



4th Annual Report

2015 Australia Staffing Trends

Build, engage and recruit more by staying ahead of these industry trends

Introduction

To continue to succeed in 2015, search & staffing leaders need to stay ahead of the latest staffing trends. Broader technology advancements have begun to modernise the staffing industry, setting the stage for a dynamic and exciting future.

About this survey

We surveyed 1,993 staffing leaders in 19 countries, including 200 in Australia, to understand what's most important and where they see the industry headed in 2015. Get a head start on 2015: tap into our insights and chart your course for success.

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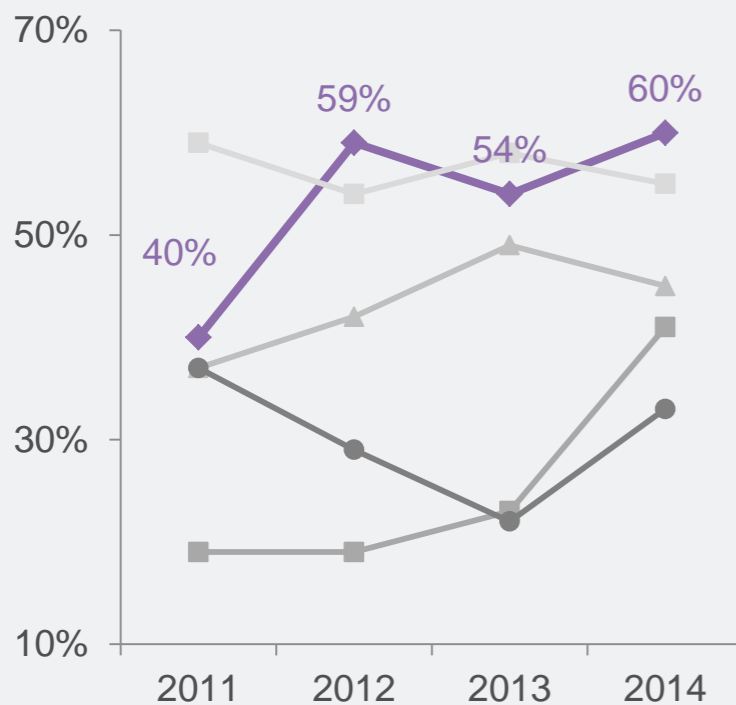
Executive summary: Australian staffing trends

3 must-know staffing trends to amplify your 2015 strategy

1 Sourcing: Social professional networks have grown over 4 years to become the #1 source of quality hires for staffing firms in Australia.

2 Brand: Most firms prioritise the need to build their brand. Now their actions are beginning to catch up.

3 Brand: Online and offline word of mouth rise as top channels for promoting a firm's brand. Firm websites and job boards remain flat to declining.

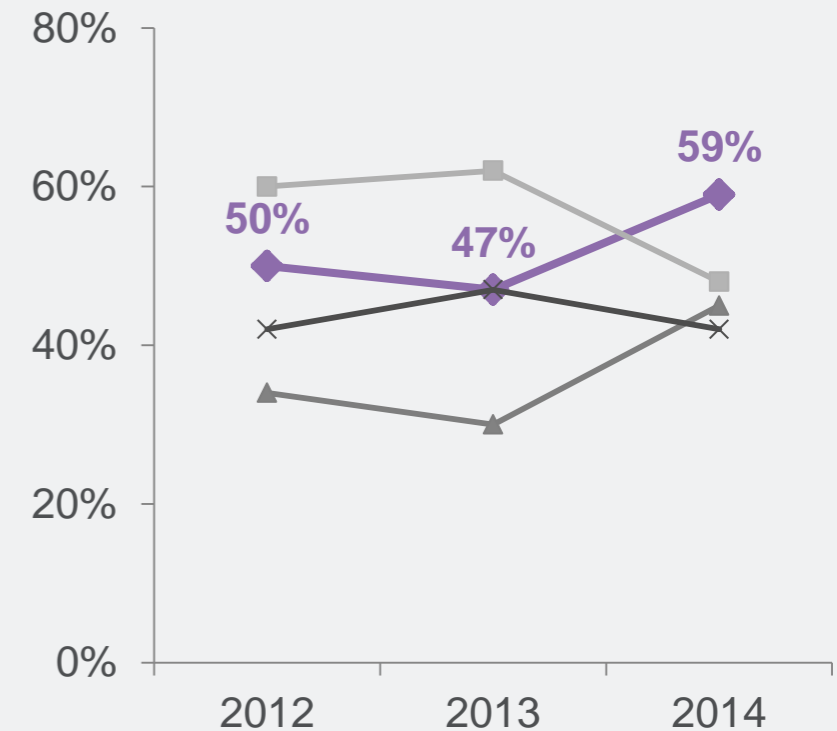


- ◆ Social professional networks
- Internet job boards
- ▲ ATS/internal candidate database
- Employee referral programs
- Company CRM system

“Think about the key quality hires that your organisation made in the past 12 months. Which of the following were the most important sources for those key positions?”



“Please indicate the extent to which you agree or disagree with the following statements as they relate to your firm's brand.”



- ◆ Online professional networks
- Our firm's website
- ▲ Friends/family, word of mouth
- ✕ Traditional Job Boards

“Which channels or tools have you found most effective in promoting your business?”

