

ARE YOU AN EMPLOYER OF CHOICE... OR AN EMPLOYER OF LAST RESORT?

TOP TIPS FOR ATTRACTING & RETAINING STAFF

5 Things employers of choice do consistently....



REBECCA FING



WHO AM I

- Rebecca Fing
- Consulting business + retail business + family farming and freight business
- The numbers
 - 20 years helping businesses with WHS & HR
 - Physically been on over 500 farms
 - Helped to over 2000 business



5 Things
employers of choice do
intentionally, consistently
and differently....

THERE IS NO SILVER BULLET



THE CURRENT STATE OF PLAY

According to the Grain Growers Limited Annual Survey

- 3rd most important issue of producers behind input costs and markets and pricing
- 31% of grain growers looked to fill roles on their farms in the past 12 months
- Average grower employs 3 full times employees and 2 part time
- 17% of employers source workers from overseas
 - Top 5 countries of origin – Germany, United Kingdom, France, New Zealand, Denmark



WHAT MAKES AN “EMPLOYER OF CHOICE?”

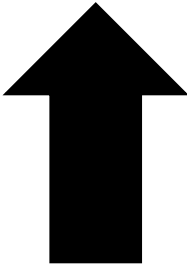
- Clarity of business direction and clear business goals
- Appreciation for human capital
- Legally compliant
- Clear guidelines, policies and procedures
- Effective communication
- Consistency, reliability and predictability



1. FOCUS ON BUSINESS & WORKFORCE PLANNING & CULTURE



**VISION & MISSION
BUSINESS GOALS**



**PATH TO GET
THE JOB
DONE!**

POSITION DESCRIPTIONS
SYSTEMS & STRUCTURE
CODE OF CONDUCT
BUDGETS

VALUES
POLICIES & PROCEDURES
HANDBOOKS & INDUCTIONS



BUSINESS STRUCTURE & DIRECTION

- What is the structure?
 - Is it clear and communicated?
- Are lines of reporting clear?
 - Are there any triangles in your workplace?
- Right people in the right jobs?
 - What are the grounds for promotion?



AGRICULTURE OFTEN PROMOTES GOOD “OPERATORS” TO SUPERVISORY ROLES!!

- **NEWS FLASH: Good operators are not always good supervisors/managers**
 - The skill set is NOT THE SAME!!!!
 - Two important questions:
 - Do they want the job?
 - Do they have the skills?



2. THINGS HAVE CHANGED!

UNDERSTANDING WHAT THE TEAM WANT...

- Different generations
- Changed expectations
- No hot coals!!!
- People ARE NOT lucky to have a job!



MONEY IS THE GIVEN!

These days... we need to offer more!
Live to work? Or Work to live?

- Time & Flexibility
- Personal growth and development
- Progression / Brightness of future
- Challenge & Variety
- Business opportunities?

*Are you building their dreams
or are they building yours?*



CAN YOU BUCK THE TREND?

Consider creative employment structures

- Drive in, Drive out
- Job Share
- Alternate hours and days
- Employment for partners
- Business opportunities (share farming, contracting)



3. RECRUIT EFFECTIVELY

- It's a marketing exercise!

KNOW YOUR SELLING POINT

- 3 strategies

- Sales
- Speed
- Desired qualities

- Advertising in the right places

- Talk the talk, Walk the walk and your recruitment will be done for you!



CAST THE NET WIDER

- International schemes
 - Short and Long Term
- Local
 - Consider unskilled
 - Rolling door of gap year students?
 - People who don't know they want a new job



THINK CREATIVELY

- Farm stays – come and try
- Outline detailed skills development opportunity
- Promote local sporting/cultural opportunities
- Offer employment for partners and spouses
- Employee referral programs
- Collaborations with Educational Institutions – holiday work + contribution to fees in exchange for graduate role
- Wellness and Worklife balance initiatives
- Family incentives –shared governess, boarding school support?
- Is remote work possible?



ONBOARDING & INDUCTION

They came... but they don't have to stay!

Create a great first impression from the start!

- Be prepared and organised
- Be welcoming
- Be compliant

YOU HAVE THEM ON PROBATION,
THEY HAVE YOU ON PROBATION



4. PROVIDE A PROFESSIONAL, COMPLIANT WORKPLACE

- Follow the Fair Work Act
 - Industrial relations compliance
 - Awards and agreement in place
 - National employment standards
 - Administrative processes to support the workforce
- HR Policies and procedures
- Provide a Safe Workplace
- Psychologically safe



GET THE PAPER TRAIL RIGHT!

HR process/docs provided	HR Process/docs collected	WHS Processes in place
<ul style="list-style-type: none">• Business mission, vision, values• Code of conduct• HR Handbook/Policies (Privacy, social media, hours of work, leave, bullying harassment)• Contract or employment• Fair work information statement• Pay Slips	<ul style="list-style-type: none">• Hours of work/ Time Sheets• Personal details/ next of kin• Medical declaration• Visa Verification• Income tax information• Superannuation	<ul style="list-style-type: none">• WHS Induction• Training• Emergency preparedness• Hazard identification• Risk assessment• consultation• Injury reporting

5. MANAGE YOUR BUSINESS!

- Setting expectations
- Communicating effectively
- Direction, guidance, clarity and support
- Coaching and mentoring
- Providing training
- Reward and reprimand



- Plan your workforce...
- Roll with the times...
- Recruit well...
- Run a professional show...
- Manage your business!

SUMMARY

IMPLEMENTING THESE

**5 THINGS WILL RESULT IN A BUSINESS CULTURE
THAT ATTRACTS AND RETAINS STAFF**





Any Questions



BEC FING housepaddock@bigpond.com or 0427107234

