

Talent Attraction and Retention in Regional/Small Communities

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AUSTRALIA



Talbingo Pop. 500
Cooma Pop 5000
Emerald Pop 15000
Weipa Pop 5000
Mount Isa Pop 30000
Dubbo Pop 50000
Townsville Pop 170000
Kempsey Pop 30000



A Tale of Two Cities

**Kempsey
and
Port Macquarie**





Port Macquarie, Pop 70000



Kempsey, Pop. 30000



Kempsey Images



	Kempsey	Port Macquarie
Population	35000	70000
Growth	1%	2.50%
Unemployment	18%	3%
Hours (Driving) to Sydney	6	5.5
Daily Flights to Sydney	0	12



	Kempsey Shire	Port Macquarie City
Staff Numbers	260	500
Staff Turnover	18%	3%
Fill Time (Recruitment) Days	84	49
Unplanned Absence (Days) per Employee	6	11
Average Overtime (HRS) per Employee	0.3	2
Staff to Population Ratio	134	140

% Staff who live in Shire Boundaries (Local)

61%

94%



Our Talent Attraction/Recruitment Strategies

Branding

Quicker Recruitment

On-Line Processes

Essentials v Ideals

24/7 Enquiries

Local Strengths (Home Prices)



Our Talent Attraction and Retention Strategies

Overtime not Flexitime

Real Education Help

Workforce Compaction

Branding

Localisation Strategies

Partner Support

Competitive



Results (4 Year Time Frame)

