

## Trainee Recruitment Program a Success: Greythorn

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In light of the skills shortage faced by the recruitment industry in general and IT recruitment in particular, Greythorn has achieved a high degree of success with its talent attraction and trainee development program.

The Greythorn Trainee Program, introduced in 2003, involves the sourcing of fresh graduates and grooming them for a career in professional recruitment. To date, an internal report revealed that the program accounted for 50% of Greythorn's talent requirements and has provided some measurable benefits including: loyalty and improved retention rate; good cultural fit; greater team involvement; increased sales performance; consistent talent supply and reduced sourcing costs.

Chris Digby, Operations Director, is pleased with the success of the current trainee attraction program but feels that the program still falls short in generating a head count number required to effectively sustain the projected growth of Greythorn. To that end, Greythorn continues to heavily invest in attracting experienced consultants. Good recruitment talent continues to be a scarce commodity in Australia, particularly in Sydney and Melbourne as industry demands for talent outstrips supply.

Greythorn continues to use a variety of recruiting sources, including referral schemes, a dedicated careers page, job boards branding, print and online advertisement, R2R services and the appointment of an internal talent manager.

Sallie Johnston, Director, is confident that Greythorn will continue to source a majority of its talent supply from new graduates. Greythorn will pursue a 'consolidated approach' encompassing all recognised sourcing channels, with the internal trainee program maintaining a central place in the talent acquisition strategy.

### Employment Branding

Phillip Tusing, Greythorn Marketing Manager, adds that an 'employment branding' campaign is the most effective method to ensure a consistent supply of talent. If implemented properly, it can provide a significant competitive advantage in the war for recruitment talent. The branding strategy involves, amongst other things, selling a staffing firm's 'employee value proposition' effectively to the right audience at the right time.

Vis-à-vis the trainee program, the branding strategy involves identifying fresh graduates with the right skills, attitude and personal characteristics for a long-term career in professional recruitment, and selling the unique culture, on-going training, career development and rewards offered at Greythorn. Candidates who are interested in the Greythorn brand can visit [www.greythorn.com/careers](http://www.greythorn.com/careers) for details.

### Press Release Contact

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