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SECTION THREE RECRUITMENT

help sheet

MARKETING YOUR BUSINESS TO POTENTIAL INDIGENOUS EMPLOYEES

We've looked at various ways to become an employer of choice by engaging with your local Indigenous community. Now, let's look at how to target your audience.

Indigenous people are as individual as anyone else, so it's best to avoid stereotyping their capabilities.

The culture of your business is defined by the different personalities, abilities, beliefs and interests of the people who work within or engage with your business. Many businesses operating in hospitality and tourism employ staff from diverse cultural backgrounds. Managing and marketing to an Indigenous workforce is part of managing a culturally diverse workforce and a willingness to adjust and adapt human resource practices accordingly is part of building a successful program.

As the numbers of Indigenous people working in your business grows, so too will the number of job applications from Indigenous people wanting to work for you.

Some strategies to consider:

- ▶ Get your job advertisement right – don't talk in jargon.
- ▶ Use previously successful Indigenous applicants as role models in your advertising.
- ▶ Advertise specifically for your Indigenous employment program, have identified positions in mind and target your advertisements directly to Indigenous jobseekers. Put out a positive message that you want them in your business.
- ▶ Develop an information kit for your program which describes what you do, the job roles, transport information and any employee benefits such as laundered uniforms.
- ▶ Consider including some pre-employment training as part of your strategy – this can be supported by service providers.
- ▶ Advertise your program and positions through Indigenous businesses such as Imparja Television.
- ▶ Use the networks of the Indigenous community and those people who work in Indigenous employment to advertise your program and positions.
- ▶ Run information sessions in conjunction with a local Job Services Australia provider. These can be more successful when run "off site" initially.
- ▶ Advertise in-house and promote your positions to your current Indigenous staff.

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Tips for interviewing:

- ▶ Consider group interviews in conjunction with information sessions and open days.
- ▶ Have an Indigenous person on your selection committee.
- ▶ Allow a “support person” to attend the interview with the jobseeker if desired.
- ▶ Provide the interview questions to applicants prior to the interview.
- ▶ Use an informal approach.
- ▶ Look for transferable skills by discussing what they have done, their interests and general life experiences – then tease out how this relates to the various jobs.
- ▶ Conduct a pre-employment short training course as the beginning of your selection process, this provides the opportunity for discussion and observation by all parties.
- ▶ Where formal work experience is lacking look for potential and the willingness to learn and succeed.

- ▶ Use a variety of methods to advertise your job
- ▶ Clarify your expectations
- ▶ Have a clear induction process
- ▶ Ensure your jobs are well known in the Community
- ▶ Show you are an Indigenous friendly business

WANT TO KNOW MORE?



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