



Keeping Good People in the New Labour Market

National Disability Services
Living in the West Conference

Pamela Weatherill

www.pamelaweatherill.com.au

Pamela Weatherill
& Associates



Sound familiar?

- *“At the end of some days I feel I have spent more time & energy on trying to appease the staff than I have on providing a quality service to clients.”*
- *“I am so desperate to keep good staff that there are days I feel like the staff could blackmail me!”*
- *“These days I sometimes feel like I am employing people simply because they have a pulse and a clean Police Certificate.”*
- *“I would love to pay staff more. My hands are tied on that one. Now I’m afraid if I keep pandering to staff needs the client needs will suffer.”*

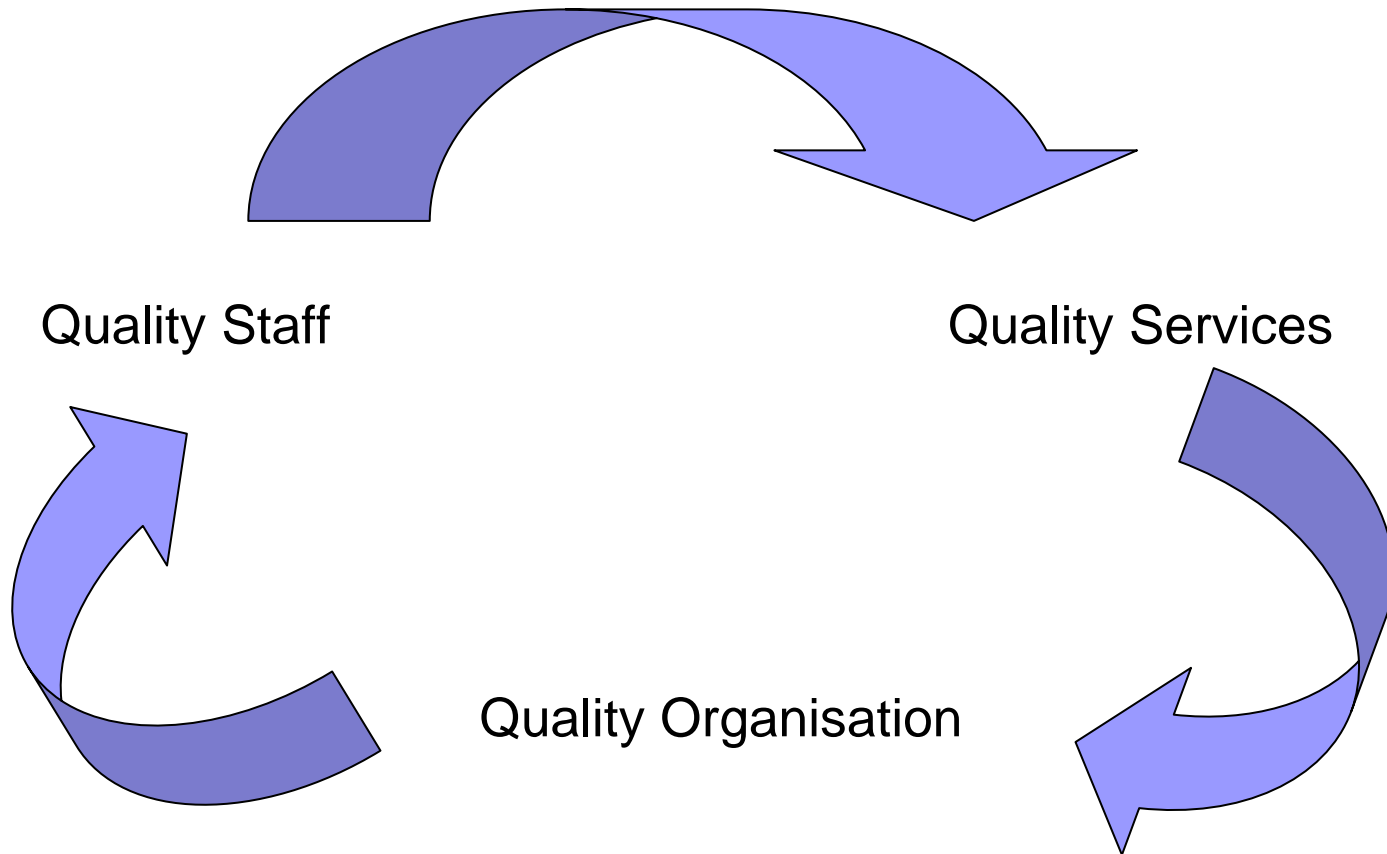


Keeping Good People Seminar

So what is today's session about?

- The link between quality workplaces and quality client services.
- Looking at how we got here – What is the 'New' labour market?
- Who is in the new labour force?
- How to design quality workplaces for the new labour force.
- Strategies for attracting and retaining staff in the new labour market.

Quality Services Need Quality People





So What is this 'New' Labour Market?

- Australia has experienced more than a decade of sustained economic growth and prosperity.
- Population Ageing leading to skilled labour shortages
- June 2008 the official unemployment rate was 4.2% **In W.A. it is 3.1%**
- Rising demand for increased quality of skills across all sectors.
- Rising demand for the number of skilled people.



The Gap

- Increased need for employees (esp Community Services Sector) vs the availability of skilled labour in all sectors.
- Currently Community Services & Health Sector employs 10% of population
- Need for such employees will grow to 13.4% by 2011 (Productivity Commission).
- Competition with other industries for workers – wage & conditions competition with other sectors



So who is left to employ?

- ‘Non traditional’ employees
- Potential unskilled staff likely to have poor skills across the ‘minimum life skills for modern life’ – i.e. literacy in prose, documents, numeracy, problem solving and health.
- Leading to a ‘new’ diversity in the workplace.



Who is the New Labour Force?

Multiple generations in **one** workplace from:

- * **Babyboomer** (1946-1964 & 26% of population)

This includes the new 'stepped retirees'

- * **Gen X** (1965-1979 & 21.5% of population)

- * **Gen Y** (1980 – 1994 20.5 % of population)

- * **Up & coming Gen Z** (1995-2009 will be employment age 15 in 2010)



Who is the New Labour Force?

- Parents returning to the workforce
- Career Changers
- Mature Age & 'Sandwich' Generations
- Stepped retirees
- Migrant – Interstate or Overseas
- New Career
- Underemployed/Unemployed
- People with Disabilities
- Students with multiple jobs
- Disillusioned & reluctant worker



Designing Quality Workplaces

- How to attract quality staff ...
- How to retain quality staff ...
- How to manage multiple workforce employee types ...
- Thinking beyond legislation and awards ...



So what brings you to work?

- Challenging
- Interesting
- Supportive
- Flexible
- Proximity
- Conditions
- Relationships
- Self concept
- Values
- Career Pathways
- Training and education



Generic 'Quality Workplace' Elements

- Creative recruitment & employment practices
- Training – on the job, mentoring, off site
- Maintaining legal and award standards
- Flexibility and shift work
- Organisational and sector USPs
- Relationships with others – especially management
- Wages (including salary sacrificing & super/tax breaks)
- Image and PR