



**ITCRA:**

**“A recruiters guide to  
surviving the downturn”**

September 2009

A vertical photograph on the left side of the slide shows Uluru (Ayers Rock) in Australia. The rock is a vibrant orange-red color, illuminated by the low sun. The sky above is a deep blue with scattered white and grey clouds. The foreground shows some dark green desert vegetation.

# The Trends

**RIB REPORT**

Recruitment Industry Benchmarking



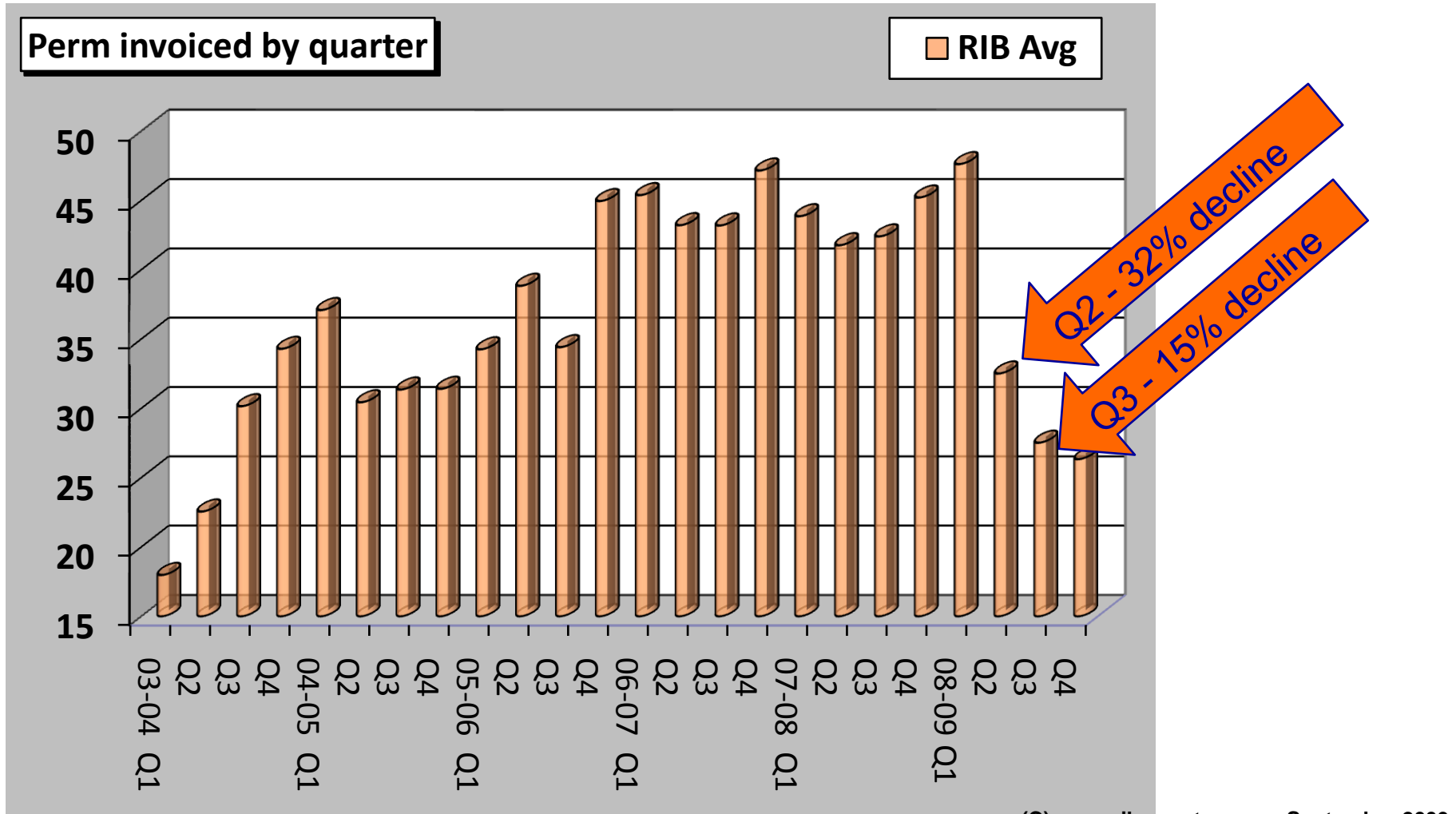
**“Economists have correctly  
predicted nine of the last  
five recessions”**

