

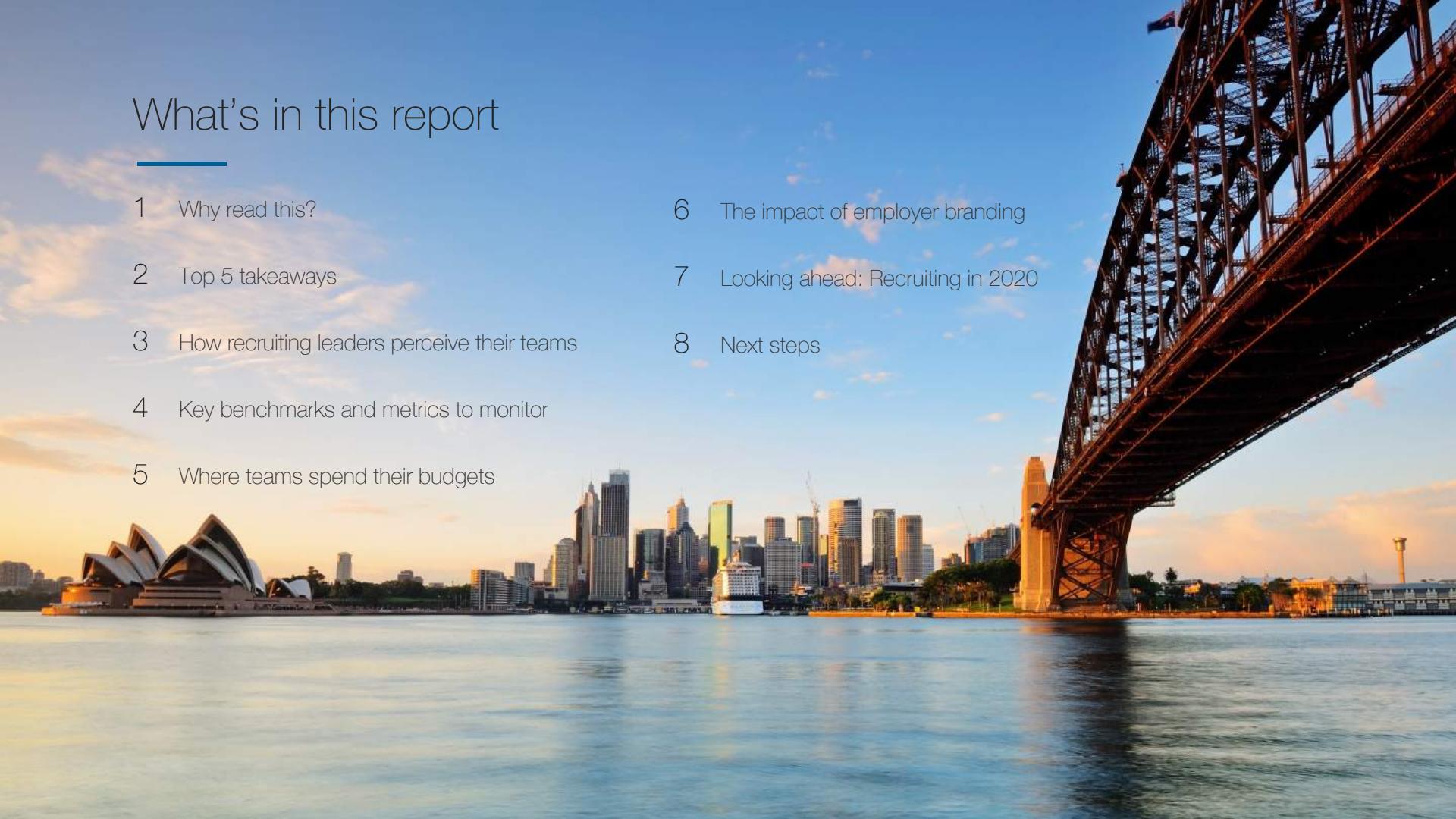
Australia Recruiting Trends 2017

What you need to know about the
state of talent acquisition



What's in this report

- 1 Why read this?
- 2 Top 5 takeaways
- 3 How recruiting leaders perceive their teams
- 4 Key benchmarks and metrics to monitor
- 5 Where teams spend their budgets
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Why read this?

In order to plan for the future, you need to understand where you stand compared to your peers. The goal of this report is exactly that – to help talent leaders like you benchmark against teams across the globe when it comes to the most important recruiting metrics and trends.

