

SECTION TWO

ENGAGING SUPPORT

COMMUNITY RELATIONS – BECOMING AN EMPLOYER OF CHOICE FOR INDIGENOUS PEOPLE

Relationship building within the Region you operate is good business. It should not be viewed as being restricted to corporate social responsibility, it's much more than that! It is a planned, active and continuing interaction between your business and the community within which you operate.

It's about raising your profile in the community in which you conduct business. Just because you operate in the area doesn't mean that everyone knows what you do and the opportunities available to them.

To understand the benefits to your business, let's look at the "Why's"

WHY?

- More people will be attracted to, and apply for your jobs
- Staff retention is encouraged, along with productivity, through pride in the workplace
- Indigenous people will be more interested in your business
- People are happier at work if they feel their workplace is a part of their community
- Organisations will be more likely to provide support to your business and your Indigenous employment program if they are involved in it
- Government and service providers will be more confident in providing support and assistance to your program

We've looked at the "Why" now let's move to the "How"

Community Engagement

Seek the support of key Indigenous community organisations, Land Councils and businesses. Identify these within the Region where you operate and talk to them about your aims and objectives. The goals of your program will more than likely be complimentary to those of many organisations and service providers in your area. That is to create and provide opportunities for Indigenous people to move into real jobs.

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HOW?

- Sponsor local indigenous events or sporting teams
- Provide opportunities for local artists to display artwork in visible areas
- Promote 'good news stories' in local and Indigenous publications
- Promote your business to Indigenous organisations and businesses as a destination and venue, consider a special offer
- Establish links with local service providers
- Get involved in Indigenous events such as NAIDOC week activities, student graduations, and Indigenous awards
- Actively seek to do business with Indigenous suppliers and businesses in your area
- Provide mentoring assistance to emerging Indigenous business
- Provide support to Indigenous programs or emerging business initiatives
- Offer work experience
- Run open days for Indigenous people to give them an opportunity to become familiar with your business and what is expected
- Facilitate job-seeking courses, this could include assistance in resume writing, how to apply for positions and interview tips
- Offer Vocational Education Training (VET) placements for Indigenous students in years 11 and 12
- Promote your program throughout your community in businesses, service providers, schools and Universities
- Encourage Indigenous students to apply for any part-time after school or weekend work

WANT TO KNOW MORE?



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