Nobel laureate Paul Samuelson

● ● ● | **Lead indicators are  
becoming positive again...**

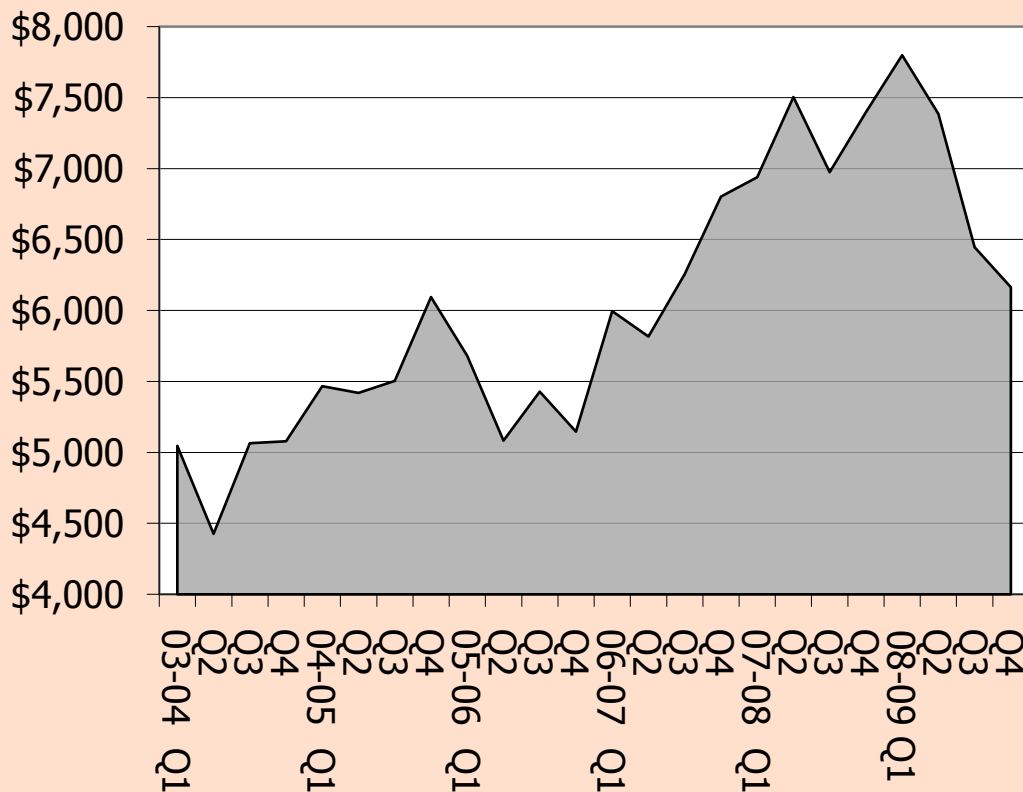


- Two quarters of decline followed by one quarter of stabilised activity
- 40 to 50% decline on levels of last year



■ Anticipate and deal with pressure on placement fees...

