



# WORKFORCE BLUEPRINT

*How to attract employees in times of labour and skills shortages plus upscaling the people aspects of your business #tourism #hospo*

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# Thanks to the South Australian Tourism Commission



**Government  
of South Australia**

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South Australian  
Tourism Commission

Q. Easy or difficult? To attract and recruit right now?

1. Very difficult
2. Somewhat difficult
3. Neither easy or difficult
4. Somewhat easy
5. Very easy



# What do you need to consider as an employer?

1. Salaries and benefits
2. Hiring process
3. Online presence
4. Retention
5. Talent management
6. Attraction
7. Growth and development
8. Engagement
9. Social inclusion and diversity



# Salaries and benefits

1. Review
2. Benefits
3. Benchmarking
4. Suggestions
5. Simple ideas



# Hiring process



ABC News ✓

2 d · 🌐



Walking down the street in small tourist towns like Beechworth and Bright, almost every cafe or shop has a "help wanted" sign in the window.



abc.net.au

**'Pretty much at crisis level': Rental squeeze hits regional hospitality workforce**

👍🙄 1K

363 comments 134 shares 🧑🗨️

👍 Like

➦ Share

# Hiring process

Q. Why would someone want to work at your business/organisation?

Q. Is your hiring process smooth, organised and without stress?

Q. How can you explain your key points of difference as an employer?

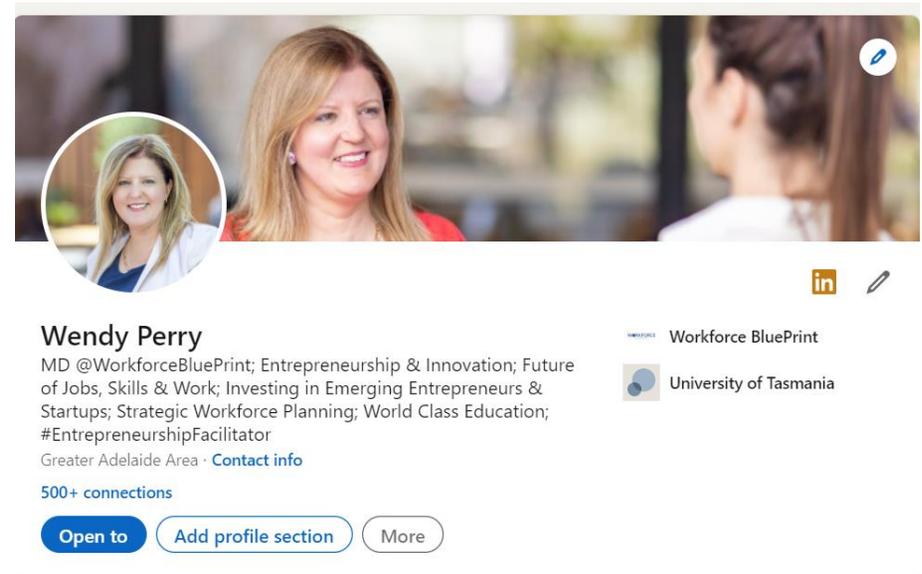
Q. How can you provide a job preview?

Q. How do you help people to get to know one another?

Q. How do you support new employees through onboarding?

# Online presence

1. Facebook Business Page
2. Instagram
3. LinkedIn – key people, employees, business profile
4. Reviews (Google, Facebook, search)
5. Website



# Online presence – profiling your team and partners

 **The Duke of Brunswick**  
April 17 at 12:57 PM · 🌐

Happy Easter from us to all of our dob family.

We're still shocked that it seems like we're finally coming out the other end of this pandemic madness. It's a very surreal feeling to see everyone's faces again! Just like all hospitality businesses it's genuinely surprising to all of us that we made it through relatively unscathed.

We know that it's only with the support of all of you that it was possible so thanks from the bottom of our hearts for standing by us and keeping the lights on.

We know that the majority of people are excited to be mask free but please respect that it's peoples decision to still mask up if it makes them feel safer.



11:51 📶 4G 🔋

 Search

 **David Doudle** · 1st  
Company Owner at Australian Coastal Safaris  
12h · Edited · 🌐

What a weekend!  
So good to have 160 very keen day trippers from Adelaide & beyond, to fly in & explore, taste, discover & experience our Tasting Australia event in stunning Coffin Bay.