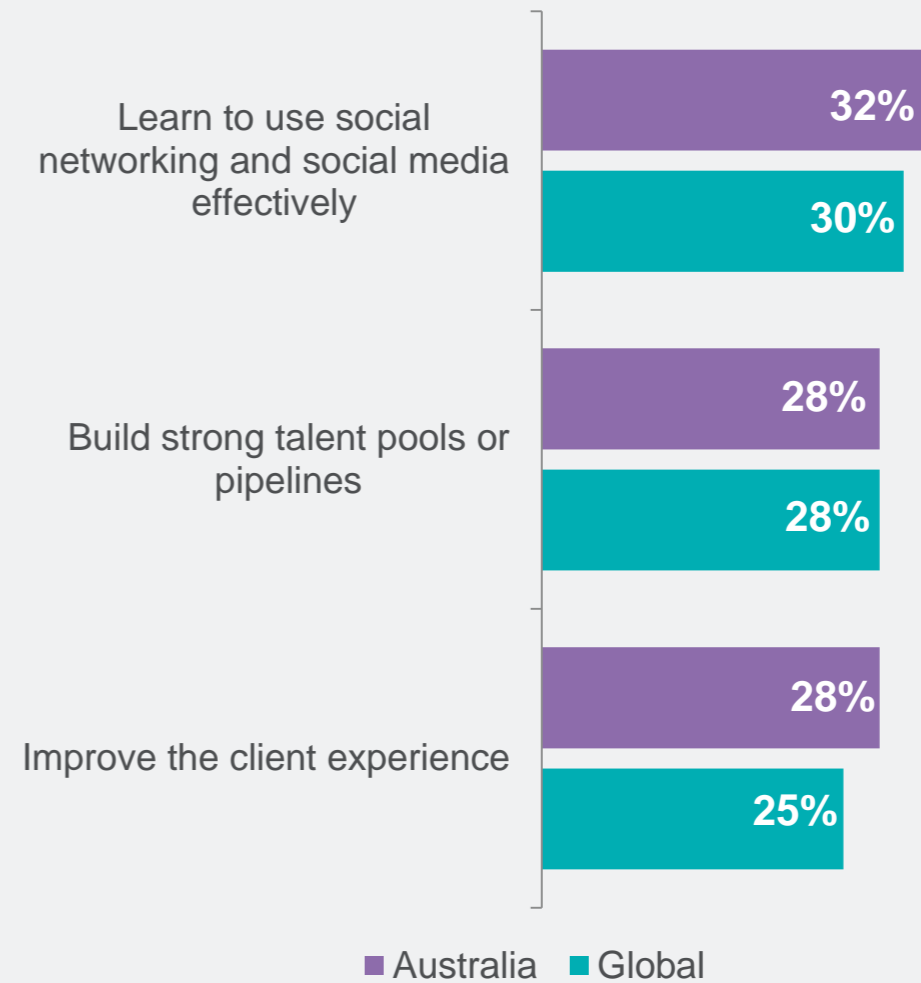
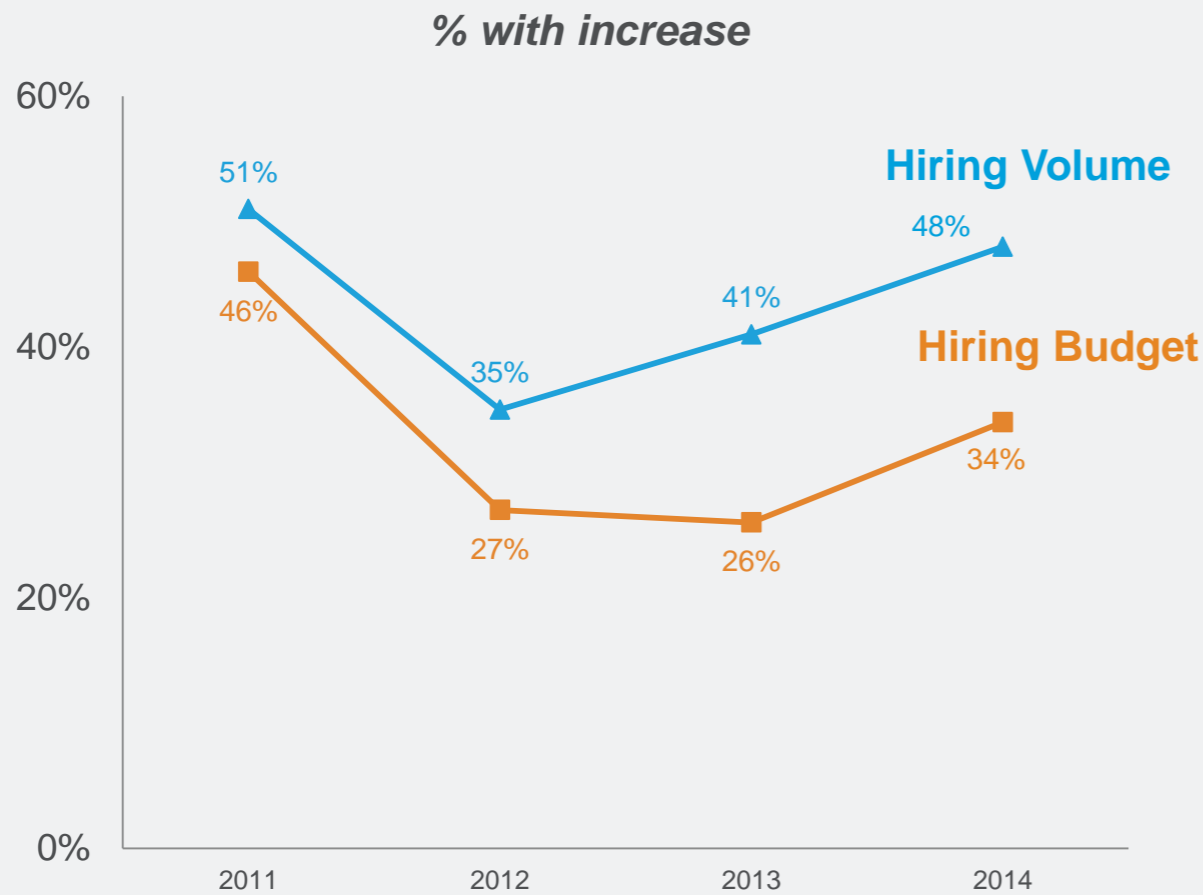


Part 1: The staffing industry in 2015

Placement volumes and budgets recover strongly while competitive threats align globally

Client's hiring volume and budgets remain strong, increasing among a third to half of Australian firms.

Social media, talent pipelines and client experience are the top competitive threats in Australia as well as globally.



“Considering only full and part-time professional employees, how do you expect the hiring volume across your organisation to change this year?”

“How has your organisation's budget for recruiting solutions changed from last year?”

“What are the things that your competitors have done or may plan on doing that would make you most nervous?”

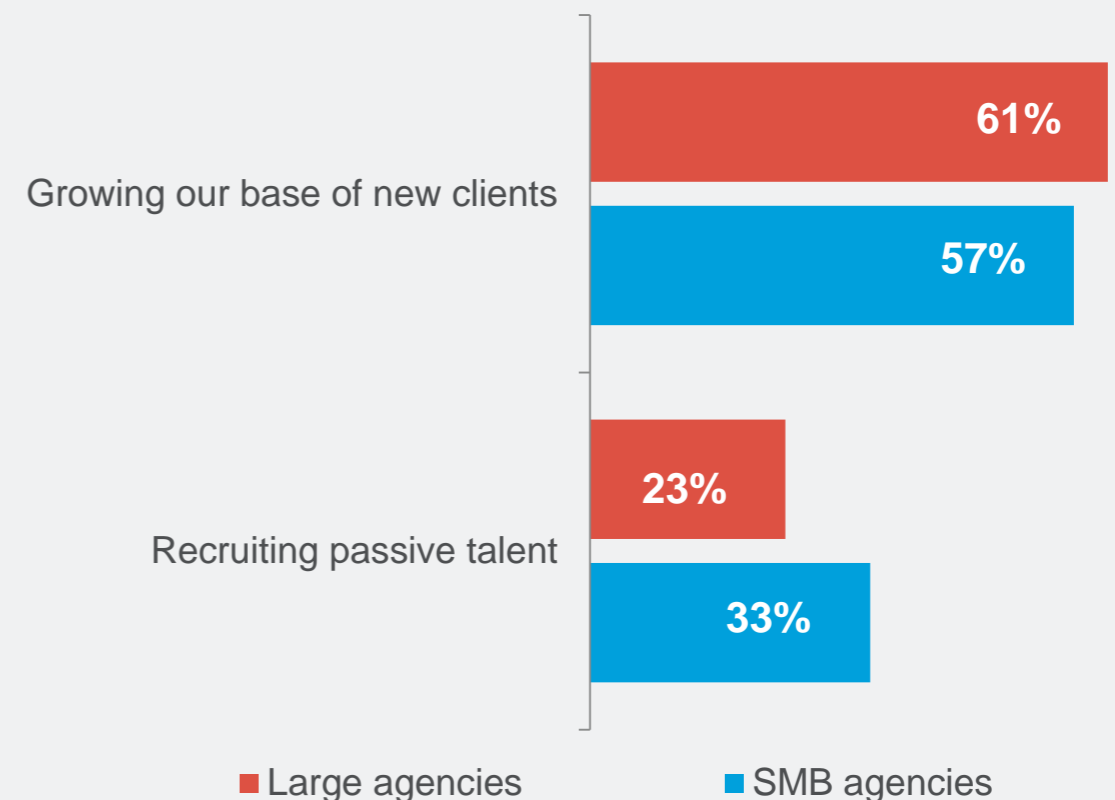
Priorities: Growing new client base and being a strategic partner

Staffing firms in Australia also prioritise passive candidate recruiting significantly more than global staffing firms do. Interestingly, while 58% of Australian staffing firms say they need to grow their base, only 14% are using data to improve their business development efforts.