**Perm Avg Fee by Quarter**



08-09	RIB Average placement fee
Q1	\$7,800
Q2	\$7,400 a fall of 5% on Q1
Q3	\$6,450 a fall of 13% on Q2
Q4	\$6,160 a fall of 4% on Q3

# MOM Improves Recruiting..



**Before initiating recruiting for any position, take the time to help the hiring manager to define MOM**

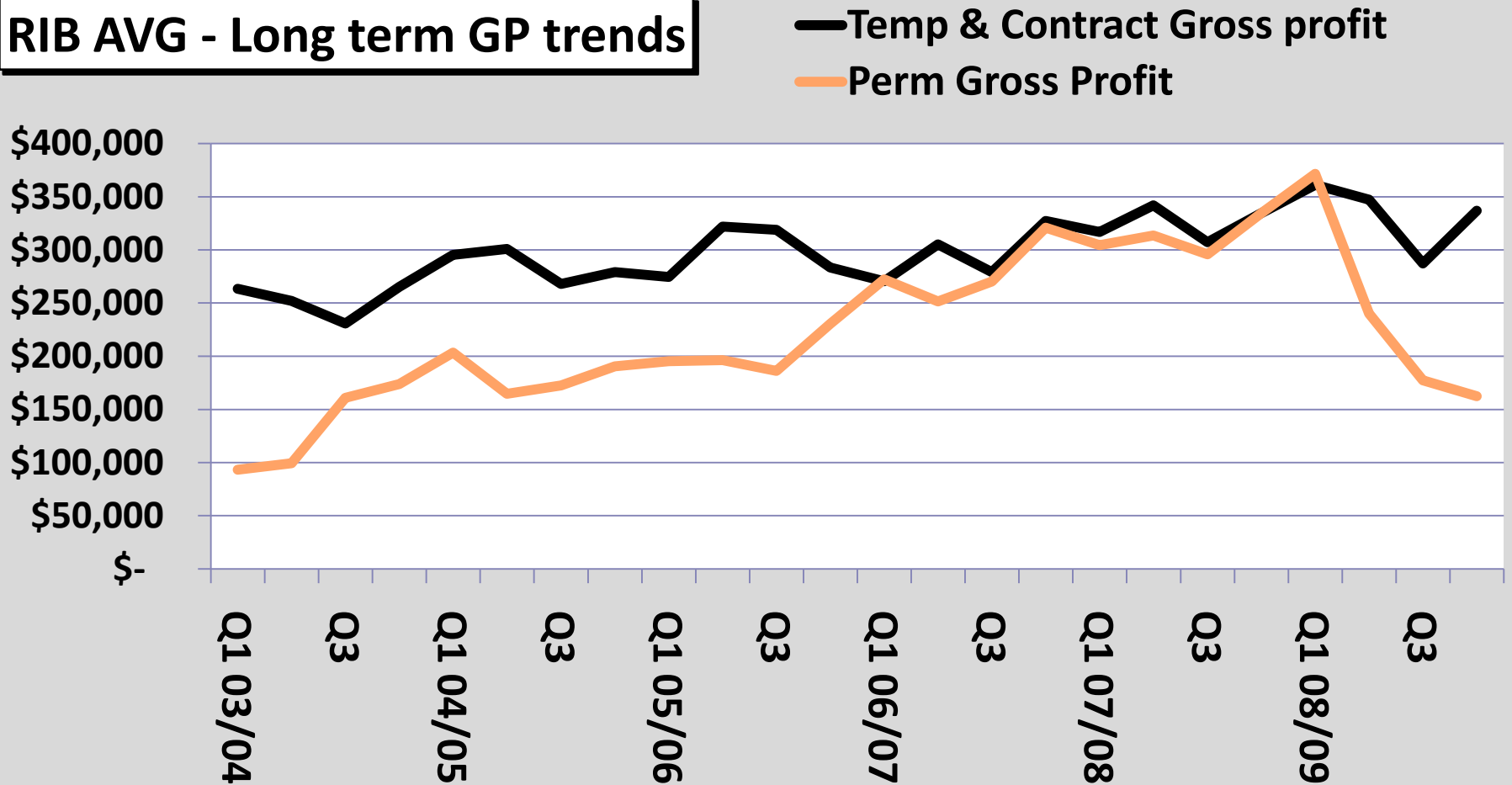


- **Mission** - The main purpose for which the position exists
- **Objectives** - Specific and measurable deliverables that the employee will be responsible for
- **Metrics** - The specific measures associated by which the employee's performance is going to be judged