Many thanks to the events team [South Australian Tourism Commission](#), the incredible [Linda Ross](#) in assistance of putting this together with our [Australian Coastal Safaris](#) team, along with the regular suspects [Gavin Myers](#) of Myers Seafood, [Astyn Reid](#) of Coffin Bay Marron & [Linda Hank](#) from Experience Coffin Bay, for a very memorable 2 days. And to our newbies, a genuine highlight & surprise to many (not us...), Ben & Caro from Coffin Bay Spirits for keeping us all refreshed throughout the day!  
Looking forward to doing it all over again next year! 😊

#love #tasting #australia #food #wine #gin #seafood #adventure #traveller

Australian Traveller Media Rodney Harrex Adam Ross  
Tourism Australia Phillipa Harrison Naomi Blacker Dylan Swincer Zoe Bettison MP Jennifer Schmidt Erik de Roos  
Travel Weekly Phil Hoffmann AM



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# Groups



## Port Pirie Buy Sell Swap

Private group · 13.1K members

Cancel request



Group by Jobs in Adelaide

## Jobs in Adelaide

Public group · 76.2K members

Join group



About Discussion Featured Topics People Media



Write something...

Photo/video

Poll

### About

Join the leading Jobs group in Adelaide to maximise your chances of finding work.

We welcome you if you are a job seeker looking for a job in A... See more



## Port Pirie Rant 'N' Rave

Public group · 1.5K members

Join group



About Discussion Featured Topics People Events Media



Write something...

Photo/video

Poll

### About

This group is for people to have a Rant and/ or Rave about things they like or dont like or businesses they have had good or bad experiences wit... See more

#### Public

Anyone can see who's in the group and what they post.

#### Visible

Anyone can find this group.

#### General

### Featured



Trace Stephens

July 2, 2021 ·

#### "Group Rules"

This group is for people to have a Rant and/ or Rave about things they like or dont like or businesses they have had good or bad experiences with. Zero tolerance to bullies so No bullying other members or you will be removed. You can have your say about anything or

#### Rules

Here's what members group.

1 Group Rules, pl



### Recent media



# Retention

*What can you include in your retention strategy to attract top talent, keep valuable employees, reduce turnover, and lower your costs?*



# Talent management

Are you addressing:

- Overwork
- Long hours
- Burn out
- Mental health issues
- Depression
- Stress

1. Reward
2. Recognition
3. Referrals



# Attraction

Pre-qualified, potential employees that could come from ex-contractors, alumni, and those referred by employee networks (spotters fee).

Consider:

- your location
- cost of living
- traffic and transport
- housing for purchase and rental
- worker relocation incentives
- networking opportunities



# Attraction

Would you like to see families enjoying time out with each other and having fun? (Agreement)

Perhaps you remember how much you loved the fairground, the Royal Show and going on rides? (Recall) Maybe the merry go round, mini golf or water slides are your thing? (Softening with options)

If you'd like to be part of people having fun with memorable parties (Call to higher place) then please get in touch via xyz email, website, socials.

# Growth and development

1. Education and training
  2. Entrepreneurship and intrapreneurship
  3. Employee-recognition events
  4. Enjoyable group activities
  5. Apprenticeships and traineeships
  6. Internships and work placements
  7. Conferences and memberships
  8. Individualised learning plans
  9. Well defined career promotion paths
- 

# Engagement

1. Culture through action
  2. Job description
  3. Interview
  4. Existing employees – preferences and suggestions
  5. Flexible working arrangements and working remotely
  6. Working remotely with good internet connection
  7. Utilising local coworking spaces
- 

# Engagement



Financial Review ✓



1 d · 🌐

A four-day week, unlimited annual leave and the payment of a quarterly office stipend helped consumer fintech InDebted to seize the title of the 2022 AFR Best Place to Work.



afr.com

**Why InDebted is Australia's best place to work**



84

30 comments 8 shares  ▼

# Social inclusion and diversity

How can you tap into new, diverse workforces?

Do you need to consider the need for a contingent workforce?

Can you offer flexibility and working from home options?

Seeking out highly skilled talent migration?

Childcare options and school holiday programs?



# Social inclusion and diversity



**Business SA**

20,198 followers

5h · 🌐

In a move welcomed by Business SA, young backpackers will be able to help business owners and employers fill vacancies across the state.



**Business SA | SA welcoming back young UK and Irish workers**

business-sa.com · 2 min read

👤 You and 5 others

3 shares

👍  
Like

💬  
Comment

➦  
Share

✉️  
Send

# Scaling up

A. Strategy

B. Execution

C. Cash

D. People

1. The Leaders

2. The Team

3. The Manager



# Connect and takeaways



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