

Using Behavioural Economics to Attract, Train and Retain staff

Australian Public Transport Industrial Association

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CURRENT WORK REALITIES

- Australian workers are living with uncertainty, some for the first time
- Psychosocial risks in the workplace
- Home/work boundaries unclear
- Talent squeeze



TALENT SQUEEZE

Impact of COVID

- Decreased mobility of people: students, backpackers, grey nomads, immigrants
- Change in workers goals and outlook with respect to work/life balance
- Options/choices increased for workers



OUR APPROACH

How to make the bus industry attractive?

How to stand out from the crowd?

How to be a change agent with candidates?

1. Assess the employee brand and identify current strengths and barriers to employment from the candidate perspective
2. Develop/design/restate your attraction devices and territories to hunt for the ideal candidate
3. Develop/design/restate the recruitment and onboarding process through a “customer experience” prism (rather than through employer or legislation)
4. Identify and implement key points of risk and strategies to make sure new and old staff STICK



EAST

Using behavioural economic techniques to attract candidates

EASY

Application process, Assistance with license, Driving

ATTRACTIVE

Toilets, Hours or work, Working alone

SOCIAL

“Are there people like me there”

TIMELY

Clear on start date, Length of process



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