Articles Form

Title
Workforce Planning for this years busy season

Featured Image

Content
Most business owners in the Kimberley region understand the need to have a flexible and adaptable staffing strategy. But usually that is simply knowing the busy and quiet periods and book ending those with ceiling and minimum staffing numbers.

Recruiting and retaining staff in the regions can be a real challenge some years with the flow of potential employees not always being as rich as you would like. Some years it is also a mismatch of skills and experience they bring, with the roles that you need to fill.

In those instances, being flexible and creative in how you look at future potential hires and where you find them may just make it a little easier for you.

You've probably already, posted on the noticeboards, and advertised on all the local job boards and agencies, as well as platforms like SEEK if you've got the budget. But what about a few different ideas that you may not have thought about.

Recruitment ideas that may just work:

- Leveraging other networks and staff experiences.

Talk to your employee's who have just left (hopefully on good terms). Ask them where they heard of the

job from, could they share on their own social medias, and would they have any suggestions (particularly overseas workers) for great places to advertise. If they have had a great experience and are willing to promote you as an “employer of choice”, the positive impact of that can really improve your chances of future recruitment, and return business.

- If you only need workers for the busy period, tap into the experienced market of travellers in the caravan parks. Sometimes that will be backpackers, but more frequently these days it includes grey nomads who are on a journey to the warmer weather and who come with a tonne of experience. They may not want to work full time, and may only be for 6 months, but the wealth of knowledge that comes with that could well be worth it.
- Part timers and school parents. We know the childcare places are in short supply, this means that it is really tricky for mums and dads to get back to full time work even once kids are at school. Consider ways that you might be able to take them on part time, or even consider job share. The networking which comes from the school gate and carpark drop off is excellent!

Being creative in how you approach your recruitment, as well as how new staff might be accommodated in your workforce plan, is essential in a market where the workforce is in short supply, being open to how you make this work for your business is a way to help make your business an employer of choice.