

Media Coverage

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Australia Post halves external recruitment with in-house focus

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Australia Post has cut by half the number of people it hires externally, using a strategy that identifies and builds on the skills already within its organisation, says the company's head of recruitment and transition, Rebecca Houghton.

The new strategy – known as "Post People 1st" – has found a wealth of talent within Australia Post's 35,000-strong workforce.

Speaking ahead of her presentation at the [Australasian Talent Conference](#) later this month, Houghton told *Shortlist* the company had a small amount of internal movement prior to the new strategy, however it is now on track to place half of its roles from internal sources. The strategy consists of three pillars – placing jobs, developing skills and career guidance (the latter of which it is yet to launch) – which the company uses to measure its success, Houghton said.

"The jobs element is the easiest to measure, even though we rapidly deployed that part of the strategy – it's just hitting its six-month anniversary – but 51% of all of our jobs are now filled by someone who already works at Post. We set a stretch goal of 30 to 32% when we began, so it's well above expectations. Internal fill rates were well below [the stretch goal] before that," she said.

Australia Post has about 4,000 positions across more than 100 job families to fill each year, with a mix of contingent and permanent workers.

The high internal placement rate means that its external recruitment and redundancy functions are half as busy as they were previously, Houghton said.

"It's such a significant reduction that I'm now putting more recruiters into the internal team [from the external team]. The better we become at manufacturing the candidates we want for the future [within our own business], means we're going to do less and less external recruiting."

The company has also reduced its time-to-fill by up to 10 days in some sectors which Houghton said is due to strong internal talent identification and communication with employees.

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At the same time, the new strategy is reducing turnover costs, while also capitalising on existing resources, making it more cost-effective for the company, Houghton said.

"We're using existing resources and leveraging from predominantly existing strategies and channels, so in fact the costs are less than you'd imagine. The commitment to up-skilling and providing access to qualifications for our workforce is where the majority of investment is focused, but we've committed to our people like this [since Future Ready](#), when we set up the Futureskills fund about three years ago."

Has your internal recruitment team recently undergone a big transformation? Email [Hannah](#) to share your experience.