Workforce Reduction/Costs

Turnover 18% to 7%

Local Workforce 61% to 79%

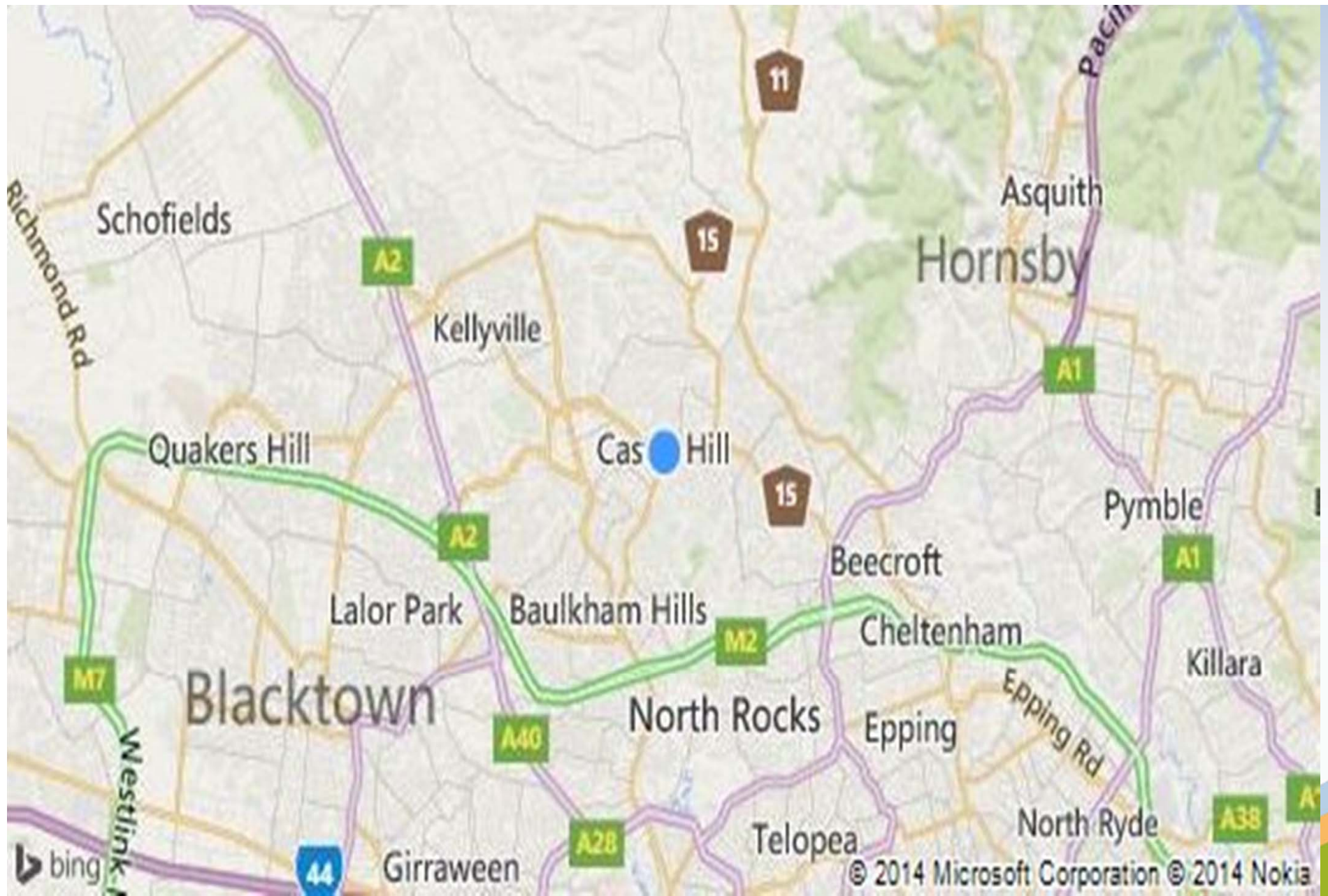
University Campus Opened



Case Study 2

- The Hills - The Jewell in the Bush





bing

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Strategies (5 Year Time-Frame)