In Australia, both SMB and large staffing agencies prioritise growing new clients, however when it comes to recruiting passive talent, SMB agencies find this to be more important than large agencies. We define small agencies as organisations with fewer than 10 recruiters.



“Think about your firm’s top priorities for the next 12 months. Which of the following choices would you consider to be the most important and least important areas of interest for your organisation?”

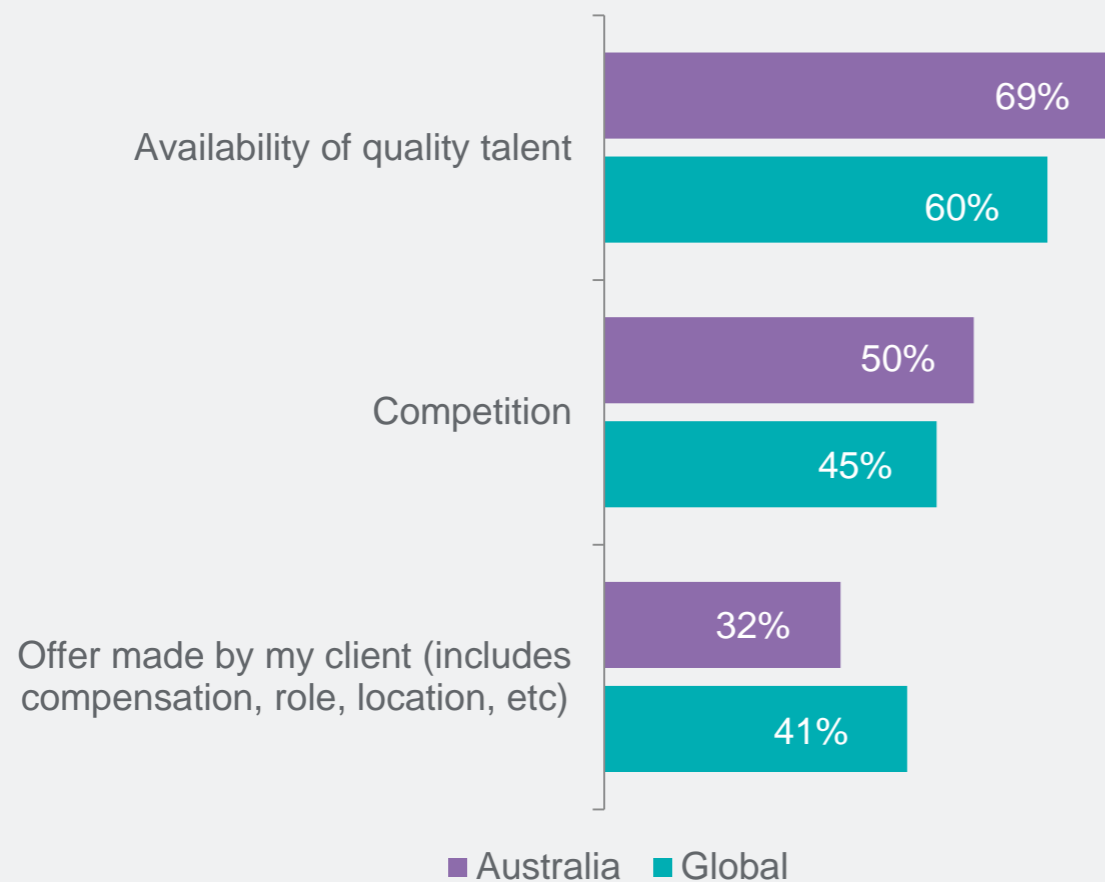


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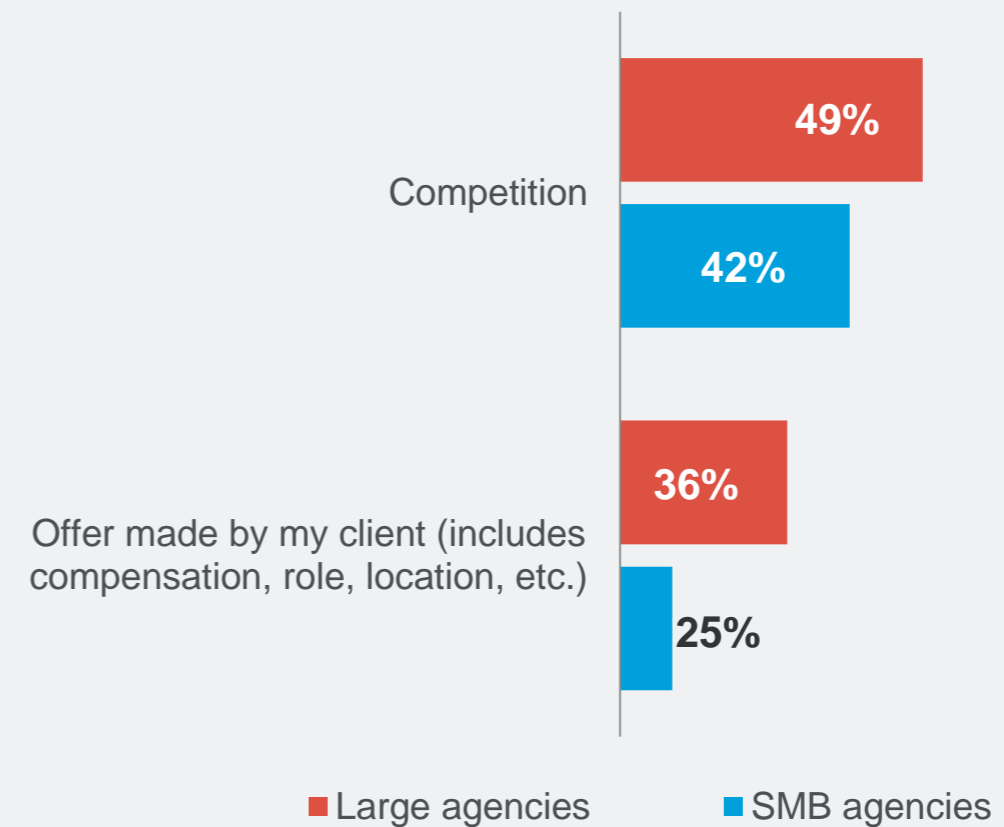
Obstacles: Biggest obstacle to landing talent in 2015 is availability of quality talent

The biggest obstacle for Australian staffing leaders is finding quality talent. Australian staffing firms face this challenge far more than their global

Globally, the greatest difference in obstacles faced by large and SMB agencies is offers made by clients. Additionally, competition is a bigger obstacle for large firms than SMB agencies.