About this survey

This report is based on the survey responses of over 150 corporate talent acquisition leaders across Australia. All respondents are at the manager level or higher.



Top 5 takeaways

1

Talent acquisition has a prominent seat at the executive table.

Talent leaders feel confident that their department is helping define the future of their company. In Australia, over 79% of them say talent is the number one priority in their organisation.

2

Recruiters will be even busier this year and are focusing on quality of hire.

45% of leaders in Australia say that their team's hiring volume will increase and in order to measure success they are focusing on how long a new hire stays at the company, hiring manager satisfaction, and time to fill.

3

Budgets go to traditional tactics, but branding tops investment wish list.

While 84% of recruiting budgets are spent on job boards, recruiting tools, and staffing agencies, talent leaders identify employer branding as the #1 area where they wish they could invest more.

4

Effective employer brand messaging focuses on culture and career growth.

Over 80% of leaders acknowledge that employer branding has a significant impact on their ability to hire talent. Candidates reveal that companies can pique their interest if they talk about career growth, company culture, and challenges.

5

Screening for soft skills and diversity are key future trends

Using communities to recruit more diverse candidates and soft skills assessment that predict job success are some of the top trends that will play a significant role in shaping the recruiting industry

A photograph of a person from the chest down, wearing a white t-shirt with small black polka dots. They are sitting at a desk, facing away from the camera. Their right hand is raised in a thumbs-up gesture. In the foreground, on the left, there's a gold-colored cup holding several pens or pencils. The background is a plain, light-colored wall.

How recruiting leaders
perceive their teams

Recruiting departments play a crucial role in the company's future

The recruiting organisation is not the flashiest department. It doesn't directly bring in revenue or create game-changing products. Yet, it is the quiet enabler behind these company successes and this has not gone unnoticed. In recent years, talent and HR leaders in Australia have a prominent spot at the C-Suite table, driving decisions about the future of the company.

Australian talent and HR leaders say that:

79%

73%

70%

Talent is #1 priority
at their company

They meet with the
C-suite regularly

Their team is key
to the company's
workforce planning

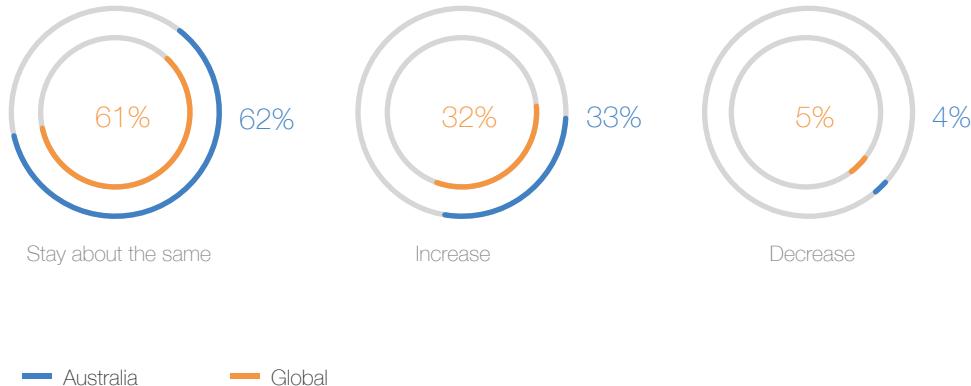


Most recruiting teams won't grow this year

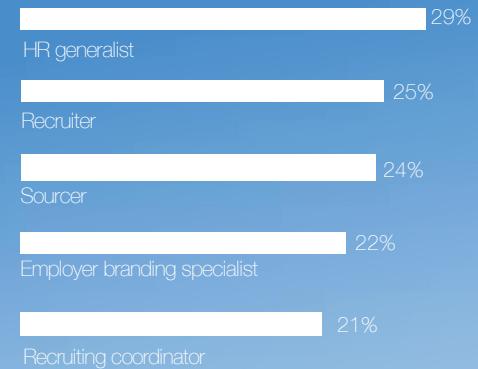
Despite the importance of recruiting, most leaders foresee that their team size won't increase. This means that as the hiring volume rises, recruiters need to get creative and automate their workflow. This is also true in Australia, where 62% of leaders said the size of their team will stay the same, compared to 61% globally.

