

MEDIA MONITORING

Article: Recruitment Challenges in 2010
Journalist: Iain Hopkins
Date: 17 December 2009
Outlet: Human Capital Online and E-Newsletter
URL: <http://www.hcamag.com/news/39328/details.aspx>



magazine

Great Performances Begin Here

[Home](#)
[Features](#)
[News](#)
[E-Mag](#)
[Opinion](#)
[Jobs](#)
[Profiles](#)
[Education](#)
[Directory](#)
[Subscribe](#)
[About us](#)

Recruitment challenges in 2010

With Christmas fast approaching, HR managers are beginning to look to the resourcing challenges of the year ahead. In the absence of a crystal ball we can never be sure what 2010 will bring us, but as the economy continues to recover and employment figures are more optimistic, it is likely the early months of the New Year will see an upswing in recruitment activity by major blue chip corporations.

There is a growing stream of expats returning to Australia as a result of a tightening in job markets overseas, especially in London, Dubai and New York. So it is likely a steady flow of talent will be available to meet employer demand. But this means local candidates will have to be quick off the mark to secure the best available opportunities. Conversely employers will need to be ready to snap up top talent early and proactively plan their talent strategy for the next 12-18 months. Despite the growing candidate market, top talent is still hard to secure so it's equally important for employers to be firm in their sourcing, attraction and retention strategies.

In this market we know attracting and retaining top talent is essential to success. For the majority of large organisations that were forced to make retrenchments during the GFC, retaining those long serving high-performing members of their workforce will be a key focus. These staff members were in many cases forced to take the brunt of the workload when their colleagues left. They are often seasoned professionals with a lot of the company heritage and history, retained because of their skills and abilities. Post GFC, and with the pressure coming off, retained employees will be expecting their just desserts, not to mention career support as their companies rebuild. Organisations will need to focus heavily on their people strategies to retain and reward these stalwarts. But organisations also must work on attracting new talent, helping take up some of the increased load and to assist in ensuring the company makes the most of economic opportunities.

HR managers and recruiters alike will need to act fast post New Year's celebrations. The New Year always brings with it a sense of change and new starts, and with the economic shadow of 2009 behind them candidates are already shopping around for their next opportunity. No longer do we experience the 'Christmas /New Year' downtime so my advice to employers would be to start looking to attract candidates now because, come 4 January, top talent would already have been on the front foot. Despite the pressures of the silly season - or maybe it is because of the pressures of the season - many candidates are scouting approaches right up until Christmas Day. This level of interest is well received by employers looking to hit the ground running as soon as the festive season ends.

Many recruiters and HR managers are forgoing extended Christmas lunches and working right up until Christmas Eve, with the phones running hot with candidates and emerging opportunities. There is a buzz in the air and level of expectation about 2010. This level of renewed confidence is an extremely positive sign for employers and candidates alike.

The savvy HR managers are also working hard during December to implement methods to assist in retaining key staff in 2010 to meet the expectations of the New Year. Strategies and policies around workforce flexibility, organisational culture and career progression opportunities will continue to increase as large corporations look to promote positive and forward thinking working environments in the knowledge that retaining the top talent is essential to long term growth.

Even though 2010 is bursting with potential, this is tempered with good, old fashioned commonsense. The market is more sensible about employing and rewarding the right people. In return, candidates are more measured about their expectations and their requests of employers. We see a solid return to activity in early 2010.

We wish you all the best of the season, and hope you have a relaxing holiday period. Make sure you start your 2010 rested and ready for action!

About the author

Hayley James is founder and director of Ampersand Executive

+ BOOKMARK & SHARE
Back

Read the latest issue online






NEW EURO PRODUCT

REFINANCE LOAN

This product has been created to:

- ✓ Assist borrowers to reorganise their financial affairs.
- ✓ Enable borrowers to overcome existing lenders demands that the loan be repaid immediately.

CLICK HERE