“What are your firm's biggest obstacles to recruiting talent?”



“What are your firm's biggest obstacles to attracting the best talent?”

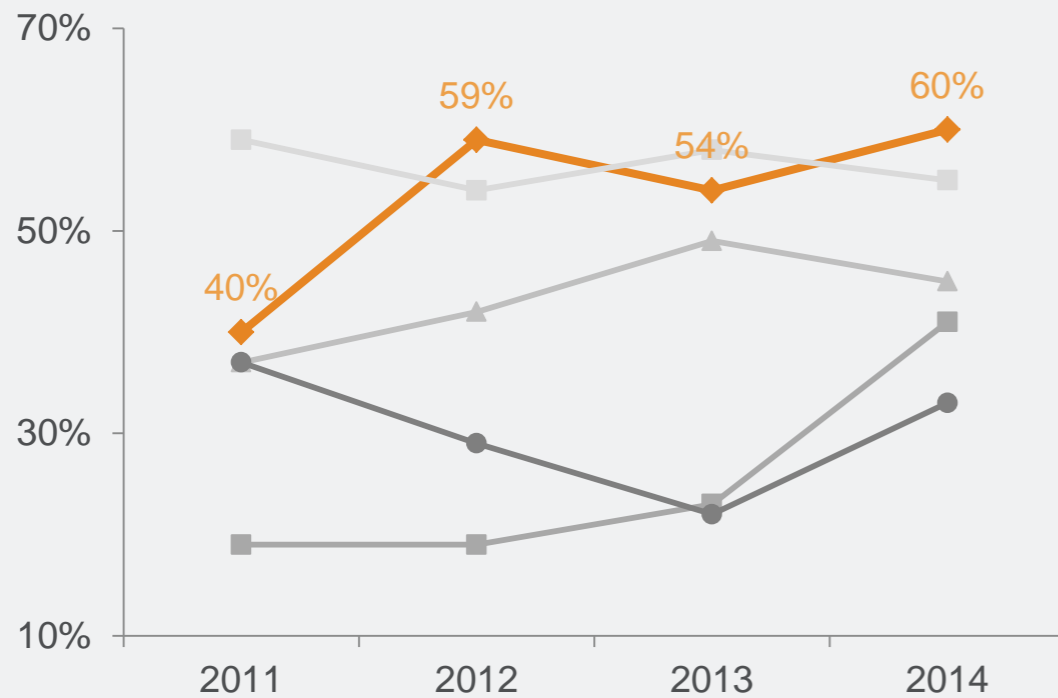


Part 2: Sourcing

Top source for quality hires: Professional networks

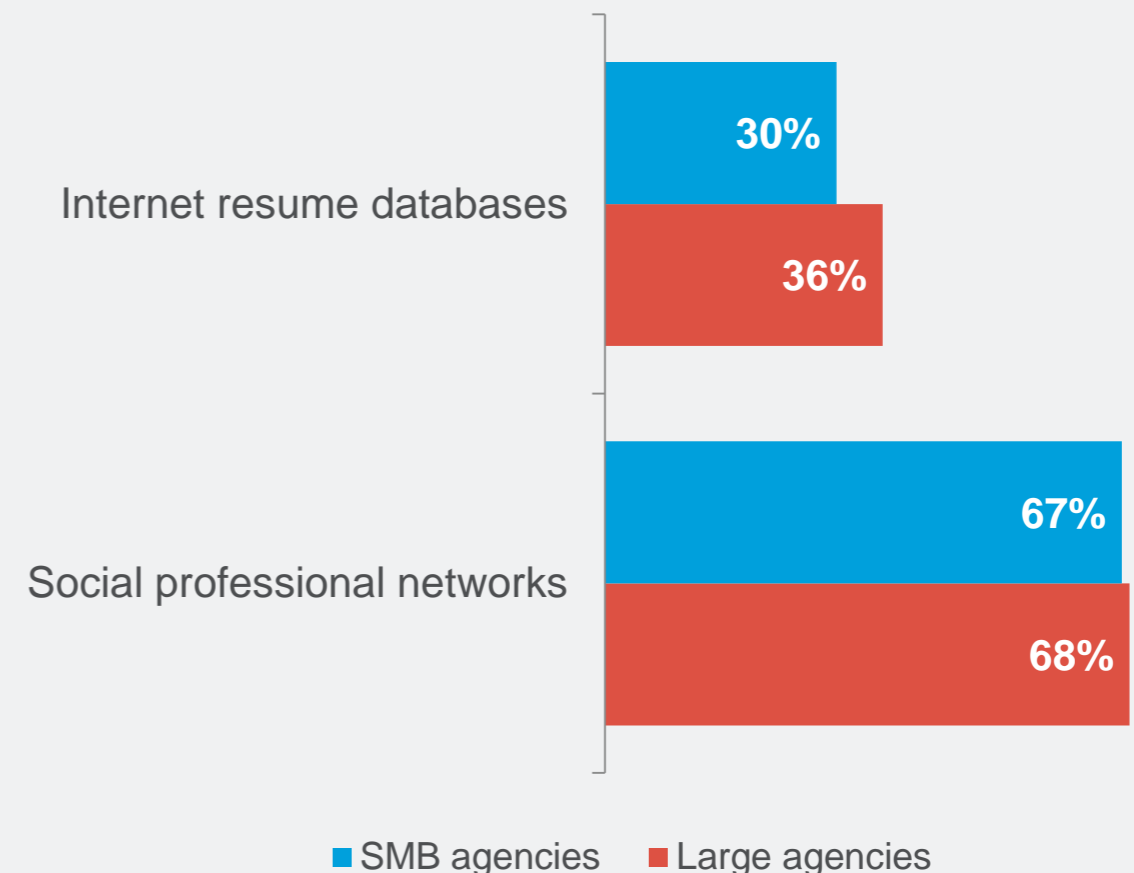
Social professional networks have become the most important source of quality placements in Australia, with 20 percentage point increase from 2011. Employee referrals are another key source of quality hires on the rise since 2013.

Globally, small firms are outpacing large firms in global usage of social professional networks. Large agencies are more apt to use internet resume databases to place high quality talent with their clients. SMB agencies are likely seeking more cost-effective sourcing channels.



