

Attracting Staff To The Workplace



By Kelvin Millar

Attracting staff in the current labor market can be challenging, especially with low unemployment and a growing demand for skilled workers. However, by adopting a few easy to implement innovative strategies, and thinking outside the box, businesses can overcome these hurdles.

While offering a competitive salary is essential, it shouldn't be the only factor in attracting employees.

Employers could consider also offering additional benefits and incentives to make their offers more appealing.

Moreover, tapping into underutilised talent pools can broaden the scope of potential candidates. This could include reaching out to individuals from disadvantaged backgrounds, who may offer valuable skills and perspectives to the business.

Creating a supportive workplace culture, free from bullying and harassment is highly effective for attracting and retaining talent, especially younger workers. This involves fostering an environment where employees feel valued, included, and supporting them to grow both personally and professionally.

Providing flexible working conditions, such as a 9-day working fortnight, clear pathways for career advancement, and opportunities for ongoing training and development can enhance employee satisfaction and engagement.

Understanding the preferences and motivations of younger generations, such as millennials and Gen Z, is also key.

These demographics often prioritise factors like work-life balance, diversity and inclusion, and social responsibility when considering job opportunities. Building a strong employer brand that aligns with these values, promoting a diverse and inclusive workplace, and leveraging social media platforms to connect with potential candidate pools can help businesses effectively engage younger talent.



It's important to recognise that millennials and Gen Z candidates engage differently compared to previous generations. They often seek purpose-driven work and value opportunities for growth and development.

By adapting recruitment strategies to cater to these preferences, businesses can better attract and retain younger employees.

In conclusion, attracting workers in today's competitive labor market requires a multifaceted approach. By offering more than just competitive salaries, fostering a supportive workplace culture, understanding the needs of younger generations, and embracing innovative recruitment methods, businesses can stand out and attract talent to fuel their growth and success.

Workforce Attraction Strategies.

ED: Most state governments in Australia have departments that can help with advice to assist businesses in this area. In Queensland for example, a good place to start is www.business.qld.gov.au or if you want to know more about workforce attraction strategies, contact Kelvin Millar, the Industry Workforce Advisor at MTA Queensland www.mtaq.com.au.

The Industry Workforce Advisor program is funded by the Queensland Government as part of the Good People. Good jobs: Queensland Workforce Strategy 2022-2032.