Overtime/Workforce Compaction

Employee Engagement

Localisation Strategies

Faster Competitive Recruitment

Education Encouragement

Customer Service Survey and Staff Ideas

Lean/Six Sigma – First Council in Australia

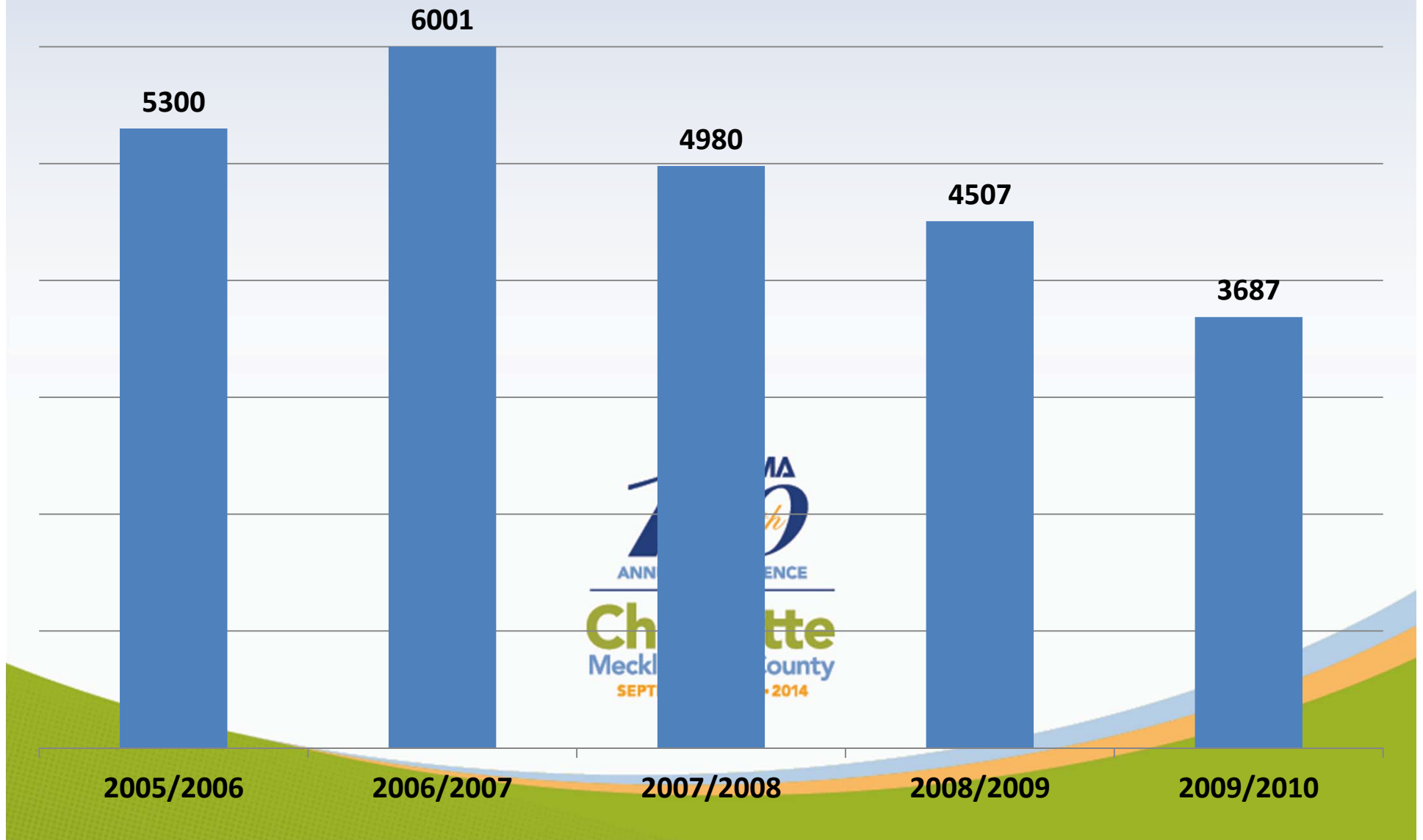
A\$250000 Recruitment Advertising to Employee Development