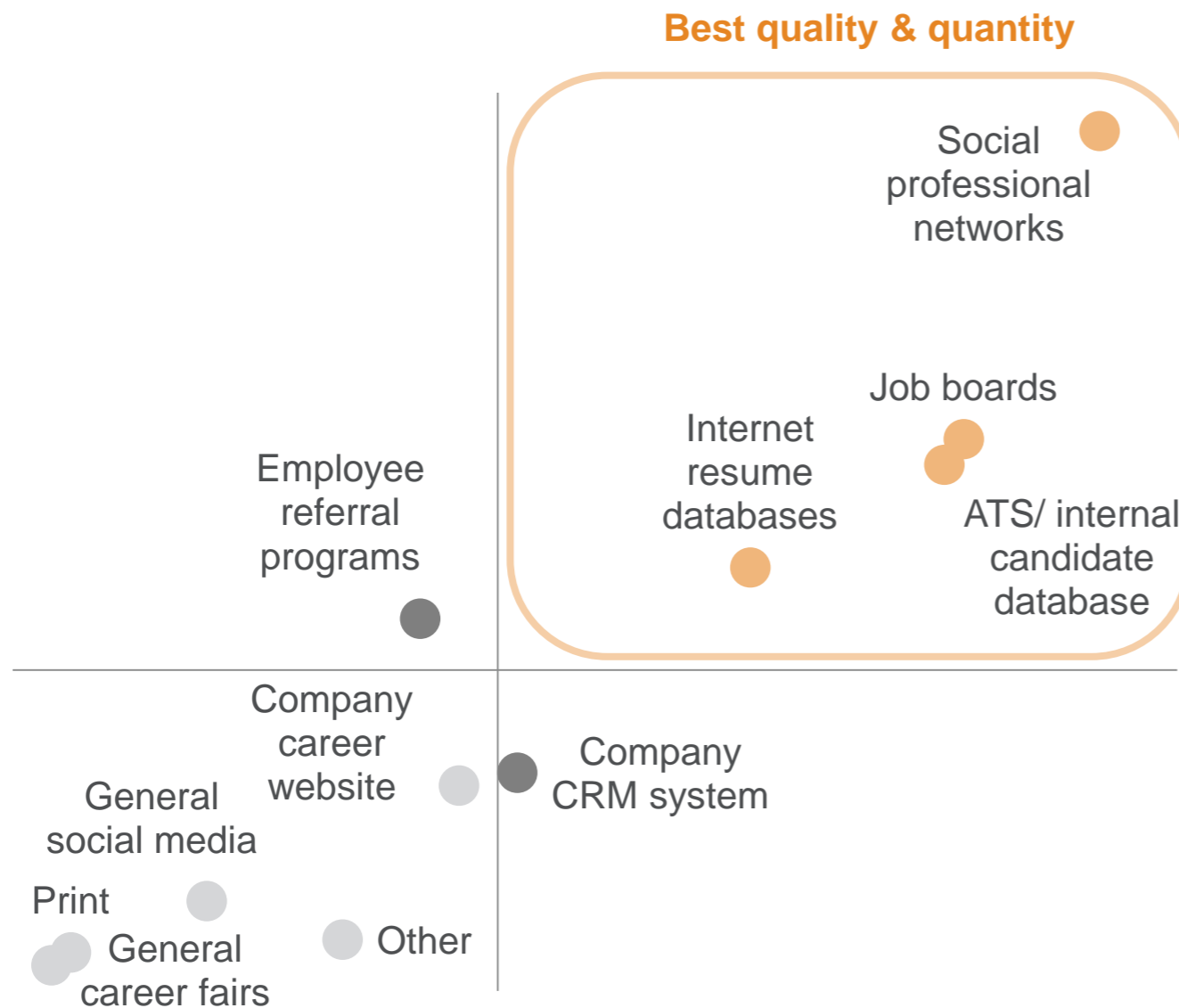
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Sourcing: There are a handful of sources that provide both quality and quantity



54%

of global staffing leaders believe they're not doing a good job tracking return on investment on sources of hire. There's lots of room for improvement.

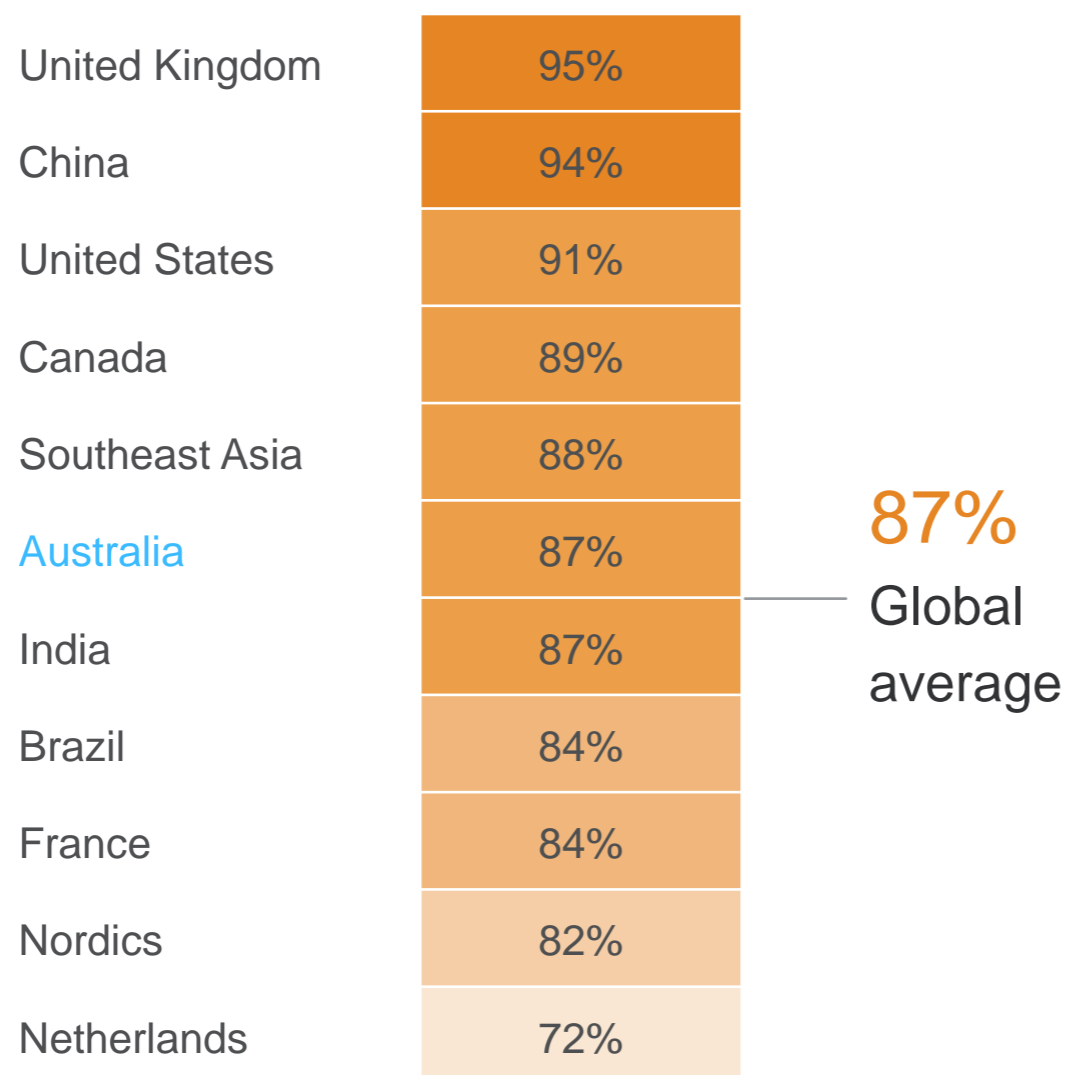
As the gap between hiring volume and budgets widens, it's time to invest in and optimise the sources that return both the best quality and quantity of candidates.

