

# ADVANCED MANUFACTURING

## TEN WAYS TO SUCCEED IN AUSTRALIAN MANUFACTURING

INSIGHTS FROM PEERS, THE PUBLIC AND AMGC

### Way 8. Hire the right people

- Hire for skills and culture
- Recruit effectively
- Be an advocate for manufacturing



Hiring the right people can be difficult, but it is crucial for long-term success. Australia has a talent pool, as well as international hires, who could be a good fit for roles across the value chain. AMGC's research with the general public and students has pointed to practical steps manufacturers could take to reach new talent.

### EDUCATING PEOPLE ABOUT MANUFACTURING IS IMPORTANT:

From being exposed to approximately 3 minutes 30 seconds of manufacturing awareness building content,



**112 students** and



**428 general public**

became "super interested" and "a lot more interested" in manufacturing as a career.

“Industry must have a place in the education system. Manufacturers need to understand how the next generation of workers thinks, so they can better engage.”

~ David Fox, LA Services

## Way 8. Hire the right people

### HOW TO ATTRACT TALENT:

- ✓ **Identify strengths to emphasise in job adverts**
  - › Associate important areas such as job security, the availability of support and mentoring, and opportunities for flexibility and variety with manufacturing
- ✓ **Maintain a high-quality careers website page and use social media**
  - › Additional use of targeted social media advertising can be the most direct and cost-effective way to reach young people
- ✓ **Ensure good coverage on online jobs boards**
  - › Among the students AMGC interviewed, Seek, Indeed, Gumtree and university or TAFE jobs boards were their first ports of call
- ✓ **Work with other manufacturers**
  - › Firms could consider partnering with other manufacturers to develop a joint offer to students that can compete with the graduate programs
- ✓ **Offer internships and work experience**
  - › Students career decisions are swung decisively by a few moments, with exposure to actual working environments chief among these