

Advanced Client Services Employment & Industry Report

THIRD EDITION 3RD QTR 2003

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Advanced Client Services are proud to be sending you the 3rd Quarter Edition of our Employment & Industry Report. The statistics presented here from the previous quarter reflect the current strength of our National Economy. Businesses nationwide have been greatly benefiting from the positive growth, and so have the job seekers. With unemployment running at a 13 year low, it is definitely a candidate's market as individuals searching for work have extensive choice.

The advice we give employers is to take a look at your stats, assess your current remuneration for your staff and try to ascertain whether your employees are not just satisfied, but happy with your work environment. By doing this it will indicate whether you will have employees that are productive and staying for the long term, or employees who are circling ads in Saturday's Sydney Morning Herald. If you have any questions regarding this information, or on any employment related issue, call Joel Hawkins on 9455 0390 or email Joel at marketing@acs.com.au.

TOP 5 EMPLOYMENT STATISTICS

These statistics have been improving each quarter so far this year. The Australian Economy has proven that it is extremely strong and continues to show positive signs that the growth will continue.

1. National Unemployment Rate

Unemployment Rate: 5.8% (August 2003)

Change: -0.3% (since May 2003)

As previously mentioned, this is the lowest recorded rate since our last recession 13 years ago. In August, an additional 81,000 people found work with 65,000 of these positions being full time.

www.abs.gov.au

2. Employment change

Employed Persons: 9,496,100

Change: -0.2%

<http://www.abs.gov.au/websitedbs/d3310114.nsf/4a256353001af3ed4b2562bb00121564/58ba6eb7feb12df74a2564a50083481d!OpenDocument>

3. Economy Size(Quarterly figures)

GDP \$m: \$183,696 June 2003

Change: +0.3%

<http://www.abs.gov.au/websitedbs/d3310114.nsf/4a256353001af3ed4b2562bb00121564/58ba6eb7feb12df74a2564a50083481d!OpenDocument>

4. National Average Weekly Earnings & Hours

Full time Private and Public: \$(AUS)936.90 (May 2003)

Change: +1.7% (since Feb 2003)

Average Full time hours Private: 40.8hrs

<http://www.abs.gov.au/websitedbs/d3310114.nsf/4a256353001af3ed4b2562bb00121564/58ba6eb7feb12df74a2564a50083481d!OpenDocument>

[http://www.ausstats.abs.gov.au/ausstats/free.nsf/Lookup/B2AEBC6BB2340DD6CA256D330008D25E/\\$File/61040_2003.pdf](http://www.ausstats.abs.gov.au/ausstats/free.nsf/Lookup/B2AEBC6BB2340DD6CA256D330008D25E/$File/61040_2003.pdf)

5. Inflation

Inflation Rate: 2.7%

Change: 0.7%

The success of our national economy has meant that inflation is slowly increasing. Recent studies by the Reserve bank confirm this. You find it by following the link below.

http://www.rba.gov.au/Statistics/measures_of_cpi.html

SNAKES & LADDERS (WHAT WENT UP & WHAT WENT DOWN)

Employment Type

An ongoing study by the University of Technology Sydney has provided some great data on the segmentation of the employment market between Full Time (continuing employment), Contract (fixed term), and Casual employment.

Continuing Employment: 56% (Full time % Probationary work)

Change: +0.4% (Since 2002)

Fixed Term: 9.8% (Contracted work)

Change: +1.6% (Since 2002)

Casual: 34.2%

Change: -2% (Since 2002)

Contracted work has slowly grown in the past three years but does not tend to be as dominant as its counterparts. Continued steady growth in full time employment is extremely positive for the economy, but it also indicates that the pool of quality candidates will be only half full with many employed. The drop of casual employment is extremely interesting, as it has been rapidly growing to date. A logical reason for this change again can be attributed to our strong economy and the fall in the unemployment rate.

<http://www.uts.edu.au/div/hru/policy/polplan/academterm.html>

Growth on Employment in the year to May 2003

Associate Professionals: +9.6%

Intermediate Clerical, Sales and Service Workers: +3.9%

Elementary Clerical, Sales and Service Workers: +3.8%

Unemployment Rate as of May 2003

Labourers: 8.8%

Elementary Clerical, Sales and Service Workers: 5.0%

Intermediate Production and Transport Workers: 4.7%

<http://www.workplace.gov.au/WP/Content/Files/WP/EmploymentPublications/AJRJULY2003.pdf>

SOMETHING FRESH

Transport Statistics

Most of us travel by rail or vehicle daily, but how many of us know the extent of the infrastructure that supports our daily travel.

