

# Winning over workers is

Clever companies that attract and keep staff were recognised at the CareerOne Queensland Excellence Awards this week, writes **Elizabeth Allen**

ADVERTISING campaigns to find intelligence analysts for ASIO and to attract staff to Queensland Health are among the winners of the inaugural Queensland Excellence Awards.

The awards, presented on Tuesday night by CareerOne and *The Courier-Mail*, recognise innovative and effective recruitment advertising and excellence in employment and training.

"We were very excited with the number and range of award entries received in the launching year of the CareerOne Queensland Excellence Awards," CareerOne business relationship manager Susan Ellis says.

"Even in this challenging economic climate, it was pleasing to see many Queensland employers focusing on recruitment and retention of staff by implementing innovative human resource policies and gaining high engagement with their staff."

Ellis says the Training and Education Excellence award entries demonstrated practical job training programs with strong job success rates, which impressed the judging panel.

TMP Worldwide, a specialist recruitment advertising agency, won Best Online Campaign and Best Print Campaign, in partnership with Queensland Health, for its efforts to woo skilled health professionals to the public system, to re-engage nurses who had left the profession and to attract school leavers to nursing.

TMP Queensland general manager Kate Nichols says the skilled workforce campaign had generated more than 2700 job applications between January and May this year.



**FAMILY FRIENDLY:** Seymour Whyte project engineer Joe Barker and project manager Alistair Pagan. Hudson Queensland's Selena O'Neill (top right) is New Recruitment Consultant of the Year.

The campaign to attract trained nurses saw visitors to a dedicated website treble in three months.

"Most impressively, nursing applications for 2009 increased 8.8 per cent over the last year," Nichols says.

TMP's innovative approach to attracting prospective intelligence analysts to ASIO also piqued the public's interest and captured the judges' votes for Creative Advertising Excellence.

The TMP campaign, aimed at attracting "strong thinkers and problem solvers", resulted in 2500 registrations of interest and 628 applications — up 30 per cent on last time. "Anecdotally, ASIO also reported a significant improvement in candidate quality," Nichols says.

Queensland-based civil construc-

tion company Seymour Whyte's approach to training and nurturing staff won it the Human Resource Excellence award.

The firm, which was ranked 26 in *Business Review Weekly's* top 50 places to work, uses two-way communication between management and staff, accommodates "family first" occasions and provides part-time work, job sharing and flexible hours.

Providing training for childcare workers as far away as Bamaga on Cape York helped win the Training and Education Excellence award for Queensland-based Australian Child Care Career Options.

The organisation is one of Queensland's largest early childhood training institutes and offers a range of

nationally recognised and accredited programs, delivered full time, part time and by distance education.

Established by Narelle Cossetti, ACCCO provides qualifications for assistants to managers of centre-based childcare, family day care and outside school hours care.

For First-Place International managing consultant Louise Baker, 35 years as a "hands on" consultant culminated in her being named Recruitment Consultant of the Year.

"I could have moved to simply managing the business. However, it's consulting that drives me," Baker says.

Her experience and commitment in placing senior and middle managers has earned her a consistent repeat business rate of about 80 per cent.



A long-serving executive recruitment consultant to Queensland's public and private sectors, Baker has placed more than 1200 people into jobs, and written and placed more than 1000 employment advertisements since 1973.

She prides herself on giving genuine feedback to unsuccessful candidates and provides a 12-month guarantee on all placements.

New Recruitment Consultant of the Year is Selena O'Neill, who joined Hudson Queensland in 2007.

A competitive runner in her spare time, O'Neill is credited with a creative writing style that accurately captures the profile of candidates, and a strong desire to be the best.

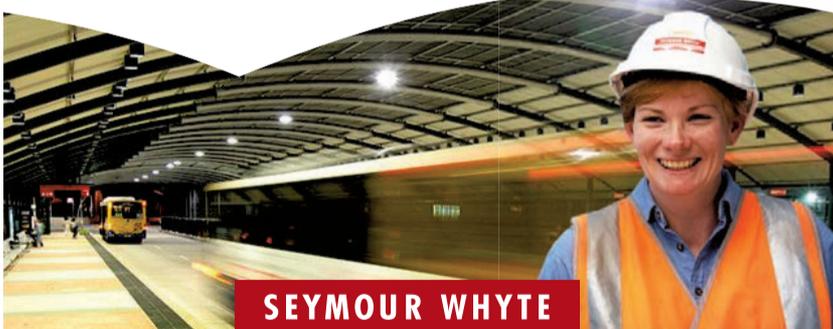
Her employer, Hudson Queensland, was named Recruitment Agency of the Year.

With a track record of 24 years in Queensland and Australia, the global business provides leadership and market information through forums such as the Hudson's Employment Expectations Report, 20:20 Series, Recruitment Focus and Salary Guides.

Winning the title of Recruitment Agency of the Year (Ad Agency) is The Face Euro RSCG, a specialist employer marketing agency.

"Quite simply, we help organisations communicate better to the talent they have and the talent they want," account director Liz Weeks said. "Our work revolves around attracting, engaging and retaining great talent."

Social pictures from the CareerOne Queensland Excellence Awards night  
»CareerOne p18-19



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