"How significant were each of the following as a source of professional hires for your organisation in the past 12 months?" (>15% quantity of hires)

"Think about the key quality hires that your organisation (placed/made) in the past 12 months. Which of the following were the most important sources for those key positions?"

Passive candidate recruiting: Australia is average

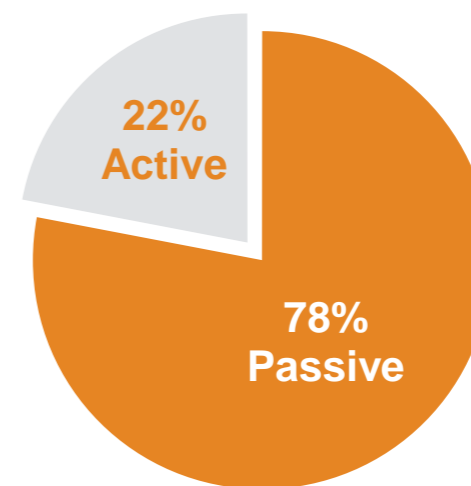
A large majority of staffing firms recruit passive candidates. Australia sits at global average.



“To what extent does your recruiting organisation focus on reaching out to passive talent?” To some extent or very much so.

In Australia, 78% of professionals consider themselves “Passive.” Because availability of quality talent is the #1 obstacle to hiring, it’s important to consider this passive talent pool.

Australian Candidate Breakdown



“How would you describe your job search status?”
 Source: LinkedIn’s Talent Trends Australia 2014 study

Active candidate definition:

- ✓ Actively looking
- ✓ Casually looking a few times a week

Passive candidate definition:

- ✓ Reaching out to personal network
- ✓ Open to talking to a recruiter
- ✓ Completely satisfied; Don’t want to move

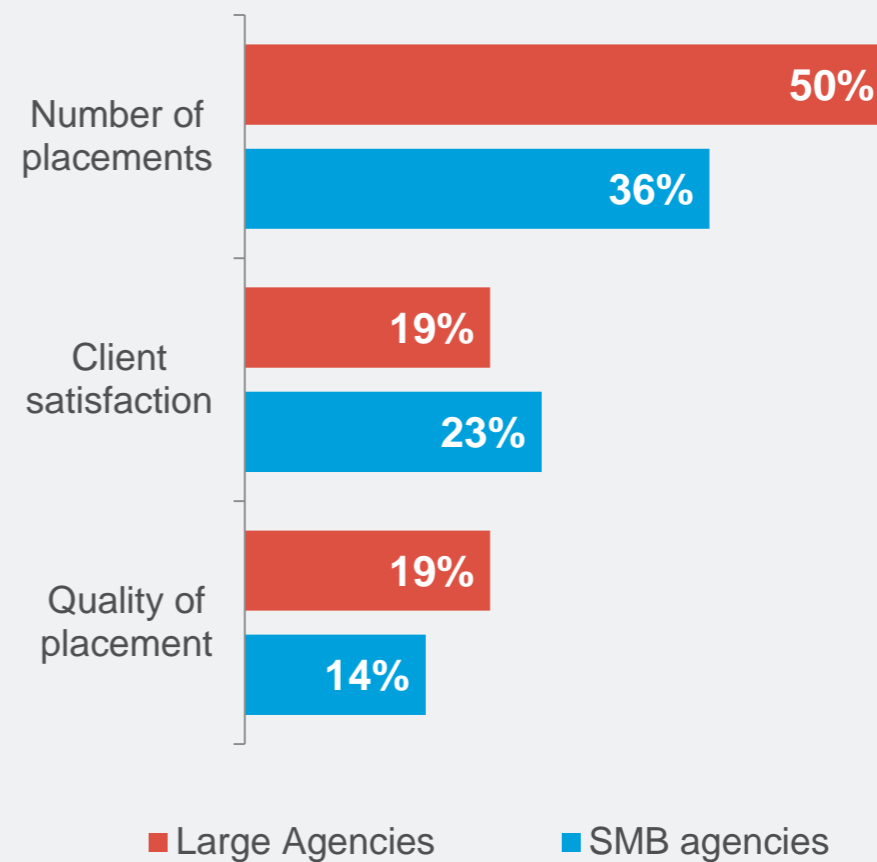
Sourcing: Number of placements is the most valuable hiring metric

Australian staffing leaders value quantity of placements far more than their global counterparts. When compared with global averages, client satisfaction and quality of placement are not far behind in importance.

In Australia, large agencies tend to judge themselves on the number of placements. While SMB agencies track performance on placements as well, they also tend to be slightly more focused on client satisfaction.



“What is the single most valuable metric that you use to track your recruiting team's performance today?”



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Part 3: Brand

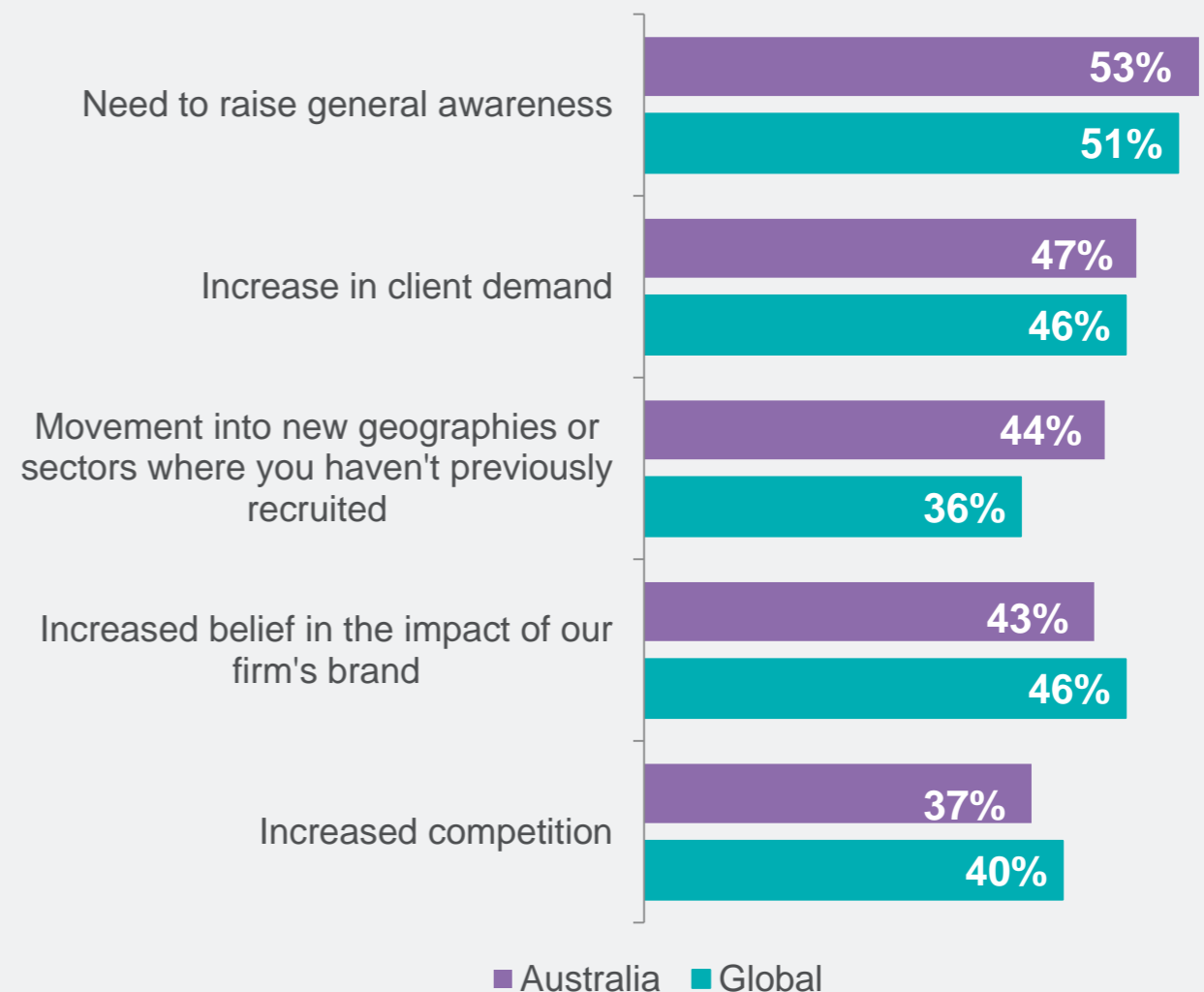
Brand: Why it's a priority and the reasons to invest

