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Building employer demand:
lessons from practice

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Our Approach



- 
- SVA teams
 - SVA Education
 - SVA Employment
 - SVA Consulting
 - SVA Social Finance

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Unpacking Employer Engagement

John Van Kooy and Eve Bodsworth
**Jobs Australia National
Conference**

28 August 2014

What motivates employers? Driven by demand?



What we found

- Combination of drivers:
 - Social responsibility
 - Organisational/corporate values
 - Individual commitment of managers and senior executives
 - Desire to build workforce diversity
 - Better reflection of customer demographics

Roles of intermediaries

- Candidate selection & screening
- Pre and post-placement support
- Coordination of services and referrals
- Training for job seekers and employers (cultural awareness programs)
- Acting as legal employer - “shock absorber”



Cost-Benefit

- **Benefits for employers:**
 - Increased ‘cultural competence’ of workforce
 - Staff retention and increased engagement, loyalty
 - Brand enhancement
- **Costs for employers:**
 - Active engagement = resource intensive in terms of staff hours, potential lost productivity
- **Perceived risks:**
 - Poor recruitment outcomes
 - Additional expenses, investment required
 - Partnering with agencies that don’t understand their core business needs
 - Need for flexibility and changes to recruitment and HR practices – **but this is associated with benefits too**



Panel Discussion

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Questions

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