

# 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.



# The journey ahead...



# Understanding the Young Workforce

Did you know that 73% of Generation Z in Australia are looking for employers who demonstrate commitment to social and environmental issues?

Source: 2019 Australian Youth Representative to the United Nations, UN Youth Australia

## Who or what is Generation Z?

Generation Z (Gen Z, Gen Z'ers) are today's young people. They were born between 1997 and 2012. While no two people are identical in their beliefs, values or personalities, it can be helpful to understand trends that are common within cohorts of people ('generations') and see how these have shifted.

For example, 64% of Generation Z in Australia consider work-life balance as a crucial factor when choosing a job (2020 Deloitte Millennial Survey, Deloitte). This means that nearly 2 out of 3 young people are looking for words like **work-life balance**, **well-being** or **social-impact** when they are seeking work.

Look at your last job advertisement and ask yourself, "Does this job speak to social impact and work life balance?" If not, what a simple and practical opportunity to change the language, and make your roles more appealing to young people!

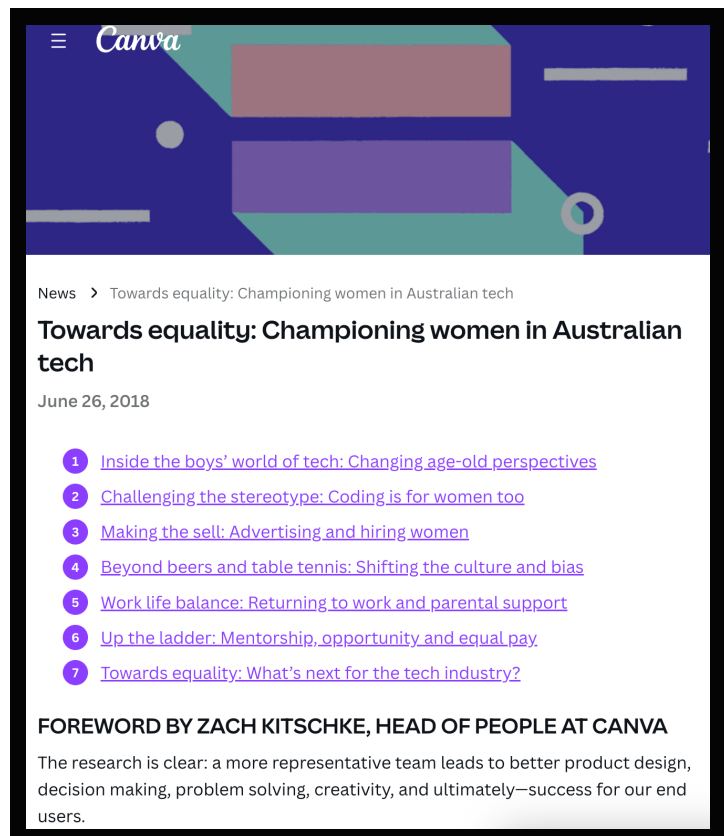


# Understanding the Young Workforce

## CASE STUDY: Canva's case for equality

As one of the leading technology companies in Australia, Canva has maximised their Gen-Z recruitment by focussing their core values and recruitment activities on inclusivity.

Their strategies have included campaigns to go into schools, support education of girls and women in STEM/coding, and (in their words), *"Amplifying positive role models who are playing key roles in changing the narrative"*



Source: <https://www.canva.com/newsroom/news/women-in-tech/#section3>

## KEY QUESTIONS TO ANSWER:

1. What is the importance of understanding their needs and preferences of this generation?
2. How can we address generational gaps and promote inclusivity?
3. What are the key motivators for young employees and how do we keep them motivated?

# Understanding the Young Workforce

## #1 Needs and Preferences



While traditional workplace benefits such as salary, job security, and career advancement remain important, Generation Z also values flexibility, work-life balance, and a sense of purpose. They seek a workplace culture that is inclusive, diverse, and provides opportunities for growth and learning. Remote work and digital communication tools are highly valued, and a company's commitment to social and environmental causes is increasingly important.

### Key Question for Leaders, Managers & Hiring Staff

How can we create and advertise a workplace culture that values diversity, inclusivity, and purpose, while also providing flexibility and opportunities for growth and learning?



# Understanding the Young Workforce

## #2 Addressing generational gaps and promoting inclusivity



To address generational gaps and promote inclusivity for Gen Z organizations can start by offering training and development programs that foster intergenerational understanding and collaboration, encourage cross-generational mentoring and networking opportunities as well as asking young people for feedback, showing that you are listening and incorporating it into work processes.

### Key Question for Leaders, Managers & Hiring Staff

How could we showcase a range of voices in our regular business as usual as well as our external brand voice (marketing, website, etc.)?

# Understanding the Young Workforce

## #3 Key motivators for young people



With nearly 2 in 3 Gen Z'ers valuing work-life balance a crucial factor, and nearly 3 in 4 valuing social and environmental impact, **the two key words for young people are flexibility and impact.** If organizations can view this as an opportunity, not a barrier, it can open a wide range of doors. For example, for young people who may be open to working shorter or longer hours, remote or in person, on one task or many tasks, the key is to offer options and then to connect the work to the people you benefit (think customers, stakeholders and other staff).

### Key Question for Leaders, Managers & Hiring Staff

How can we story-tell around our mission and purpose, make it come to life at work and get young people excited and on board with it?



## SUMMARY OF STEP 1:

# Understanding the Young Workforce



How can we create and advertise a workplace culture that values diversity, inclusivity, and purpose? Can we 'show' versus 'tell'?



How can we create and advertise a workplace culture that provides flexibility and opportunities for growth and learning?



How could we showcase a range of voices in our regular business as usual and connect these voices to the impact of our work?



How could we showcase a range of voices in our external brand voice such as through social media marketing, our website, etc.?



How can we story-tell around our mission and purpose, make it come to life at work and get young people excited and on board with it?



## Complete! Ready for Step 2?

# Acknowledgements

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Thank you for all that you do.

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## Would you like to know more?

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