Staffing leaders in Australia agree that brand is a priority that impacts the ability to grow their business, and recognise the need to invest more resources. To get ahead of the competition, companies can create a proactive brand strategy.

Australian firms cite movement into new sectors and geographies as a big reason for investing in brand, significantly more than global firms do. This is potentially due to Australian firms' inclination to expand into new markets due to firm competition and availability of quality talent, the top Australian firm obstacles.



"Please indicate the extent to which you agree or disagree with the following statements as they relate to your firm's brand."

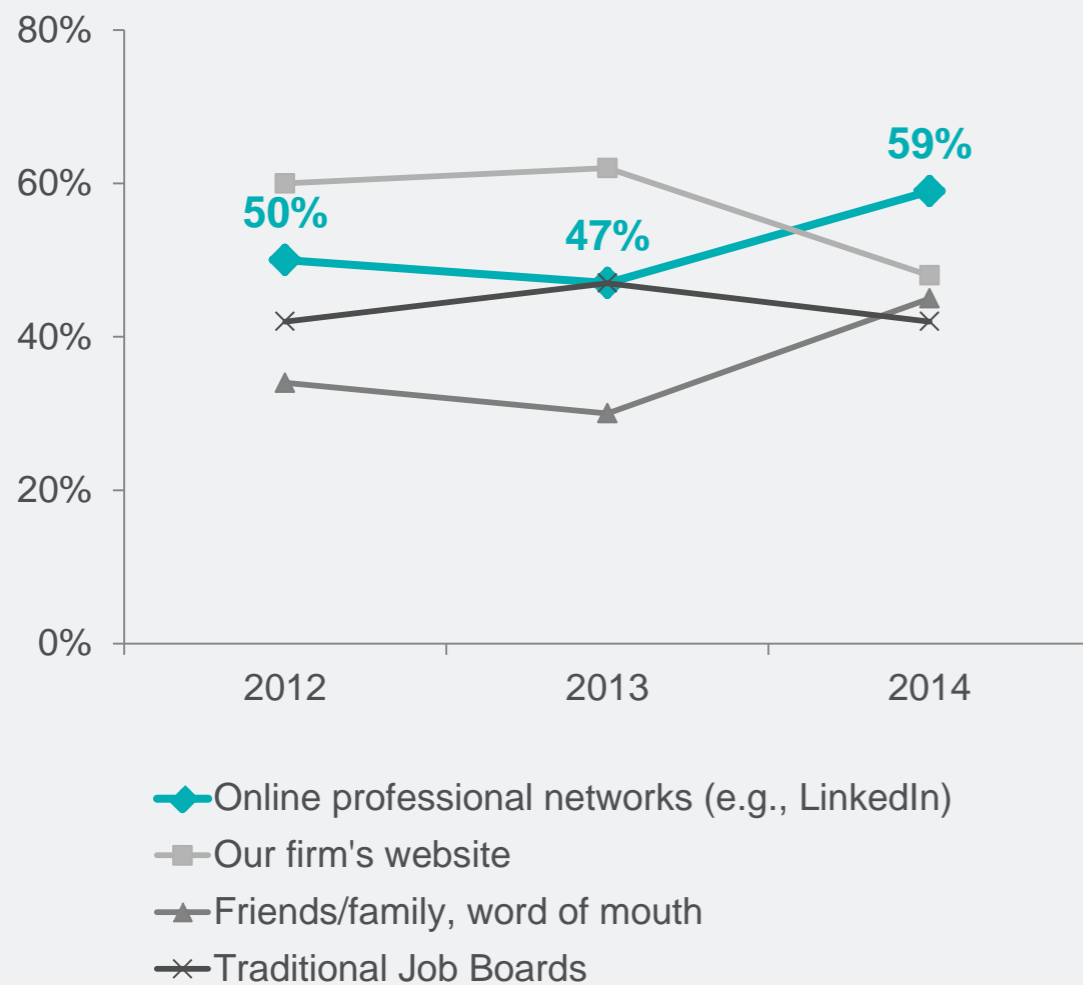


*"For what reasons are you spending more on your firm's brand this year?"
Directed to leaders who report spending more on brand this year.*

Brand: Top channels for promoting Talent Brand

The top channel for promoting agency brands is professional networks. Firm websites and traditional job boards are declining as sources for promoting brand.

Companies in Australia are above average when it comes to prioritising and acting on Talent Brand. Southeast Asia and India firms lead the way in agency branding. Get ahead today by prioritising and investing in your brand.