In 2002, the transport industry contributed 4.9% to Australia's GDP, and employed 401,000 people. This contributed to 4.3% of total employment.

In our nation, there are 9,863,000 cars, 55,000 buses, 349,000 motor cycles and 1,720,000 light commercial vehicles travelling on our 808,294 km's of road.

Collectively Australians drive 190 billion km's a year.

<http://www.btre.gov.au/docs/trnstats03/trnstats.htm>

Testing the Psychological

Many have debated the use of psychological testing and it is quite often rejected on the grounds of being "irrelevant" or "unscientific".

However, recent progressions in techniques and an increased acceptance of this management tool are beginning to shift manager's views.

So what is Psychological testing? Psychological testing in the context of recruitment can be implemented in the Recruitment Selection Process (RSP) that seeks to determine if a candidate will match the requirements of the position that they seek to be employed in.

The purpose of psychological testing is not to determine capabilities, skills, or intellect; rather it is employed to unveil the underlying behaviours, values and attitudes that will indicate if the candidate will successfully fit into the workplace environment.

The testing can be viewed similar looking at an iceberg. In the interviewing stage of the RSP, all that can be perceived of an individual's personality is the tip. Psychological tests let you see the mass that is hidden beneath the surface that provides a greater understanding of the individual's personal traits.

In many circumstances, a candidate may have the qualifications, experience, and reference checks that indicate that the individual is perfect for a vacant position. However, their personality might not suit organisational culture. This is like entering a Volvo in into the Bathurst 1000 when the race is specifically for Commodores and Falcons.

The argument against psychological testing is that it either does not accurately measure an individual or that the individual can manipulate their response in a way that makes the test invalid.

Recent developments, however, prove this latter argument wrong according to Helen Carretta, Consultant for Opic.

"If an individual misrepresents themselves during the test, then the inconsistencies will show", Ms Carretta said.

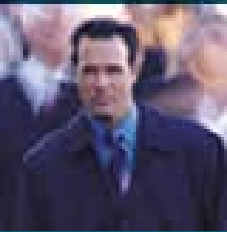
What psychological assessments do achieve is uncovering the Values and Beliefs, as well as the Drives and Motivations of an individual that cannot be obtained during an interview.

A common concern for employers is that candidates can put on a great face during an interview, but how do you know if their promise will match their future performance, and how can I gather an indication of the individual's potential?

"Contemporary testing can be tailored to deliver different information. Each test is constructed with guidelines so that it is reliable, valid, and relevant ensuring that it meets the desired objective. It is then compared to a set of norms so that the individual can be legitimately measured" Carretta said.

"The objectives of the test can be to measure their potential, ability to fit into a certain environment, and reveal some of their underlying values".

The test also collects data on two levels. The first is Typical performance, which measures personality, beliefs, values, interest, motivation and drive. The second, Maximum Performance, collects data on the individual's ability, aptitude, knowledge and potential.



Psychological testing is not limited to testing candidates for a vacant position. It can also be beneficial for your current staff as it can be used in ongoing development, coaching, training, succession planning, competency development etc.

In a market where retention and good recruitment are fundamental to business success, this form of testing may be the tool that helps you find the right people for the right jobs.

For further information contact Helen Carretta on 0409 244 712 or email her at helenc@opic.com.au.

FRIENDS OF ADVANCED CLIENT SERVICES

Each Quarter we have decided to feature one of our business partners that has an exceptional product or service. This quarter we are proud to introduce our good friends at Cicero Corporation.

Who is Cicero?

Cicero Corporation is a consultancy that specialises in sales and new business development strategy. By "Re-inventing the Sales Discipline" they allow businesses whose sales and growth have either stalled or wish to "move to the next level", to transform themselves into growing profitable businesses with a measurable bottom line and an ongoing quality improvement process comparable to world's best practice.

What Cicero do

Cicero independently conduct an initial no cost assessment on every client, which is intended to provide an overall and "situation report". After they report their findings should the client and Cicero agree there is further work to be done they then evaluate, monitor and report on the efficiency levels of an organisation's entire growth process including its sales force and sales & marketing material.