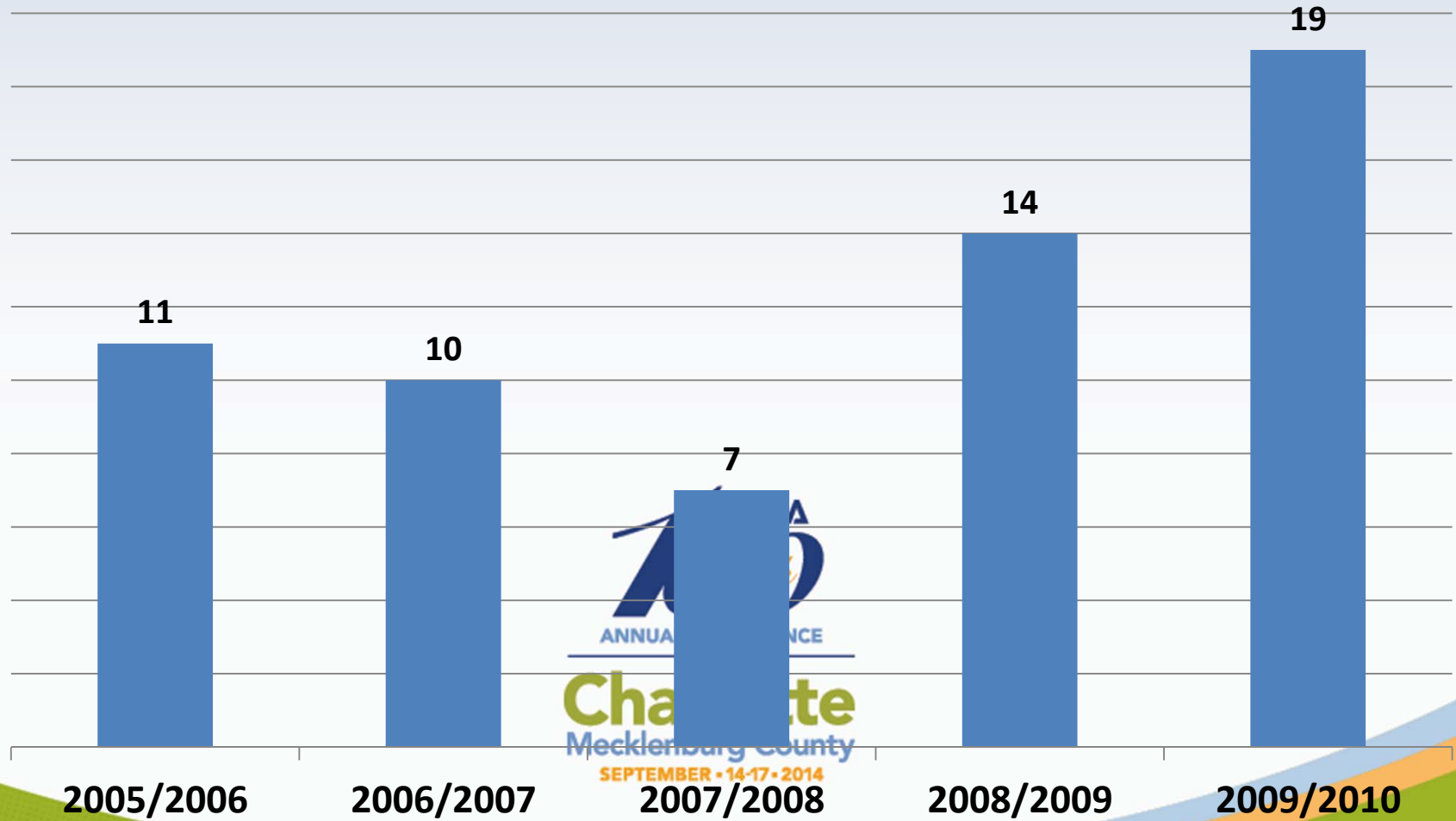
Results (5 Year Time Frame)