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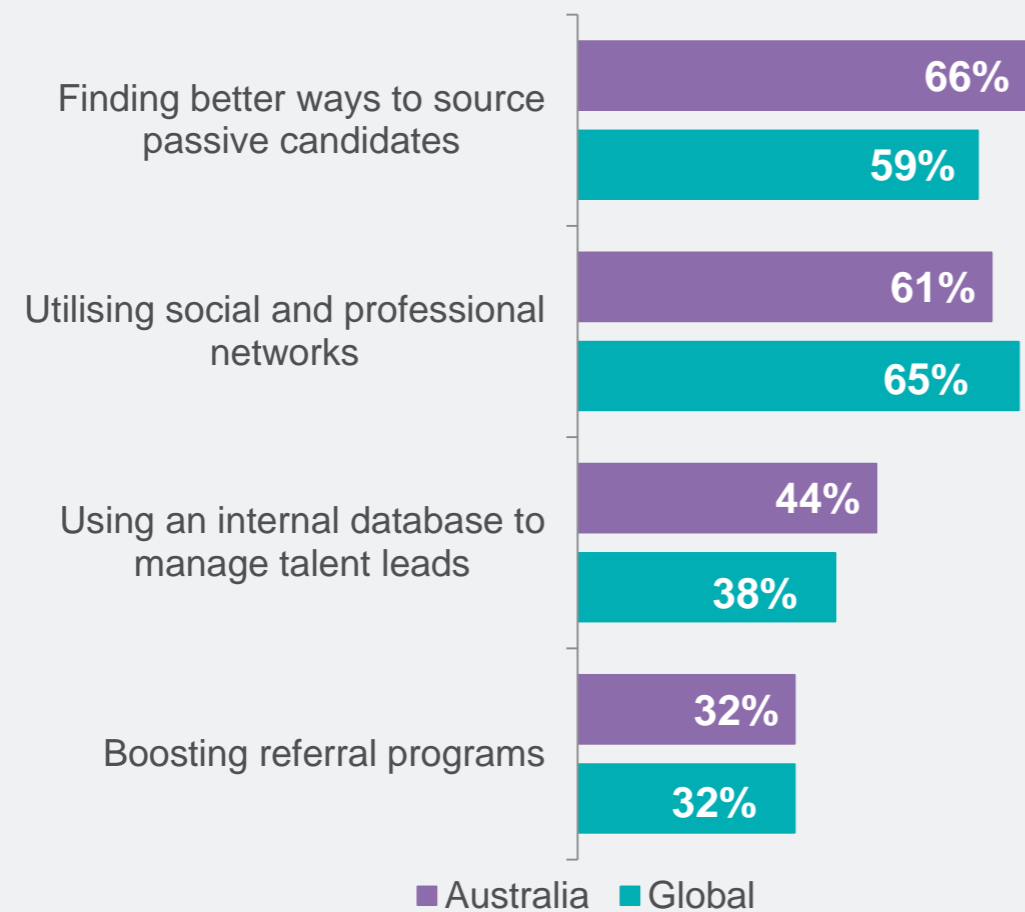


Part 4: The future of staffing

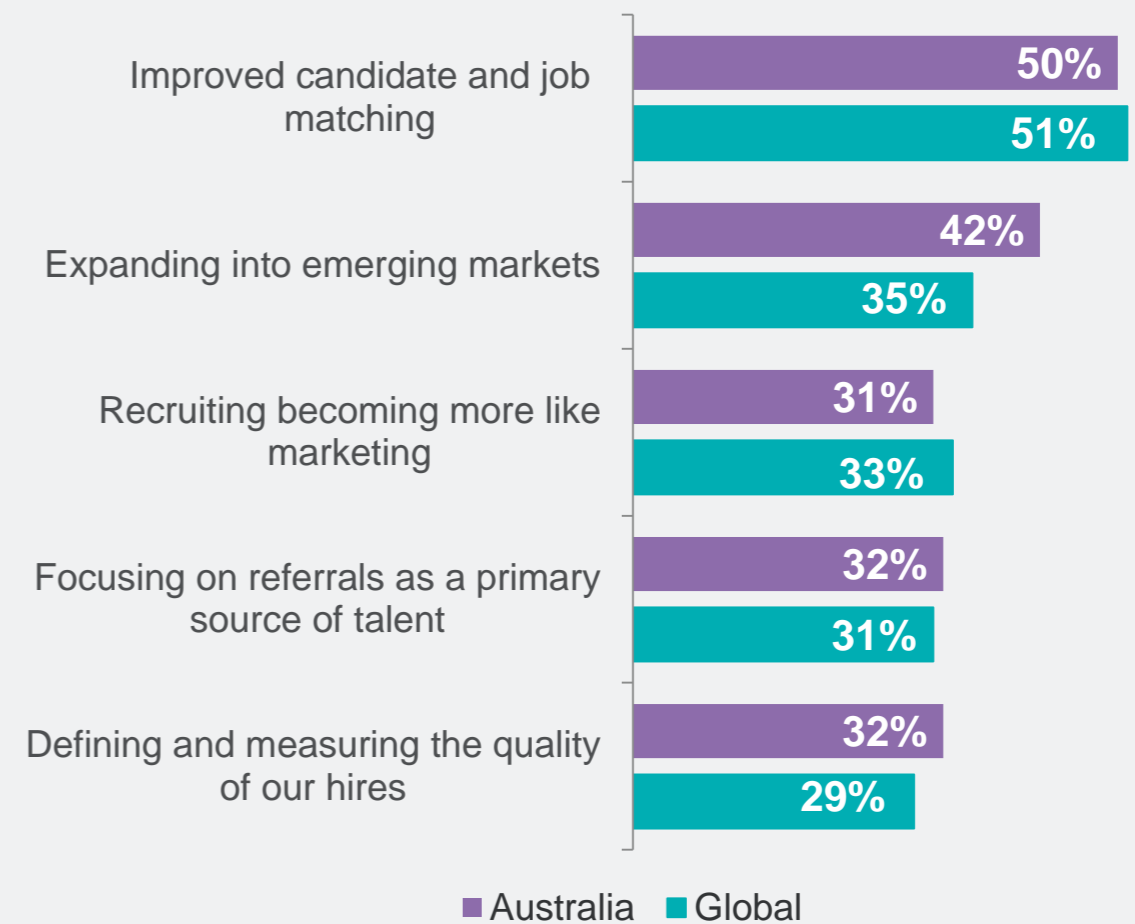
The future: Professional networks and improved candidate & job matching are here to stay

Global and Australian staffing leaders agree that passive candidate recruiting and social professional networks are long-term trends.

Candidate and job matching could reshape the staffing and recruiting industry. Expanding into emerging markets is also a leading trend for Australian firms



“What do you consider to be the three most essential and long-lasting trends in recruiting for professional roles?”



“Which of the following new and upcoming trends do you think will play a significant role in shaping the recruiting industry for the next 5 to 10 years?”

Survey sampling and methodology

Survey Sample

- Survey respondents are talent acquisition professionals who:
 - Work for a staffing firm
 - Represent an even mix of small, medium, and large firms
 - Have at least some authority in determining their company's recruitment solutions budget
 - Focus exclusively on recruiting professional hires for clients
- Survey respondents are members of LinkedIn who have opted to participate in research studies. They were selected based on information in their LinkedIn profile and contacted via email.

Data Comparisons

- Global comparisons are reported as un-weighted averages from the noted countries
- Historical data comparisons are taken from 2011, 2012 and 2013 Global Recruiting Trends research, which had similar sampling criteria and methodology to 2014:
 - 2014 survey fielded August-September 2014 with 200 respondents from Australia
 - 2013 survey fielded April-May 2013 with 201 respondents from Australia
 - 2012 survey fielded May-July 2012 with 212 respondents from Australia
 - 2011 survey fielded April-June 2011 with 100 respondents from Australia



About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, engage, and attract the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 300 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



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