

EMPOWERING THE FUTURE:

A GUIDE TO FINDING, HIRING, AND TRAINING YOUNG EMPLOYEES IN AUSTRALIA

Introduction

ACTION4YOUTH IS A PURPOSE-DRIVEN, BESPOKE PROGRAM DEVELOPED BY ACTION4AGRICULTURE TO SUPPORT YOUNG PEOPLE FROM ALL BACKGROUNDS AND EXPERIENCES TO THRIVE IN A CAREER IN AGRICULTURE.

Few areas are more critical to the security and well-being of young people than meaningful and purposeful work. It impacts every aspect of their lives: independence; mental health and well-being; and social interaction. Action4Youth aims to offer young people an enriching experience of work that sets them on the path to independence and future security.

Program outcomes include:

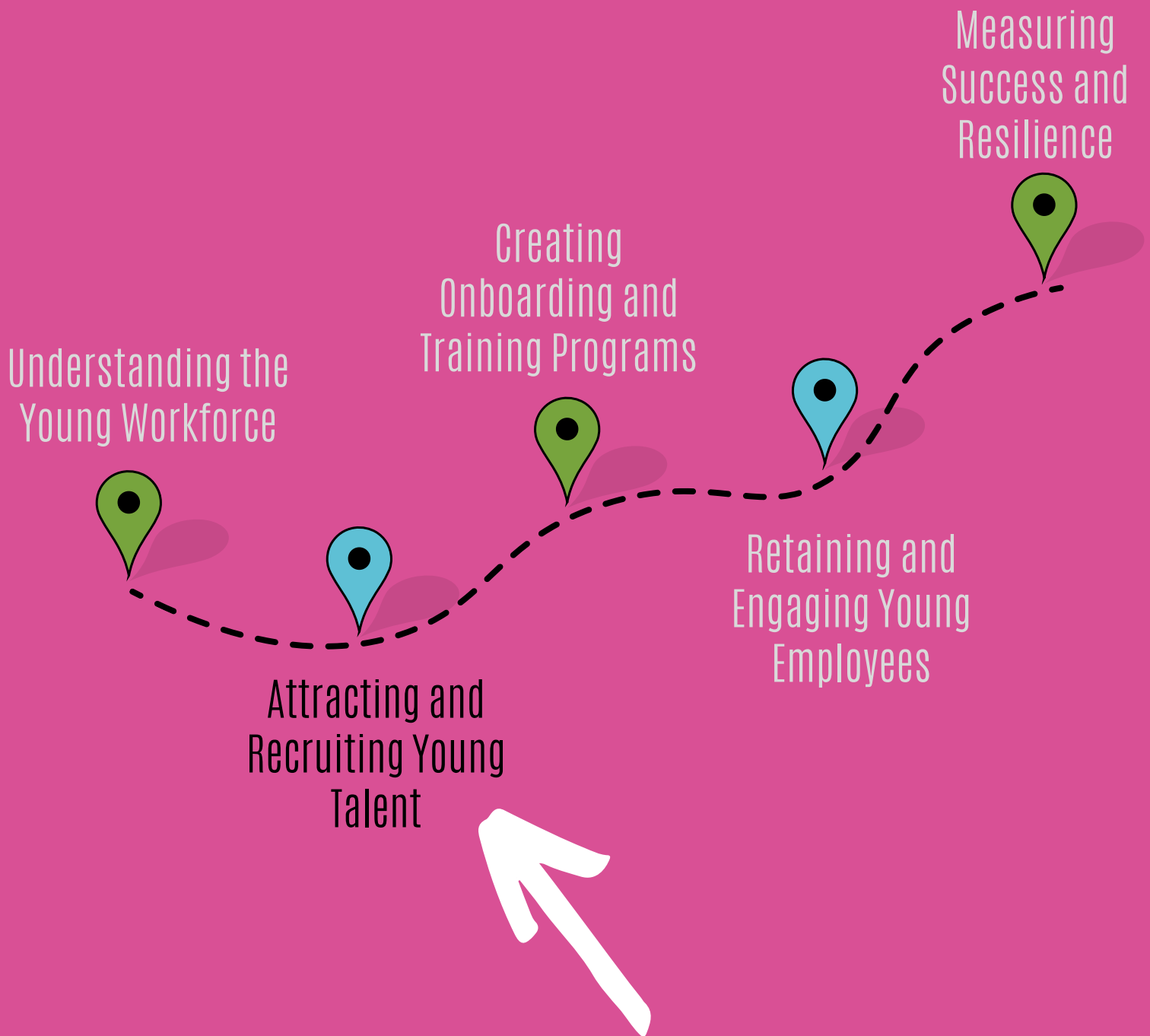
- Increased employer engagement in work-based learning pathways.
- Improved learning and skills development experienced by young people.
- Increased entry-level jobs offered to young people.
- Improved understanding of, and access to, meaningful work.

How can this eBook help you?

This eBook will share with you 5 key steps to helping you find, hire and train young people. The 5 steps are based on the best research from around Australia and internationally, collated by our industry experts at Campus Consultancy.

