

RECRUITMENT FOCUS

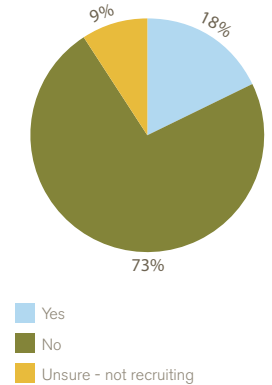
PROPERTY & CONSTRUCTION



IF THE CURRENT ECONOMIC CLIMATE HASN'T FORCED YOU TO RETHINK YOUR APPROACH TO RECRUITMENT, CHANCES ARE THE TALENT SHORTAGE WILL...

A recent Hudson survey shows property and construction employers don't believe the current economic climate is severely impacting their ability to attract and retain quality people.

The research shows that while current economic uncertainty is driving employers of accounting, finance, sales, marketing, HR and communication professionals to rethink their talent management strategies, 73% of property and construction employers say they are not being affected.



These findings are in keeping with Hudson's most recent *Hudson Report: Employment Expectations*¹ figures, released in early October, which shows employers in the property and construction industry remain the most confident in the lead up to Christmas.

Based on nationwide research, Recruitment Focus provides hiring managers with specialised information relating to their team.

Results included in the current issue of Recruitment Focus are based on survey responses from 225 employers, who were personally surveyed by Hudson Property & Construction recruitment professionals.

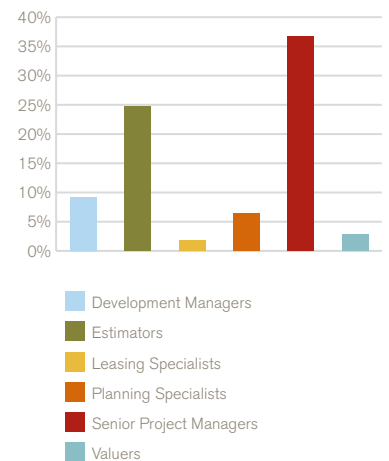
This issue of Recruitment Focus looks at how property and construction hiring managers are being impacted by the current economic climate, what steps they can take to minimise the impact, and what skill sets are most difficult to find in today's uncertain market.

TALENT SHORTAGE STILL BITING

The Recruitment Focus research shows one-in-two property and construction employers continue to find sourcing candidates with appropriate skills difficult - so it's fair to say the talent shortage is still biting.

Hardest to find skills include:

- └ Senior Project Managers
- └ Estimators



RECRUITING IN A TALENT SHORT MARKET

In such a competitive and talent short market, Hudson's advice to employers is make sure you get the most out of your recruitment budget by focusing on getting the fundamentals right every time:

Attracting the best candidates:

To make sure your job advertisements attract the best people:

- └ Clearly articulate relevant details about the role including salary range, career development and training opportunities in your job ads.²
- └ Outline what your company is like to work for - use current employees as champions during the interview process.
- └ And most importantly...highlight why the people you want to attract, should want to work for you.

¹ Hudson Report Employment Expectations Australia, Oct – Dec 2008

² Hudson 20:20 Series: Candidate Buying Behaviour, March 2008

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Selecting the right candidates:

The cost of losing an employee is estimated at between 70 - 150% of the individual's salary, so it's important from a financial perspective to get it right:

- Utilise a combination of assessment methodologies, such as interviews, psych assessments, aptitude testing and work simulation testing to ensure you get all the information you need to make a decision.
- Introduce the candidate to the team so you can gauge if they will fit culturally.

TIPS FOR SUCCESSFUL RECRUITING

Know your audience: Take the time to understand the motivators that drive property and construction professionals and tailor the recruitment process to suit the individual.

Communication is key: Honesty, transparency, consistency and flexibility are aspects of the recruitment and employment process that are highly sought after. Employers who deliver in these areas will differentiate themselves from their competitors.

Talk to the experts: Talk to a recruitment expert who understands your market. A good recruitment consultant will help you gain insight into what other similar sized organisations are doing and help you assess and benchmark your recruitment process against your competitors.

ABOUT US

Hudson Property & Construction delivers specialised services for attracting and selecting the most talented property and construction professionals available. With a focus on Corporate Real Estate, Property Development and Advisory, our consultants possess the depth of expertise to truly understand the needs of both clients and candidates.

Hudson Property & Construction consultants have industry experience and/or tertiary qualifications in a property-related field. Combined with the reach and presence of Australia's leading provider of recruitment, talent management and managed services, this knowledge and experience gives us the edge to deliver the most responsive, professional and high-quality service in the market.

To find out more about Hudson, visit us online at www.hudson.com

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