The recruiting teams that are growing are focusing mostly on finding full life cycle recruiters and HR generalists, though the need for employer branding specialists indicates the increasing importance of the company's image.

How will the size of your recruiting team change over the next year?



What roles would you like to hire for on your team?



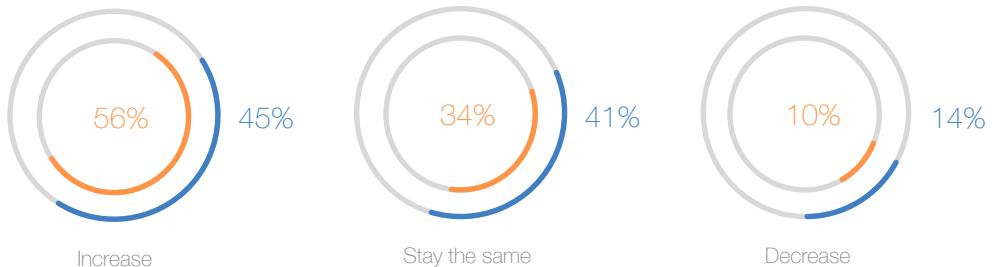
A photograph of a man in a blue shirt resting his chin on his hand, looking down at a white mug on a desk. An open notebook and a pen are also on the desk. The background is blurred.

Key benchmarks and
metrics to monitor

Hiring volume will increase for many companies

Even though most recruiting teams won't grow in size, they are still expected to handle a substantial increase in hiring volume. That means that saving time by focusing on the right metrics and boosting your team's productivity will be essential.

How do you expect your hiring volume to change over the next year?



Quality of hire indicators are the most important metrics teams track

When it comes to measuring performance, recruiters focus on metrics that have a lasting impact on the business. This is especially true in the Australia, where recruiters are more focused on quality of hire metrics (like length of time a new hire stays at the company and hiring manager satisfaction) than the rest of the world, where time to hire remains a bigger focus.

What are the top three ways you measure success in your role?

Australia



The length of time new hires stay at the company



The satisfaction of the hiring managers



Time to hire: the time it takes to fill a job requisition

Global



The length of time new hires stay at the company



Time to hire: the time it takes to fill a job requisition



The satisfaction of the hiring managers

Operations, sales and IT are the highest priority roles to fill

The demand for operations, sales, and information technology talent is so prevalent that recruiting teams in Australia have to start thinking more strategically about how to find and recruit these talent pools. Relying on data to pinpoint locations where the supply of talent is higher than the demand is a crucial first step. Another successful tactic is targeting each of these functions with highly customised employer branding content.

What are the highest priority roles to fill at your company?



Operations



Sales



Information technology



Business development



Engineering



Learn more:

[How LinkedIn's Talent Pool Reports can guide you where and how to recruit](#)

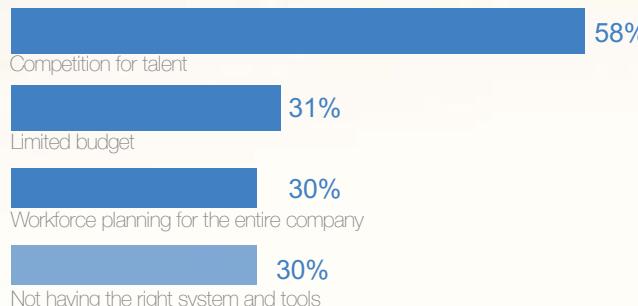
Differentiating from the competition is a top concern for talent leaders

Competition for talent is especially a challenge in Australia.

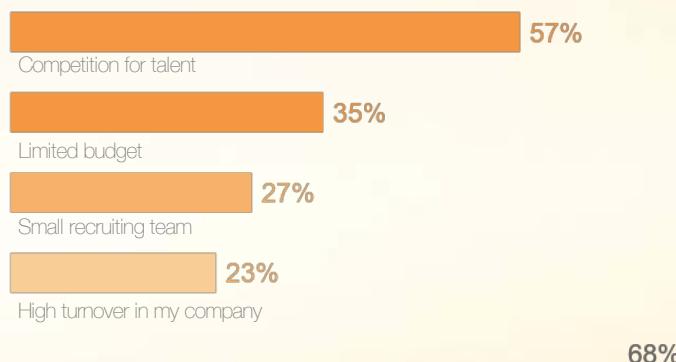
One of the most effective ways to differentiate from the competition is through employer branding. Craft messaging that is the right blend between what your target candidates are looking for and the unique value proposition of your company. Getting this right will attract candidates that are a good fit, which also means a lower turnover rate.

