

Employer of Choice

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Agenda

- Why an employer of choice?
 - Australia's changing workforce
 - Turnover
- Employer of choice – definition
- Research
- Examples of employer of choice initiatives
- Evaluating your organisation
- Questions / Comments



Australia's changing workforce

POPULATION GROWTH	
TODAY	1%
2051	-0.14% TO 0.71%

AGING POPULATION	
2011	15% over 65 years old
2021	18% over 65 years old



Reducing workforce

- Low labour force participation rates among older workers
- More parents leaving the workforce: work/life balance
- Birth rates continue to fall
 - = profound effect on the war for talent

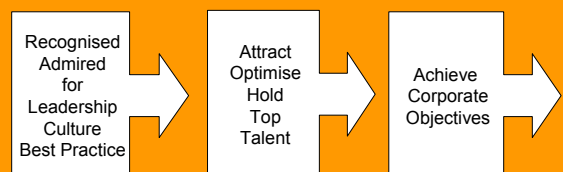


Turnover

US\$46 000 per year job replacement cost
= US\$78 000



Definition



Employer of choice strategies

- September 2000 Virgin Blue Airlines launched
- Aug 2001 Air NZ offered to buy VB for US\$250 million
- *“Richard if you don’t take this offer we will put the money into Ansett and they will wipe out Virgin Blue in 6 months!”*
- Branson publicly declines offer
- 5 days later Ansett closed down



Employer of choice strategies

- Good leadership
- Healthy corporate culture
- Challenging work environment
- Excellence in rewards and recognition
- Continuous learning and development
- Succession planning/career progression
- Quality of life at work
- Work life balance
- Respecting people




Research Study: Attract

- Career development
- Business ethics
- Progressive management
- Effective internal communication
- Employee recognition and reward system
- Training opportunities
- Social conscience



Research Study: Retain

• Exciting and challenging work	48%
• Career growth, learning and development	43%
• Working with great people and relationships (boss)	42%
• Fair pay	32%



Research Study: Leave


Top 3 reasons people leave:

- Offered a promotion in another company
- Significant increase in base salary
- Lack of career advancement/development opportunities



Employer of Choice

- Exciting challenging work environment
- Development and learning opportunities
- Career progression



Work life balance

Work/life balance:

- 1974: 1 in 18 males > 11 hours per day
- 1997: 1 in 8 males > 11 hours per day
- 1974: 1 in 6 females felt rushed
- 1997: 7 in 8 females felt rushed



How to...

- Review what you can do
- Talk to your staff
- Get *buy in* from the top
- Implement change
- Create challenges



Attract, develop, retain talented employees who take pride in delivering exceptional service in a progressive working environment



Career development



Career development



Rewards and recognition



Rewards and recognition



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Be Well programme



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Be Well programme



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Building a culture



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Building a culture



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Evaluating your organisation

- Employee opinion surveys
- Staff focus groups
- Staff retention
- Staff turnover
- Ability to attract good candidates

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Questions / Comments

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