More importantly, Cicero provides and ensures an implementation plan that will be effective and sustainable for your business.

What Cicero delivers

- A detailed blueprint of your existing sales process.
- Detailed specifications of any technology required to achieve your growth targets.
- Correctly defined role descriptions for every individual and the right individual to match the role.
- Marketing and promotional recommendations.
- A holistic, fully implemented process that will deliver the required growth targets.
- A Cicero Sales Director to help manage and achieve your goals

To proceed

To move forward an initial assessment is the logical starting point. This can be done at no cost and will determine the scope of work required. Contact Jon Gray on 0413 0999 21 to explore an assessment for your organisation.

THE TOOL ROOM

Weather Report

Economic Forecasts & Links

Economic forecasts, like the weather, can be a hit and miss scenario, but with good information, reasonable assumptions can be made. The point of this section is to give you an indication of what the professionals are saying. You can't tell the future, but you always can be prepared.

All signs are pointing to an increased rise in the dollar, lower unemployment, and positive growth which will put pressure on the interest rate to maintain inflation. If you want a professional opinion, take a look at some of these sites. At ACS we can offer you the best sales candidates, but these guys know the economy.

The HSBC site

I found this site great. Very easy to navigate and find the stats that you want. I recommend that you have a look at this site if you want specific economic forecast data.

<http://www.hsbc.com.au/information/research/#aen>

Axis

The Axis site provides a great forecast summary of Australian Markets as well as Asian Markets.

<http://www.axiss.com.au/content/attractions/economy/performance.asp>

LINKS

Equal Employment Opportunities and Anti-Discrimination

<http://www.hreoc.gov.au>

<http://www.eowa.gov.au>

Occupational Health & Safety

<http://www.nohsc.gov.au>

<http://www.workcover.nsw.gov.au>

Unfair Dismissal

<http://www.airc.gov.au>

The Department of Employment & Workplace Relations

<http://www.dewr.gov.au>

The Australian Competition and Consumer Commission

<http://www.accc.gov.au>

Human Resource Links

www.workplace.gov.au

<http://www.fedinfo.gov.au/human>

<http://www.ahri.com.au>

EEO

<http://www.eowa.gov.au>

Superannuation

<http://www.business.gov.au>

For more Information on the Statistics referenced please refer to the following URL's:

Australian Bureau of Statistics

www.abs.gov.au

Australian Workplace

www.workplace.gov.au

HSBC

<http://download.hsbc.com.au/markets/anzweekly/oz030203.pdf>

ZD Net Australia

www.zdnet.com.au

ATO Tax Calculator

http://www.ato.gov.au/scripts/taxcalc/calc_standard_hire.asp

Australian Institute of Management

<http://aim.com.au>

ACS focuses on increasing our partners' productivity by delivering tangible benefits that save you time, money and stress. Our unique Twelve Point Action Plan enables an understanding of our partners' business and personnel needs to then provide high quality candidates who present a return on their investment. Visit our website www.acs.com.au to view this information or call on 9455 0390.

In any organisation, employees should be viewed as investments that are involved in the overall long-term company strategy. Therefore, the recruitment process, being short term in practice, has significant long term outcomes for organisations and must be performed in a manner that will provide our clients with a return on their investment. By utilising a company such as ACS, you will be benefiting from our unique process that will you save time, money and stress.

Research conducted by the AIM found that replacing a candidate would, on average, cost a business \$20,000 to replace. ACS have modeled that on average it costs \$7700 on time alone to replace an employee. At a recent RCSA breakfast, a panel of four HR managers, all from large multi nationals, unanimously agreed that in total it costs twice the employees salary to replace someone into that particular position.

It definitely pays to speak to the experts when it comes to recruitment. ACS has developed a unique 12 point action plan to ensure that you receive that best candidate for your position who will provide you with:

- Long tenure
- Be a high performer
- A return on your investment
- The personality that will match the culture of your organization

Advanced Client Services provides this information in good faith to the best of their knowledge. The information should not be relied upon for continued use as it will become obsolete. ACS will not be liable for loss resulting from any action or decision by you in reliance on the information provided.

NEXT QUARTER:

- **How to Develop Workplace Policy**
- **More Employment Statistics**
- **Fresh New Articles with links - save time searching**
- **Plus all of our regular segments**