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Ralph Shreeve,  
Group Managing Director

*Recently, global market research firm AC Nielsen completed some consumer research for us assessing recognition of our brands Ross and Julia Ross.*

*In brief, the results of our market research showed that even though our Ross brand is only six months old, in our strongest markets, it already has brand recognition at levels amongst employed, white-collar workers that is very similar to some brands that multi-national competitors have spent decades building.*

*Furthermore, when considering the Ross brand, 43% of jobseekers said that Ross was a company they would speak to when seeking a new position – contract or permanent. When considering how many jobseekers there are in your city and converting that percentage, it demonstrates the volume of candidates that our Information Technology, Executive, Specialist and Professional divisions within Ross are accessing.*

*In relation to our Julia Ross brand, the research revealed that in our strongest markets, it has amongst the highest recognition in our sector. Of jobseekers, 46% said that Julia Ross was a company they would speak to when seeking a new position – temporary or permanent. Once again, a percentage conversion shows the flow of candidates that are available to you when you commission Julia Ross for your next vacancy.*

*However, the pre-eminent brand position Ross and Julia Ross have secured in the marketplace is only one part of the story. Genuine brand strength doesn't come from advertising. It comes from consistently delivering high quality outcomes day in, day out. Ensuring that we achieve this for all of our clients, all of the time remains a key focus for me and I welcome any feedback on this subject that any of our clients wish to share.*

## economic update

by Glenn Meekin, Chief Financial Officer

Treasury has lifted its growth forecast for Australia and is confident inflation will remain benign, however there is an expectation that the labour market will slow.

The government expects that increases in household spending coupled with robust international conditions will support strong economic growth over the next year, although a continuing drought will weigh down on the outlook.

It has been forecast that the economy will grow by 3.75% in 2007/08, up from an expected 2.75% result for this financial year. The increase will be due to rising household consumption, business investment and increasing exports. The government expects the consumer price index to ease from 2.75% this financial year to 2.5% per annum over the next four years.

However, unemployment is expected to rise from its 31 year low of 4.5% to 5.25% at June 2008. The anticipated increase in unemployment will be due to slowing jobs growth – down from 2.5% in 2006/07 to 1.5% in 2007/08.

Source: Australian Financial Review, 9 May 2007 – "Solid Growth, Benign Inflation" page B10, Author - Adrian Rollins.

## HR update

by Michele Jones, Employee Relations Manager

### Accessing the skills of a Global Workforce

At times our clients require the skills and abilities of staff that are in short supply and difficult to find in some locations. As a result, the use of "457 class" business visas is increasing, as businesses turn to the global market to increase the depth and range of employee competencies and experience they can access.

Larger international recruitment specialists, such as Ross and Julia Ross are well placed to assist businesses to locate valuable overseas staff, as we not only have access to an international candidate base through a wide, global network of offices, but also offer clients support services such as our own visa assistance department and allocated visa placement with the Department of Immigration. Additionally, a recruitment company often has a relationship with contract management companies, which also facilitate working visas for clients and candidates.

As immigration laws are frequently changing in this area, large recruitment companies with access to a number of resources can be a useful starting point for businesses having difficulty finding suitable local staff.

## training tips

by Mary Strain, National Learning & Development Manager

### First Fifteen Minutes: Success or Failure

The best way to get where you are going is to make a plan for the trip. A presentation is similar to taking a trip. The audience needs to know where they are going, how they are going to get there, and what you expect them to do.

One way to calm the “fears of the unknown”, which we all experience in every new situation, is to answer the following questions in your presentation opening:

- Why am I giving this presentation?
- What is this presentation about?
- Who is the audience?
- Why is the topic important to the audience?
- What makes the topic important to me the presenter?
- How am I going to deliver the material?
- What expectation do I have from the audience?

By developing your opening remarks around these questions, you will indirectly establish a structure, calm the audience's fears, and establish a degree of direct and honest communication.

Starting is difficult, yet the first few minutes is your window of opportunity to establish your style, and the tone and the tempo of the presentation. The participants will be watching and judging. They want you to succeed and they want you to know what you are doing. To keep your presentation organised, remember to:

- Give clear instructions
- Use variety in delivery
- Promote interaction
- Be consistent in thought and word
- Fit your examples to the audience

Source: “Delivering Effective Training Sessions” McArdel, Geri

## legal briefs

by Michele Jones, Employee Relations Manager

### Confused about Industrial Relations at the moment?

Lately it seems the industrial relations policies of the major political parties in Australia changes almost on a daily basis. Will there be flexible statutory industrial instruments such as Australian Workplace Agreements or will we go back to an award based/common law environment, with its associated inflexibility?

Fortunately, the fundamentals of clear, efficient workplace rules do not change. These principles are:

- What are the ordinary hours of the business? This is not the operating hours of the business but rather the hours that the employee does not work as “overtime”. These hours are paid at base rates and do not attract any extra loadings, unless they are worked as part of shiftwork.
- What working hours are considered to be “overtime” and what will be the extra payment, if any.
- If the hours of operation of the business are such that ordinary hours will need to be worked outside of the standard hours of work, ie at nights or on weekends, then what additional loading will be paid, if any.
- If extra loadings are not going to be paid for overtime or shiftwork, then is the rate of pay sufficient to attract employees to work such hours.
- What payment arrangements will apply for any work on public holidays?
- Are these arrangements clearly communicated to all parties involved and are they in legally binding documents?

Usually these six areas are the main employment conditions that need to be addressed at any worksite. Ross Human Directions can work with clients to implement a variety of arrangements applicable to Ross' temporary workforce that will assist clients in achieving their financial and operational objectives.

## ohs update

Ross and Julia Ross are Workforce Partners for the Australian National Prescribing Services' upcoming “common colds need commonsense, not antibiotics” campaign.

This is the campaign's seventh year and Ross and Julia Ross are on board as part of our focus on employee well being, which also includes arranging and providing Influenza Vaccines, in many locations, ever year to those of our in-house team who wish to take part.

It is commonly understood that over-use of antibiotics negatively affects our immune system and encourages the development of so-called “superbugs” which are antibiotic-resistant and can present a threat to workforces such as ours. The National Prescribing Service campaign this year is targeting working women, especially working mothers – a key interest group for many organisations. We look forward to working with our internal teams, our contractors and temporaries working on client sites, and where possible our client organisations, to support this excellent public health initiative.

## spotlight on philip crowe



Philip Crowe joined Ross Human Directions at the beginning of this year in the new position of Group Sales Director. Philip brings to the role extensive experience in Recruitment and HR Solutions, with seven years' experience in the Recruitment Industry supported by a further three years in senior management on the client side. Philip is a Civil Engineer and also holds an MBA. Prior to stepping into a Recruitment Industry career, he spend many years working in Europe, Australia and the USA on significant infrastructure projects.

He migrated from Ireland to Australia in 1995 and since that time, clients Philip has worked with include Qantas, NSW Government, Caltex, Honeywell and Onesteel. The breadth of expertise he brings to our team and our clients is demonstrated by this background.

We have been delighted to welcome Philip to our team and he is making substantial contributions to clients across both our Ross and Julia Ross brands in areas including:

- continous improvement
- service innovations
- new product offerings
- ensuring best practice
- identifying cost saving opportunities

Philip's key accountabilities are in Account Management, Client Service and Business Development. He is based in our Castlereagh Street office in Sydney and welcomes the opportunity to be in touch so please call him with any questions or requests.