What are the top challenges your team is facing?

Australia



Global



Learn more:

Read the 2016 Australia Talent Trends Report to find out what candidates rank as most important in a job

A photograph showing several hands of people gathered around a wooden table, looking at papers and documents. One person in the foreground is holding a pen over a document, while others are pointing or holding papers. The scene suggests a meeting or a collaborative work environment.

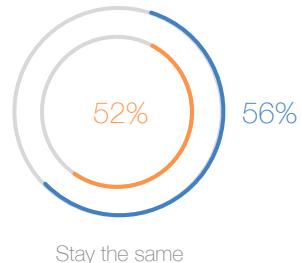
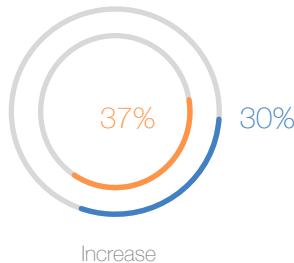
Where recruiting teams
spend their budgets

Recruiting budgets will stay flat

Fewer recruiting teams will be enjoying bigger budgets this year – especially in Australia. In fact, over half of the teams will have to deal with a flat budget, even though hiring volume will increase.

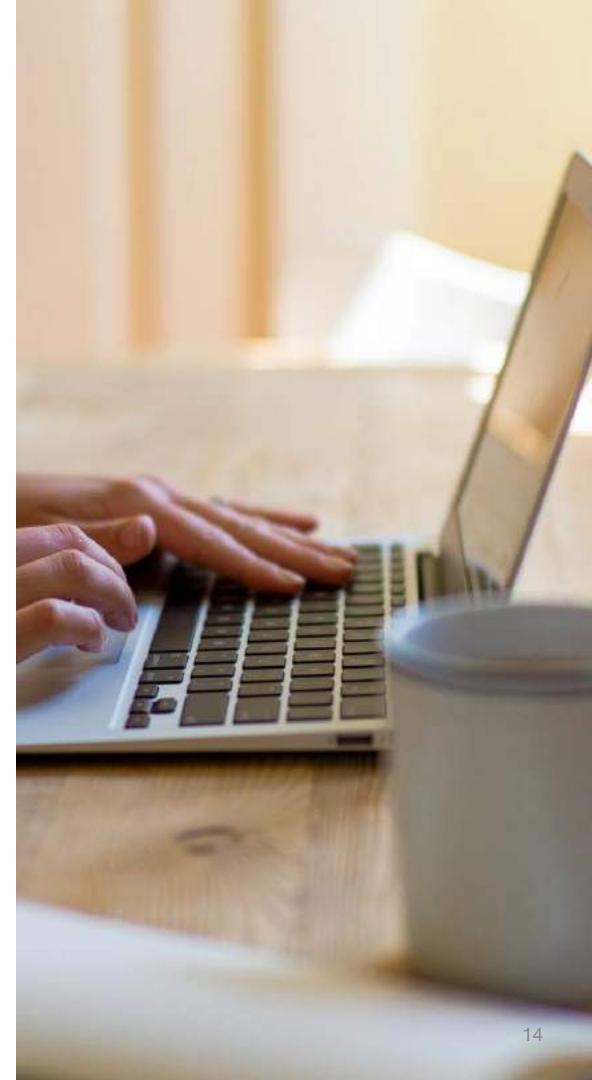
This is yet another reason to think about investing your team's time in initiatives and tools which will bring you scale and allow for automation of time-consuming tasks.

How do you expect your organisation's budget to change over the next year?