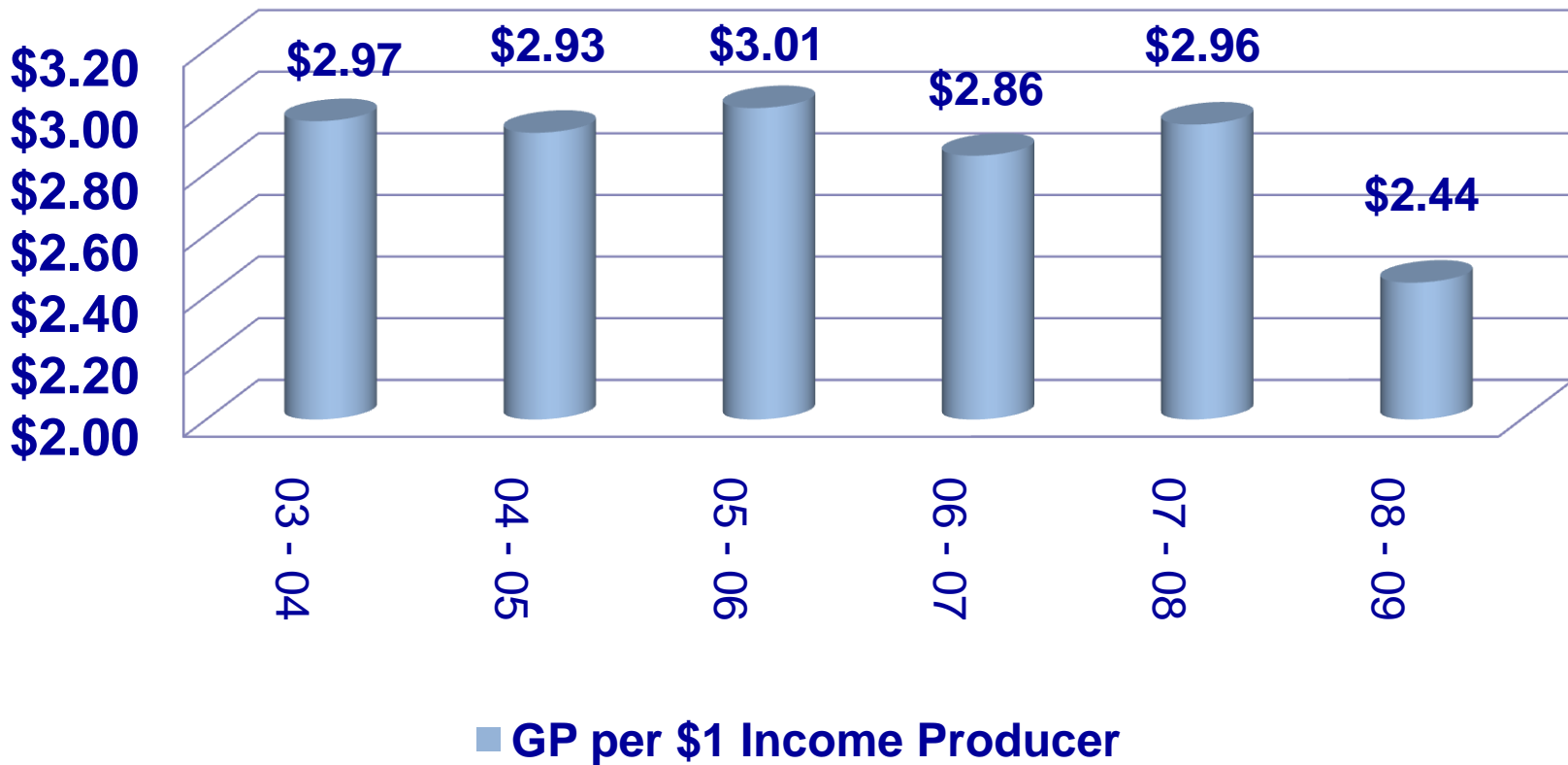
- Expect growth on Perm vacancies Q1 2010?
- Expect good growth in Contracting demand - NOW
- Expect more Contract to Perm conversions - NOW

## RIB AVG - Long term GP trends



- Average productivity fell 17% last year
- Expect pressure to get your results back up...

