" for employers to stand down employees if work was not available due to circumstances beyond the control of employers;
- allow employers and employees to agree to cash out some accrued personal/carers' leave provided a "reserve safety net" of 15 days accrued leave is maintained; and
- streamline record keeping requirements so that employers won't have to keep records of all hours worked for employees on fixed wages, although payslip and superannuation records will still be required.

### What to do when CV fraud is detected

CV fraud is becoming increasingly common but there are a range of steps employers can take once it is discovered, says employment law specialist Peta Tumpey from Hunt & Hunt.

"Workplace fraud is a very real problem in Australia and the consensus among specialists in the field is that not enough employers are protecting themselves sufficiently by deploying fraud detection and prevention strategies," said Tumpey.

She said the two most common types of fraud are CV fraud (in which people misrepresent particular qualifications in order to secure a job) and timesheet fraud, which occurs when employees claim overtime or hours they have not worked.

Timesheet fraud is more prevalent in industries requiring shift work and irregular working hours.

CV fraud, where candidates lie about tertiary education or past work experience, had become more common in recent years as tertiary qualifications became more widespread and important in recruitment.

She said good background checking could reduce the likelihood of CV fraud and should include:

- full past employment details stretching back as far as 10 years;
- details of qualifications (including sighting original degrees, certificates etc);
- personal identity details, including any changes in name or address;
- credit rating details; and
- references from previous employers (verified by landline rather than mobile phone).

### What to do when CV fraud is detected after the appointment

One option is dismissal, because employees engaging in CV fraud had "breached their duty of faith and honesty" to their employer.

However, if their work performance was adequate, employers should discuss the issue with them and note it on their file.

"It can be a sticky situation," said Tumpey, but employers should always raise the matter with the employee.

She said in cases where recruitment companies failed to adequately reference candidates, employers may have recourse to a legal action against them. However, this would depend on the terms of business of the contract between the employer and recruitment company.

Courtesy of [shortlistonline.com.au](http://shortlistonline.com.au) and [CareersMultiList](http://CareersMultiList)

## Safety Matters

### Getting students to work safely

The Australian Safety and Compensation Council (ASCC) recently released *Getting Students to Work...Safely*: guiding principles for health and safety education for students in transition from school to work.

The guiding principles were developed in consultation with a wide range of stakeholders from occupational health and safety (OHS) and education authorities across Australia.

"The guiding principles are aimed at educators and education policy makers. They outline six key principles for teaching health and safety to students preparing to enter the workplace and provide references for educators to relevant resources in each state and territory," said the Chairman of the ASCC, Mr Bill Scales.

"Schools have an important role in workplace health and safety education because they can reach young people on a large scale and they are increasingly incorporating work-related learning experiences and programs into their curricula."

"As increasing numbers of young people are entering the workplace while still at school, be it through employment, work placements, vocational education and training (VET) or structured workplace learning programs, it is important educators use this new resource to plan and evaluate current health and safety education programs," Mr Scales said.

The ASCC is working collaboratively with the Department of Education, Science and Training in regard to OHS in VET, certification and licensing, and school to work transition. Every high school and education department in Australia will receive a copy of the guiding principles.

You can download a copy of *Getting Students to Work...Safely* from the ASCC website at [www.ascc.gov.au](http://www.ascc.gov.au)

## Franchise Member News

### Network expands in Australia and New Zealand

The CareersMultiList franchise network continues to expand with several new franchise members inducted in the first half of FY07. This brings the total number of offices to over 130 (several franchisees have multiple offices) and a workforce of over 1,000 Principals, specialist consultants and support staff.

We are now covering more than 40 sectors and almost every work-type. Most importantly our offices are working cohesively to help each other fill really difficult positions in which the skill-set is rare, or there is a recognised candidate shortage. Our leading edge *Hot Jobs* and *Hot Candidates* technology allows us to flag vacancies and high quality candidates across Australia and NZ, providing a faster and more effective recruitment solution for our clients.

### 2007 Breakfast Seminar Program

We are delighted to announce that CareersMultiList head office and our franchise members will be hosting several breakfast seminars (quarterly), covering some of the most topical and current issues in recruitment and HR.

- Topic 1 – *Building a Strategic Talent Management & Acquisition Plan*
- Topic 2 – *Secrets of Building a Strong Employer Brand*
- Topic 3 – *Optimising the 'Over 40s' Talent Pool*
- Topic 4 – *Models of Engagement in the War For Talent*
- Topic 5 – *Accessing International Talent*

For more information about the breakfast seminars in your area please contact your local CML franchise member (specialist recruiter) or our national marketing co-ordinator on 1300 666 177.

## CML Overview

### CareersMultiList benefits for large employers

The innovative CareersMultiList *Managed Supplier* model provides tangible benefits for large employer organisations with diverse recruitment requirements:

- Centralised access to a huge range of experienced, *industry-specialist recruiters*
- A *single contact point* for job ordering, account management, reporting, invoicing & payment
- Access to a greater volume of quality candidates via our unique *MultiListing* process
- Performance management of *standardised recruitment processes* and service levels
- A comprehensive range of Psychometric and HR support services
- A single, *competitive pricing structure* plus significant reduction of indirect recruitment costs



*Regain control of your recruitment processes, costs and results - contact your CareersMultiList franchise member or our head office on 1300 666 177 to discuss your recruitment options.*

Find more jobs and recruiters @  
**CareersMultiList.com.au**