— Australia

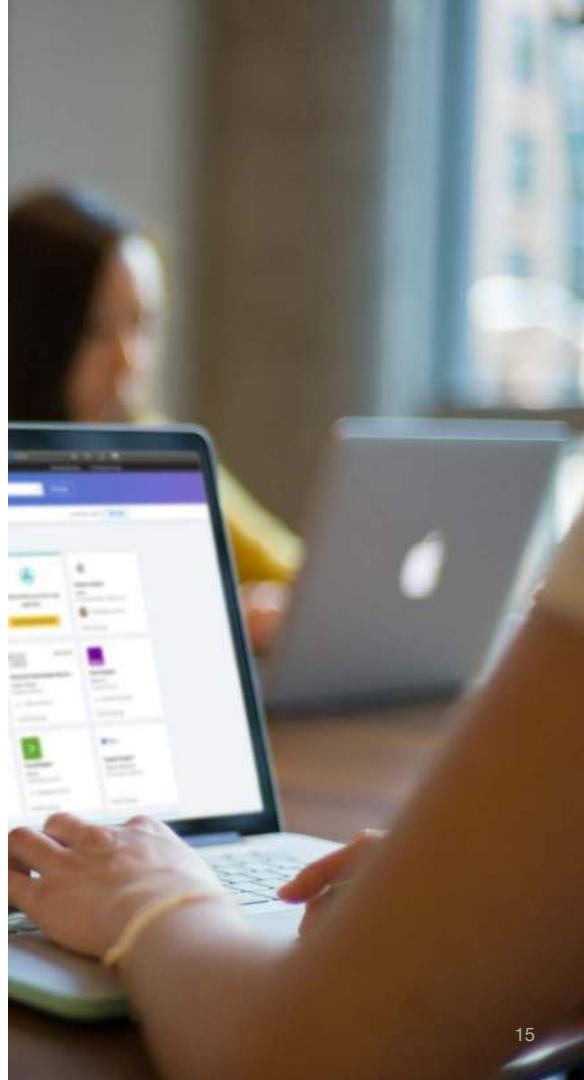
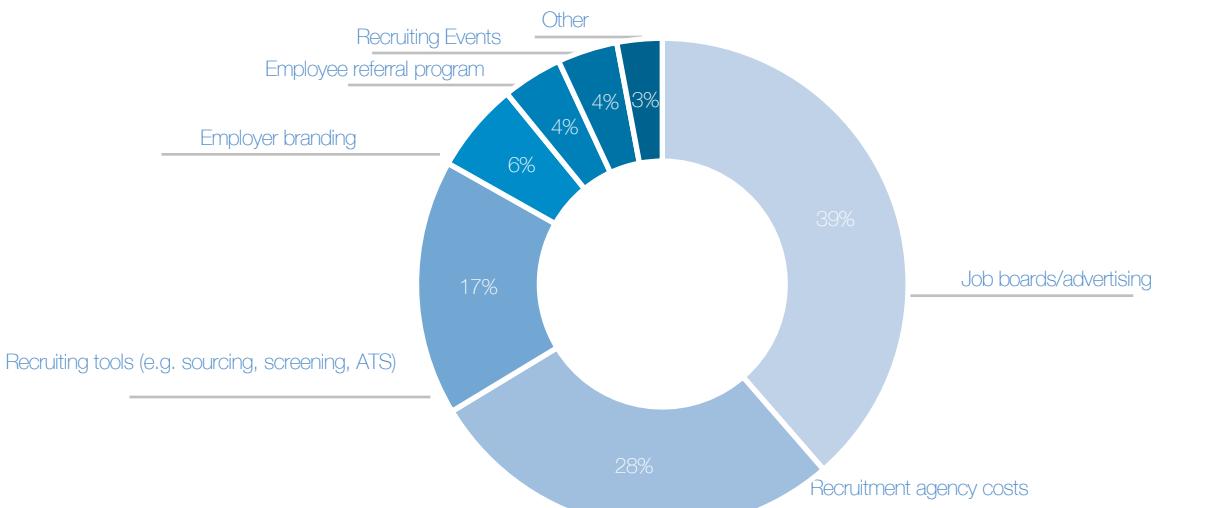
— Global



Most teams invest their budgets in job postings and recruiting tools

Despite recruiters sharing that employee referrals are a prominent source of quality hires, most of them barely invest in their referral program. Same with employer branding – described as one of the most important trends, it is about the last place where teams invest. The bulk of the budget goes to more traditional tactics like posting jobs.