### Return on Income Producers salary package



Honest advice from someone who  
has been in your shoes...

**Be prepared to Measure,  
Manage and PERFORM...**

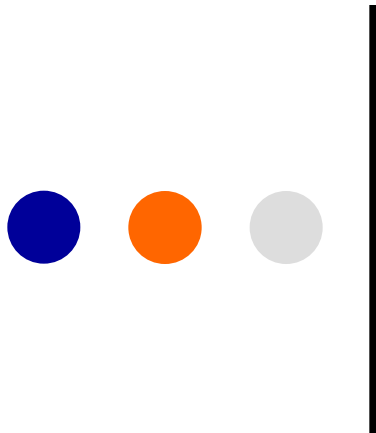


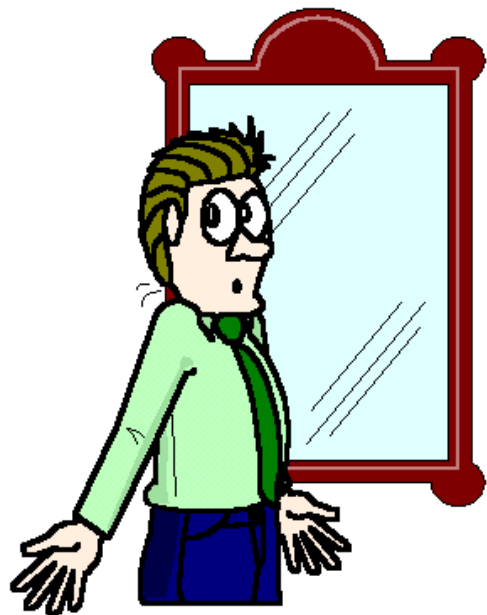
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- Those consultants who measure their activities and understand their efficiencies will be able to identify the true performance problems they are encountering...
  - Set yourself efficiency targets...
  - Ask more of yourself than others expect...



- Learn from the TOP PERFORMERS – LOOK, LISTEN and then start TRYING...
- Don't keep doing what you are doing and expect different results.....
- Set yourself realistic goals that will keep you on track and motivated, then persevere until you achieve them..



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## ■ 3 of the most critical conversion rates that you **SHOULD** know:

- **Job fill rate**
- **Candidate placement rate**
- **Prospective clients converted to clients**



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● ● ● | Focus on Value-add





# **Maximise your contribution**

## **◆ There are many components of the recruitment process**

### **■ Actively focus on the core value-add components**

- Usually client and candidate interactions**
- Need to dominate your 9-5 thinking**

### **■ Other components are important**

- but are not what make you critical and valuable to your clients or your organisation**



# The small stuff is important!

- ◆ Fewer jobs, more candidates
  - Clients and candidates have more options
  - Hungry competition
- ◆ In this market the small stuff is important
  - Pay special attention to how your actions will be perceived by the recipient:
    - Return phone calls
    - Well prepared communication
    - Value-added service, not lip-service



# Lessons Learnt

- ◆ **The best companies are born and developed in downturns**
- ◆ **The lessons of a downturn are necessary for success**
- ◆ **Unselfish concern (altruism) for all the stakeholders leads to personal reward**
- ◆ **Change is constant; yesterday is gone and will not return**

**Look on each day as an  
opportunity to create your  
own future..**

**Thank you!**