By learning, applying and following through on what you learn here, you are setting your organization up to thrive with the many benefits that young people bring. We will share research and strategies throughout this eBook show you how to convert learning to action and see these benefits yourself.

One down, four to go!



Attracting and Recruiting Young Talent

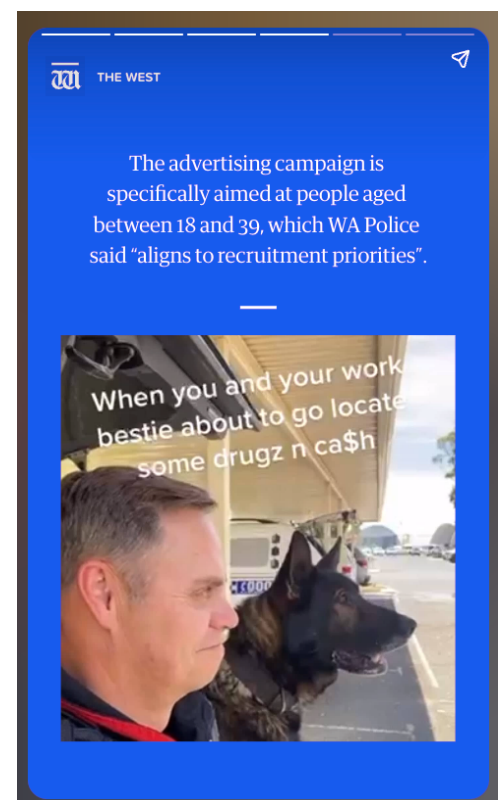
Did you know that 79% of job seekers in Australia use social media in their job search, and this figure is even higher among younger job seekers?

Source: 2019 Job Seeker Nation Study, Jobvite

CASE STUDY: If the WA Police use TikTok...

One example of an Australian organization that used creative marketing tactics for a recruitment campaign is the WA Police. In 2020, the WA Police launched a recruitment campaign that utilized TikTok, a popular social media platform among Gen Z, to attract young people to apply for a career with the WA Police.

The campaign featured WA Police officers and resulted in **2885 visits to the website for the 'Let's Join Forces' campaign**. The focus was being on the platforms that have young people's attention... and it worked!



Source: <https://thewest.com.au/news/wa/wa-police-use-tiktok-in-historic-recruitment-campaign-to-lure-teenagers-and-young-adults-into-the-force-c-8380684>

Source: <https://thewest.com.au/stories/from-tiktok-to-new-cop-wa-polices-push-to-recruit-cadets/>

Attracting and Recruiting Young Talent

#1 Creating compelling job advertisements



To create a compelling job advertisement for young people, organizations should use words and phrases that emphasize the benefits and opportunities of the job, such as "career growth," "professional development," "flexible work options," and "work-life balance." Organizations should also highlight their commitment to social and environmental causes, using phrases such as "mission-driven," "community-focused," and "environmentally responsible."

Key Question for Leaders, Managers & Hiring Staff

When we are creating our job ads, how can we focus more on what young people care about and use the language that they will relate to the most to maximise interest in our roles?

Attracting and Recruiting Young Talent

#2 Utilizing modern recruitment channels



To maximise views of a job advertisement, look at the popular social media apps of 2023. In Australia, these include Youtube, Instagram, Facebook, Whatsapp, Snapchat and LinkedIn.

Source: <https://www.meltwater.com/en/blog/social-media-statistics-australia>

A simple technique to increase the reach of the job ads is to create a square image on free design platform like www.canva.com and post that image across social media accounts, including in local community Facebook groups. Consider adding a QR code (Google 'free QR code generator') so young people can use their mobile phone to scan it and go straight to your job application site (such as a Google Form).

Key Question for Leaders, Managers & Hiring Staff

Are our jobs in the places where young people are directing their attention? Are we on social media platforms and mobile?

Attracting and Recruiting Young Talent

#3 Building a recruitment strategy



Have you considered implementing blind recruitment practices? To minimize unconscious bias in the hiring process, consider removing personal identifiers such as names, gender, age, and photographs from resumes and application materials. Also, engage with diverse talent pools by actively seeking out partnerships with educational institutions, community organizations, and nonprofits that cater to different groups of young people, including those from minority backgrounds, people with disabilities, and those from lower socioeconomic backgrounds.

Key Question for Leaders, Managers & Hiring Staff

What simple changes can we make to our recruitment process (questions we ask, how we assess or where we hire from/promote) to increase inclusivity and diversity?

SUMMARY OF STEP 2:

Attracting and Recruiting Young Talent



When we are creating our job ads, how can we focus more on what young people care to maximise interest in our roles?



Are our jobs in the places where young people are directing their attention? Consider both physical and digital locations!



Are we on social media platforms and mobile? If so, are we using language that is inclusive and relatable for a younger audience?



What simple changes can we make to our recruitment process including questions we ask and how we assess candidates?



Who can we partner with to give young people who may have experienced disadvantage access to our jobs and opportunities?



Complete! Ready for Step 3?

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Thank you for all that you do.

Would you like to know more?

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