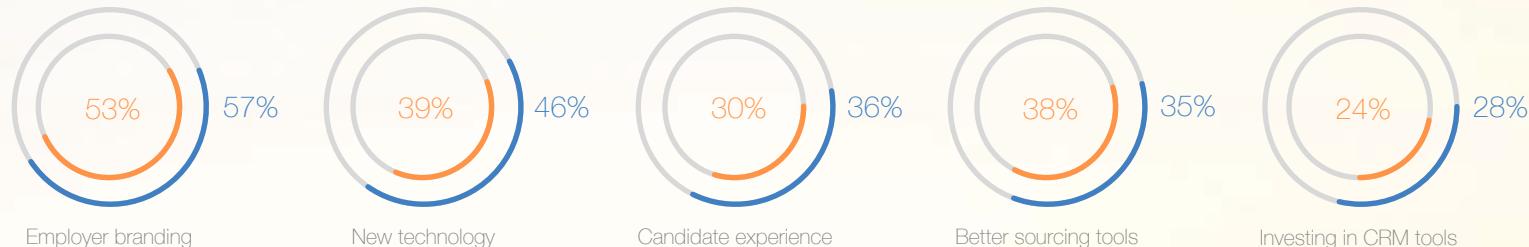
What is the current breakdown of your recruiting budget?



If money weren't a constraint, talent leaders would invest in branding and tools

If budgets weren't an issue for teams, most leaders would prioritise investing in long-term strategic plays like branding, tools, candidate experience, and upskilling their team instead of some of the short-term needs that they currently resource. Below is a great list of big bets you can explore in 2017.

If you had unlimited budget, where would you would invest?



— Australia

— Global

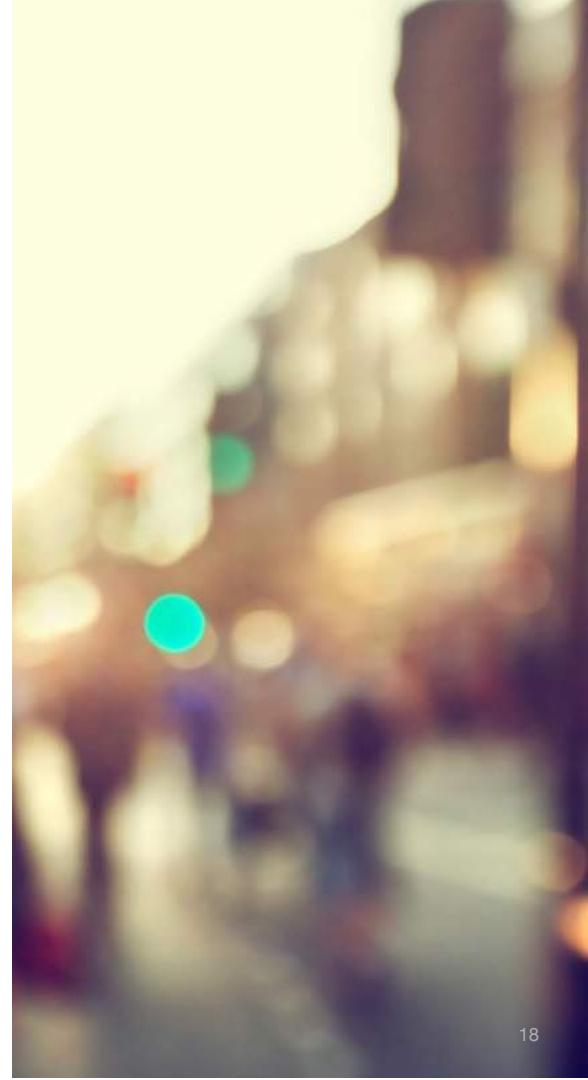
The impact of employer branding

While leaders under-invest in employer branding, they do appreciate its impact

Most teams spend only a small portion of their budgets on employer branding. Yet, the stat below shows that leaders overwhelmingly believe in its importance. One reason for this paradox is that employer branding ROI is hard to measure and most teams cannot show a direct correlation between a stronger candidate pipeline and their branding efforts.



of talent leaders in Australia agree that employer brand has a significant impact on their ability to hire great talent



Partnering with marketing is the key to employer branding for many teams

Many recruiting teams are struggling with resourcing employer branding – especially in Australia, where only 20% of leaders say their team is primarily responsible for employer brand, compared to 30% globally.

Because of this, they are looking to their marketing partners for support. This usually includes joint ownership of social media channels and asset production, and is more typical for larger companies. This partnership most likely accounts for the reason why many companies have up to five people managing their employer brand.

Who manages your company's employer brand?

