



# ATTRACTING AND RECRUITING THE PEOPLE YOU NEED

## Why think about attraction and recruitment?

Having great employees is not just about luck. Implementing well planned attraction and recruitment strategies pays dividends for small and medium enterprises, who do not always have easy access to a large pool of potential employees.

Attraction and recruitment is about how to attract the right people from the widest possible sources. This may involve redefining your job structures and recruitment and selection methods. It may also mean considering a more diverse group of male and female employees such as mature-aged workers and people from different cultural and ethnic backgrounds.

## Positive business reputation

The reputation and image of your business can be a key factor in attracting top performers to work for you. By promoting your company's unique values, culture and opportunities, prospective employees can gain an insight into what it's like to work for you.

If the brand of your company is well known and respected in the market place you are more likely to attract a larger pool of quality candidates for job vacancies.

Working to engage and motivate your existing employees is also critical in the attraction of quality talent, as they are your most powerful source of advertising and testimonials.

## Think about your competitive advantage –

Before recruiting, think about what employment benefits you can offer that would be attractive to prospective employees.

Factors considered attractive to new recruits include:

- a positive business reputation;
- training and development opportunities;
- flexible work arrangements;
- competitive salary and benefits; and
- a positive workplace culture.

Importantly, make sure your business has a process and the ability to fulfill all the benefits and work options that are promoted to prospective employees.

## Training and development opportunities –

A skilled workforce is an essential component of a successful business. Providing your employees with the opportunity to develop both personally and professionally is crucial in equipping them with the skills to meet the needs of your customers now and into the future.

Offering training and development also demonstrates your commitment to your staff's future which can help them to feel valued and to develop loyalty towards your business.

For information on the full range of training options available to Western Australian employers visit the Jobs and Skills WA website at [jobsandskills.wa.gov.au](http://jobsandskills.wa.gov.au)





## Flexible work arrangements

Workplace flexibility is about when, where and how people work. It is fast becoming an essential part of creating effective organisations and profitable businesses. Flexibility in working hours, including part time options, can meet both business needs and support employees in work, family and life commitments.

For more information to help make your workplace more flexible visit the Department of Commerce website [commerce.wa.gov.au/labourrelations](http://commerce.wa.gov.au/labourrelations)



## Competitive salary and benefits

Your business is more likely to attract the best employees by offering a competitive salary and benefits which are comparable or better than your competitors.

In addition to attractive remuneration incentives, employee benefits may include gym memberships, health insurance discounts, childcare assistance and salary sacrifice arrangements towards superannuation and other benefits.

## Workplace culture

Businesses seen as enjoyable places to work have a competitive edge in attracting highly skilled staff. This is an important consideration in a competitive labour market.

A positive workplace is characterised by shared behaviours and values underpinned by respect that supports employee engagement, innovation and creativity.

Job seekers are also likely to be attracted to a business that has a respected place in the community and ethical dealings with its staff, customers and the community.

Benefits of getting attraction and recruitment right include:

- increased productivity;
- attracting the best and brightest talent;
- lower absenteeism rates; and
- improved financial performance.



For more information, resources and practical tools to help you plan, attract, recruit, manage and retain a skilled workforce visit [jobsandskills.wa.gov.au/resources-employers](http://jobsandskills.wa.gov.au/resources-employers)