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MEDIA RELEASE

Candidates command in the war for talent

Candidates are the new clients according to recruiters who are realising that candidate care will be critical to their success as the talent crunch bites harder.

Tania Evans, Business Manager of WorkPro, an e-learning and online information management system, said the skills shortage has shifted the balance of power in favour of the candidate. This has led to a growing consciousness among recruiters that they need to respect candidates' time and ease the burden of pre-employment processes when placing them in a role.

"Over the next four to five years, employers and recruiters alike are set to face increasing workforce pressures, particularly as the skills shortage continues in Australia's resource rich hot spots. Moreover, recent research from consulting firm Mercer, found by the year 2012, the ageing population will see the number of people in the workforce heading towards retirement age (55+) increase by 14 per cent, while, those aged 25-54 will increase by only 5 per cent," Ms Evans said.

"Keeping up with increasing demand for work-ready candidates requires recruiters to nurture talented individuals over the lifetime of their careers.

"Those that are ahead of the market are finding innovative ways to spend less face-to-face time on transactional processes, allowing more time to engage with the candidate and their needs," Ms Evans said.

Ms Evans said there is a noticeable trend towards recruiters adopting more efficient processes using technology, reducing the convoluted process that candidates are taken through before being placed in a role, and cutting the time cost for both parties.

"Since the development of WorkPro, we've seen an increasing number of employers recognising the need to offer more time-efficient yet effective pre-employment services to the candidate," she said.

WorkPro, which has been developed in response to the recruitment industry's need for one centralised training and candidate verification system, has almost doubled in growth since May last year, with company registrations increasing from 159 agencies 12 months ago, to 282 now using the system to replace traditional paper-based induction and assessment processes. Similarly, Ms Evans notes candidate registrations have jumped from 3,312 at this time last year, to 27,787 now using the system.

"Recruiters are seeing the bottom-line benefits of allowing individuals to complete their job application form and required learning and induction training online, and from a convenient or remote environment. For the candidate, it means when they are required to visit the recruiter's office, they can expect to get the best value for their time.

“Spending more quality time with candidates and giving them a better feel for the client’s culture, as well as understanding their career value proposition, provides an opportunity to create a more positive recruitment experience,” she said.

Ms Evans said recruiters are finding time-saving services such as WorkPro, are attractive to candidates. Using WorkPro, job seekers are able to induct themselves and enter their personal information through a system in a one-off process. Candidate records and information is then trackable for future use, avoiding the need for repetition and minimising induction-fatigue.

Case study:

Recruiters such as CQ Nurse are seeing the benefits in adopting the WorkPro technology, which is helping the niche recruiter keep up with high demand for skilled nurses in rural areas, allowing them to create a pipeline of work-ready candidates.

Katrina Caban, Education Coordinator at CQ Nurse, said WorkPro is helping its consultants place nurses in new roles in a matter of hours.

“We adopted the WorkPro system because of its portability. The ease and accessibility of using the system has meant our nurses can induct themselves from wherever they are around Australia, and our response to clients has been faster as a result,” Ms Caban added.

“One of our nurses completed two training modules whilst waiting for a flight connecting her from Brisbane to a remote area where she was to commence work,” she said.

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About WorkPro:

WorkPro is an online e-learning and workforce information management solution, currently specialising in the delivery of Occupational Health and Safety (OHS) and Equal Employment Opportunity (EEO) induction training.

The system represents industry best practice in the mitigation of workplace risk and assists employers in delivering mandatory workplace training information to employees and contractors (as well as on-hired employees or ‘temps’).

WorkPro combines the delivery of tailored and standard learning modules and centrally stores candidates’ employment information for future-proofing, for example, residency status or prior learning assessments. It also facilitates the verification of employees’ personal, employment and career-related information.

Media Contacts:

Danielle Murdolo
Media Consultant, Buchan
03 9866 4722 or 0403 688 980
dmurdolo@bcg.com.au

Tania Evans
Business Manager, WorkPro
03 9864 6017 or 0415 294 183
tevens@rsagroup.com.au