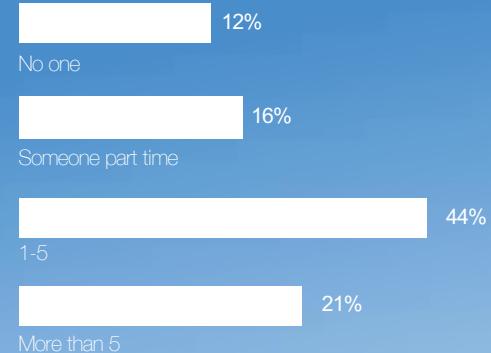
48% Recruiting collaborates with marketing/comms on it

20% Recruiting is primarily responsible for employer branding

20% Recruiting has little or no involvement in employer branding

1% Company doesn't think about employer brand at all

How many people manage your employer brand?



Reputation is effective at grabbing candidates' attention

Company reputation is crucial when it comes to standing out from other employers. However, aside from reputation, candidates are also interested in hearing about the company's culture, long-term vision and a company they feel proud to work for.

Recruiter:

What do you think attracts candidates to your company?

- 1 The company's strong reputation
- 2 Company Culture
- 3 A company they feel proud to work for

Candidates:

What information would be helpful when considering a potential employer?*

- 1 Culture and values
- 2 Perks and benefits
- 3 Mission and vision

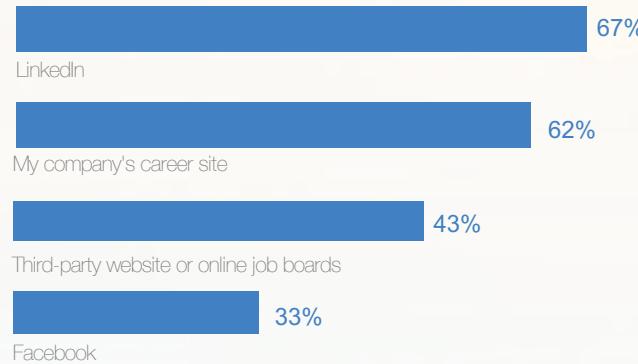
*Source: [Talent Trends 2016](#)



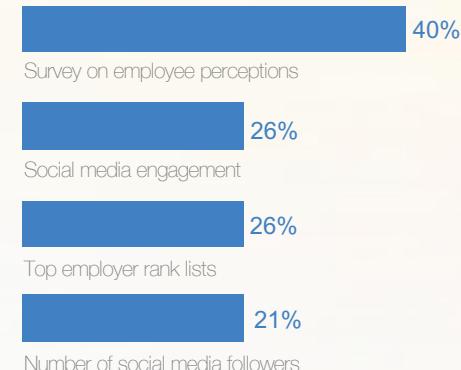
The company's website and social media are top ways to promote and measure your brand

LinkedIn is rated the best channel to generate awareness in Australia . Measuring the effectiveness of their efforts is more challenging, and that's where aside from web and social metrics, teams get more creative by looking at internal survey data and best employer awards.

What are the best channels for you to build an employer brand?



What are the top ways you measure your employer brand?



A blurred background photograph of a person jogging on a paved path in a park. In the foreground, the legs and feet of another runner are visible, wearing black leggings and bright orange and pink running shoes. The scene suggests a dynamic, forward-looking theme.

Looking ahead:
Recruiting in 2020

Recruiting diverse candidates and CRM tools are key trends for the future

Talent leaders in Australia see candidate relationship management tools as well as diversity and soft skills assessment as the top trends that will shape the recruiting industry in the next few years. Another trend that is top of mind are innovative interviewing tools such as automated screening and voice analysis software.

What are the top trends that will shape the recruiting industry in the next few years?

38%

Recruiting more diverse candidates

36%

Candidate relationship management tools

35%

Soft skills assessments

35%

Innovative interviewing tools

27%

Automated sourcing tools

Next steps

Dig deeper into the topics uncovered by this report and learn more about LinkedIn:

- 1 Find out more about the candidate's perspective:
[2016 Australia Talent Trends 2016 Report](#)
- 2 See what it takes to engage the candidate end to end:
[Modern Recruiter's Guide: The Candidate's Journey on LinkedIn](#)
- 3 Learn how to build and promote your employer brand:
[The employer branding playbook](#)



Survey methodology

We surveyed 159 talent acquisition decision makers who work in a corporate HR department in Australia, are at the manager-level or higher and have some authority in their company's recruitment solutions budget. These survey respondents are LinkedIn members who were selected based on information in their LinkedIn profile and contacted via email.



About LinkedIn Talent Solutions

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