

Attraction and retention of staff and volunteers in the sport and recreation sector

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SPORTSPEOPLE



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About Sportspeople

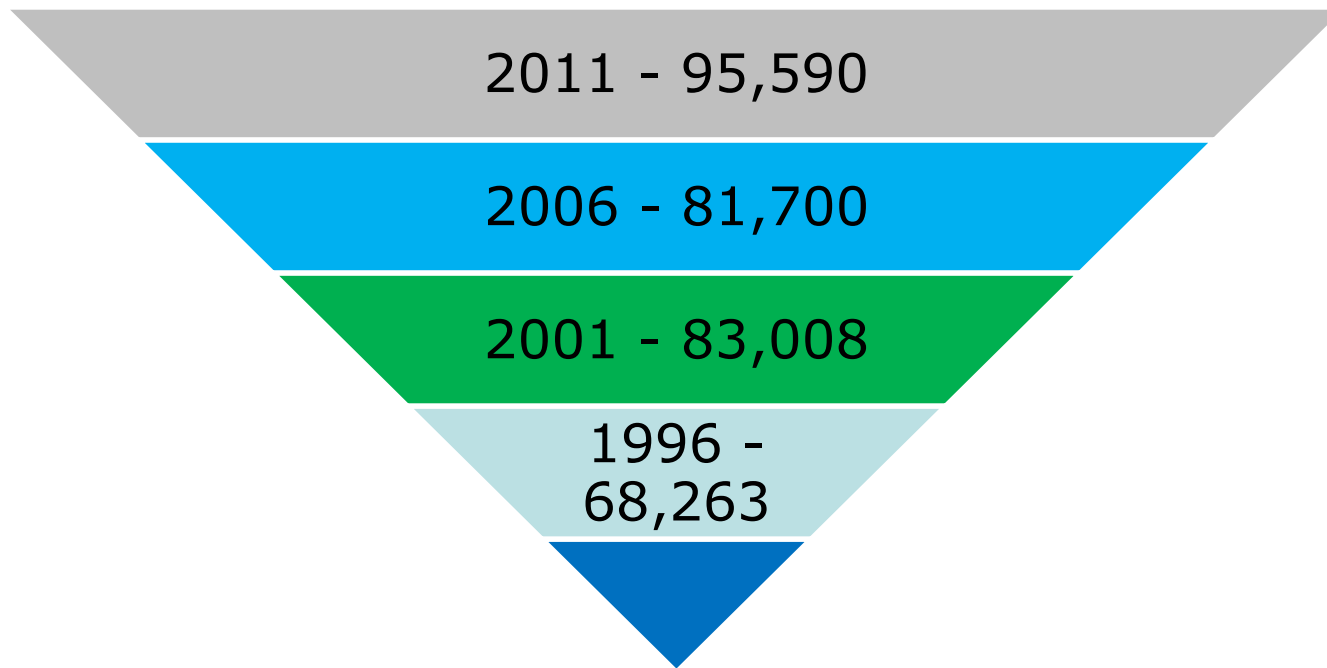
- Established in 1996, Sportspeople was the first agency in Australia to offer a specialised sport recruitment service.
- Sportspeople Recruitment - managing all stages of the candidate screening and selection process for jobs throughout Australia and New Zealand.
- Sportspeople Jobs Market - leading job board for the sport, fitness and aquatic sector; with over 7,000 unique visitors per day and a free service for listing Volunteer, Internship and Community Sport Club Positions.
- Sportspeople Learning - a directory of courses, programs & activities in the sport, fitness and aquatics sector.
- HR Services - including Pre-Employment Assessments, Remuneration Benchmarking, Organisation Reviews and Performance Appraisals.

Quick look at the sector

- 26-27% of our total population reported that they were involved in organised sport and physical activity (4.5 million people)/17 .3million
- 95,590 people listed their main job as being in a sport and physical recreation occupation (ABS 2011) an increase of 17% since 2006
- Males in majority (58 per cent), Females (42 per cent)
- 90% of people working in sport and physical recreation occupations were employed within the private sector

Quick look at the sector

Employment in the sector has increased **2.15%** every year for the last 15 years



Quick look at the sector

- The Graduate Careers Council of Australia places sport, fitness, aquatics, coaching, venues, events, leisure and lifestyle graduates into the "Humanities" category in its Graduate Destinations Survey and shows:
 - The median graduate salary is \$45,000 per annum.
 - Earn an average hourly rate of \$22.75.
 - Work on average 40 hours a week.
 - 88.3% are working - not necessarily in their chosen field.
 - 34.7% are searching for a job.
 - 28% are engaged in further full time study.
- Employees' market, the individual's bargaining power is strong and the "*pay me more or I will leave*" mentality prevails.

Strategies to attract & retain staff

- Advertise your vacancies online, including new mediums such as social media channels.
- Clearly state salary and package details in your job advertisement.
- Pay market rate at least, and where possible pay above market rate.
- Provide some background on your organisation in the job advertisement.
- Clearly articulate what you are seeking in an employee, what the job entails and what career opportunities exist with your organisation.
- Invite potential staff to your facility to meet other staff and to “get a feel” for the work environment.
- Engage a recruitment agency to save time, utilise their candidate networks and ensure a professional process.

Strategies to attract & retain staff

- Act quickly, don't delay your interviews.
- Advise ALL unsuccessful candidates promptly and thank them for applying. This reinforces your good brand as an employer within the sector.
- Consider the merit of Industry Traineeships for school leavers.
- Consider taking on candidates with less specific experience, through on-the-job training. – Remember, you may be seeking a candidate with 3 years experience in a similar position, however candidates are only likely to move for a new challenge and an opportunity to upgrade their skills.
- Consider candidates from outside the industry.

Invest in your current staff

- Succession planning, mentoring and cross-training your current staff will create happier employees.
- When we suggest further training for staff we are often asked the natural fear response of *"But what if we train them, then they leave?"*
Our response is to think about *"what if you don't train them and they stay?"*
- A culture of ongoing learning and development of staff will attract a higher caliber of candidates to your organisation.

Your Business Culture Can Engage and Retain Great Employees

- No different to a successful sporting club or team, this invisible force of 'culture' can engage a workforce to achieve great things and drive momentum towards accomplishing end goals.
- So take a moment to ask yourself these questions:
 - Where is your organisation culture now, and where do you want it to be?
 - Do you invest enough time and money in ways to help employees engage better and understand your organisation values?
 - How often do you encourage employees to share their ideas and use their extraordinary talent to make a difference?

Your Business Culture Can Engage and Retain Great Employees

- 1. Acknowledge and create clarity** - People working within sport come from varied backgrounds.
- 2. Communicate the old fashioned way** - Have meaningful dialogue with your workforce to demonstrate you actually care about the culture and understand their wants and needs. Communicate 'in person' regularly, speak plainly, practice listening, learn and interact together.
- 3. Build awareness of how peoples work affects business results**
- 4. Be strategic and proactive in approach**
- 5. Plan, prepare and recruit well**

In summary

- Sport and Recreation as an employment sector is growing, as is the number of graduates.
- On average 2,770 new jobs created in the sector per annum, with approximately 1,883 graduating with degree qualifications specifically for the sector.
- Advertise online, and clearly state as much information as possible including remuneration, responsibilities and selection criteria.
- Consider taking on candidates with less specific experience and up skill through on-the-job training.
- Create a culture of learning and development, including succession training and mentoring.
- In essence, putting the talk into action when it comes to business culture is not much different to a optimising the spirit of a group of talented athletes to become a highly successful sports team!

QUESTIONS????