



# CAMPBELL PAGE

## GETTING THE JOB DONE

**Campbell Page is a not for profit organisation dedicated to getting Australia working. By Peter White.**

We believe that employment is central to a healthy and resilient society. For each person, this means having a purpose and earning an income to provide for life's necessities. For society, another person working is another person contributing to the whole. Person by person, it all adds up to a healthier Australia.

AHA NSW members contribute to this aim every day by providing jobs to the community. While this is certainly a great thing, finding the right staff with the right fit to your business is never easy. The business literature often talks about the "war for talent" when describing the need to attract and keep the best staff. HR departments in large organisations across the globe are engaged in a never-ending struggle for talent, and considerable resources in IT and personnel are dedicated to developing systems and processes to ensure a pipeline of talent to meet the needs of the business.

The problem for many, if not most hospitality employers, is that they simply don't have these resources. The most common approach to recruitment is to simply lodge an ad on a job board and hope for the right applicant to come along. Job boards are very effective in getting an ad out there and generating responses, but they provide very little in the way of filtering or assessment of the candidates skills and match to your business.

A hospitality employer that I spoke with a few years ago told me that he received 300 applicants for a job board listing, and that only one of those applicants met his criteria! He went on to comment about the fact that his time would have been far better spent on running his business rather than trawling through unsuitable resumes. When I asked him about his use of other approaches like external recruitment consultants or screening software he replied that his business had neither the time nor the resources to go down that road.

This led me to think that there has to be a better way. What if Campbell Page was able to provide the kind of screening and assessment tools, combined with dedicated recruiters that large organisations enjoy to employers like this? What if an employer could simply lodge a vacancy on our system, and have candidates assessed against both the specific requirements of the business, and the benchmarks for skills and aptitudes for

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the employer's industry? What if we could do this at little or no cost to the employer? If we could do that, then we would make it easier for employers to find and take on the right people – and that would certainly help us get Australia working!

And so, Campbell Page FastFind was born.

Fastfind is an online recruitment solution that combines the power of internet job listing with the personal touch of a recruitment service. The system has both the powerful screening and assessment software that large organisations use, and dedicated staff that build a relationship with employers to understand their needs and apply them to the recruitment process.

Each time you list a vacancy, our recruiters will contact you to discuss the job requirements and the best candidate fit for your business.

Once we have all the detail we need, our recruiters tailor an ad and list it on multiple job boards to generate candidate interest.

This doesn't mean that you will be swamped with resumes – every applicant goes through a benchmarking process that ranks them against top performers in your industry. Our recruiters then conduct pre-screening interviews with the top applicants for you, and send you their results along with their resumes and their availability for interview.

Then we schedule interviews for you, follow up with unsuccessful applicants and confirm start dates for successful candidates.

And we do all this at little or no cost to you!

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The Campbell Page Fastfind Portal is a free serviced offered to AHA NSW members and can be accessed from the AHA NSW web site or by contact [fastfind@campbellpage.org.au](mailto:fastfind@campbellpage.org.au)