Recruitment Time (Lost Service Days)

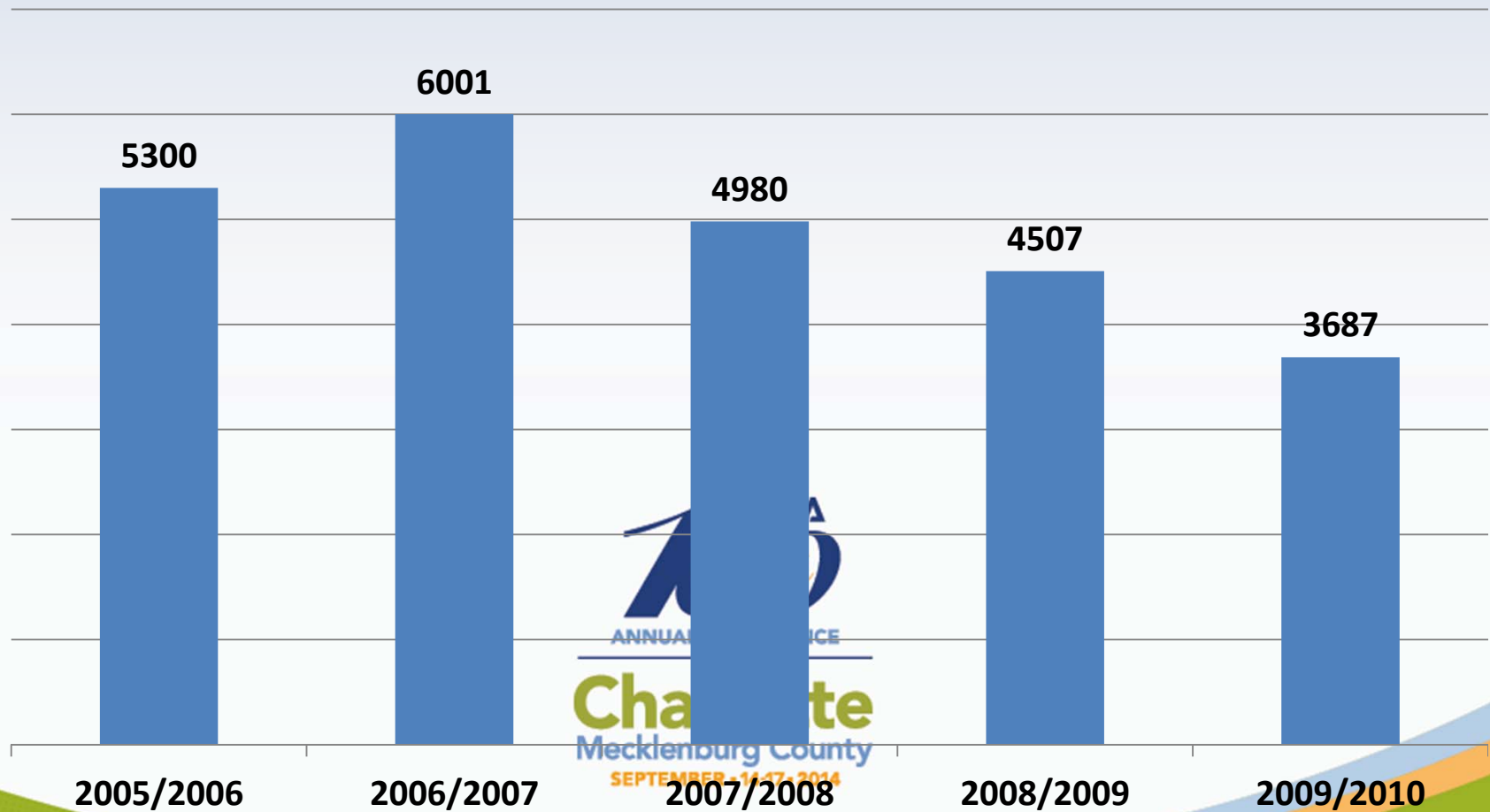


- Training Days per Employee

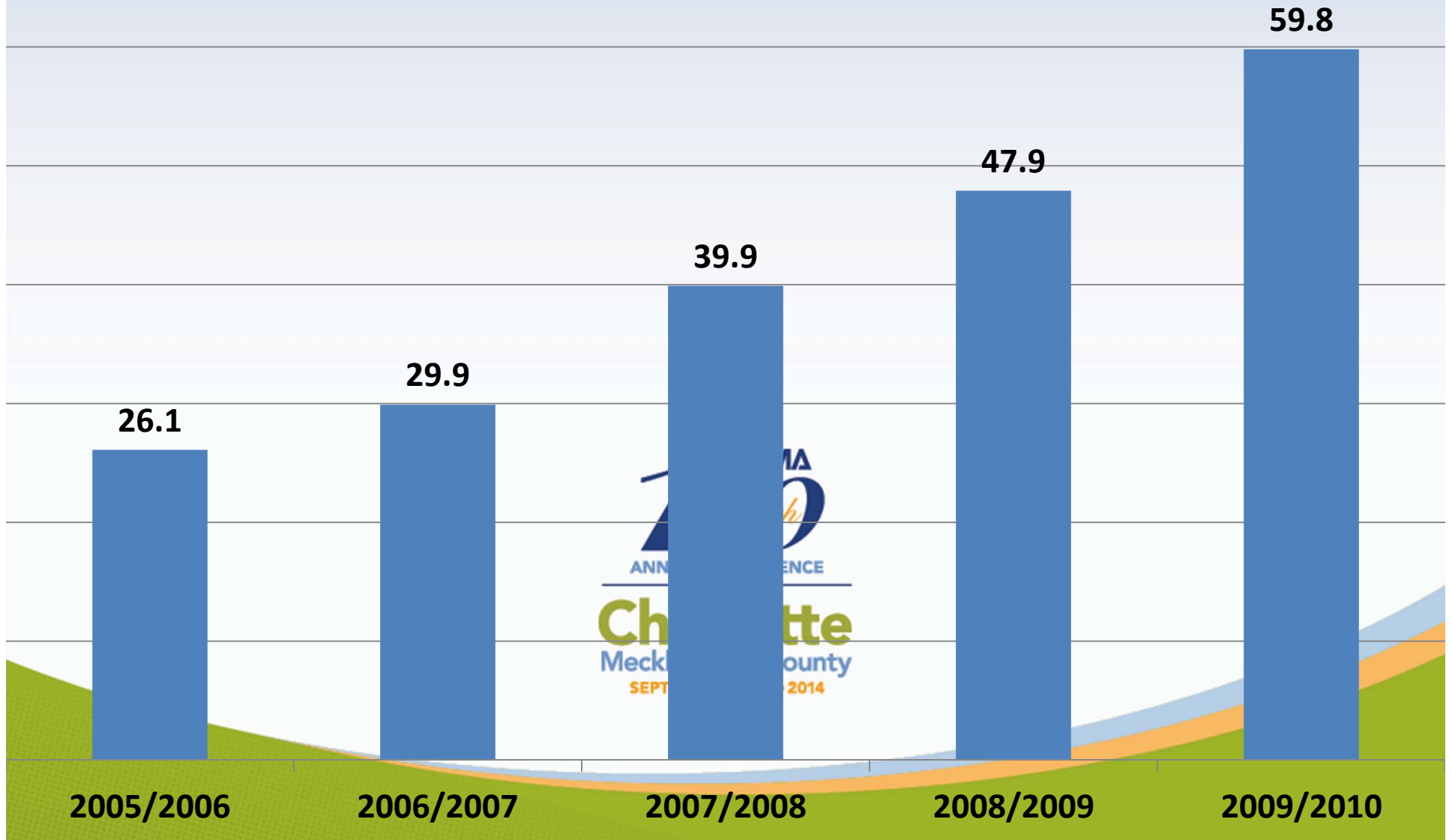


因病假及意外事故損失的工作日

Sick/Unplanned Days Per Employee

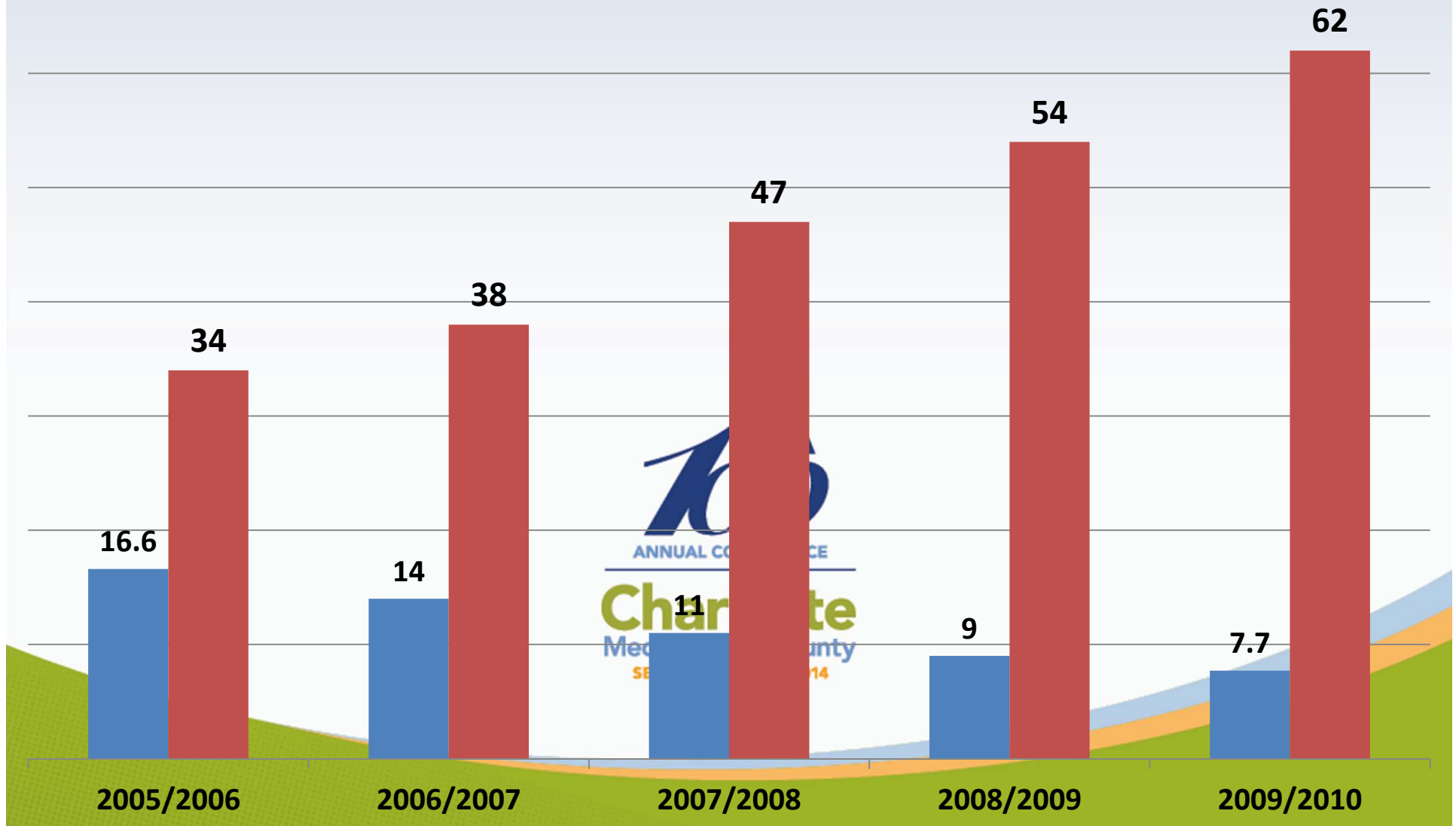


- Internal Appointments (%)



■ Lost Service Days (1000's)

■ Top Level (%) Customer Satisfaction



Key Take Aways

- **Workforce Compaction**
- **Localisation Strategies**
- **Innovation and Education**
- **Be Competitive**



The logo features the text "ICMA 100th ANNUAL CONFERENCE" centered against a light blue background with white fireworks. The "100" is in a large, blue, stylized font, with "th" in a smaller, orange, cursive font. "ICMA" is in a blue, sans-serif font above the "100". "ANNUAL CONFERENCE" is in a blue, sans-serif font below the "100".

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