

# Strategy 1.

## A targeted marketing campaign

A targeted marketing campaign should be informed by a comparison of the current workforce profile with future workforce requirements.

- To raise profile of the organisation as an employer of choice
- To attract candidates of specific age, life stage or attribute

### Activity

1. Using the resources provided and your understanding of current staff, describe the demographic profile of your current workforce.

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2. Describe the profile of the workforce needed to meet the goals and objectives of your organisation in the future.

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3. Discuss strategies you could use to attract and retain the workforce you need.

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4. Consider resources you have available (or could seek) to support your efforts

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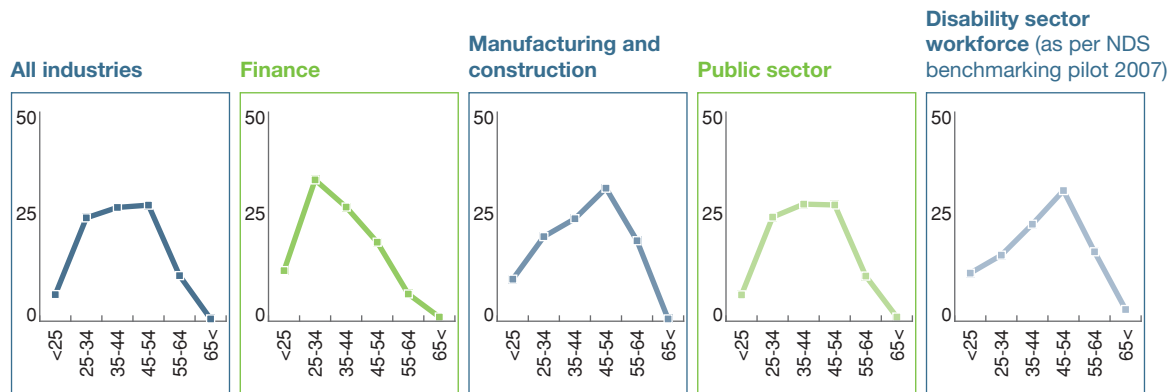
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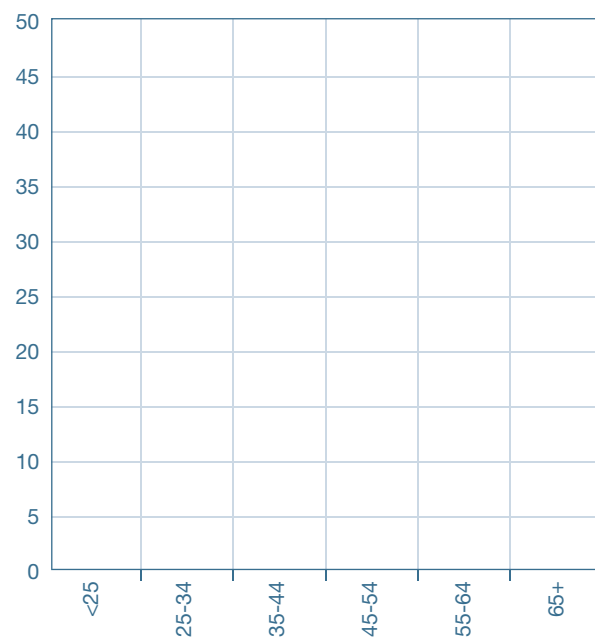
# Workforce profile by age group



Above: Age profiles by industry

## Activity

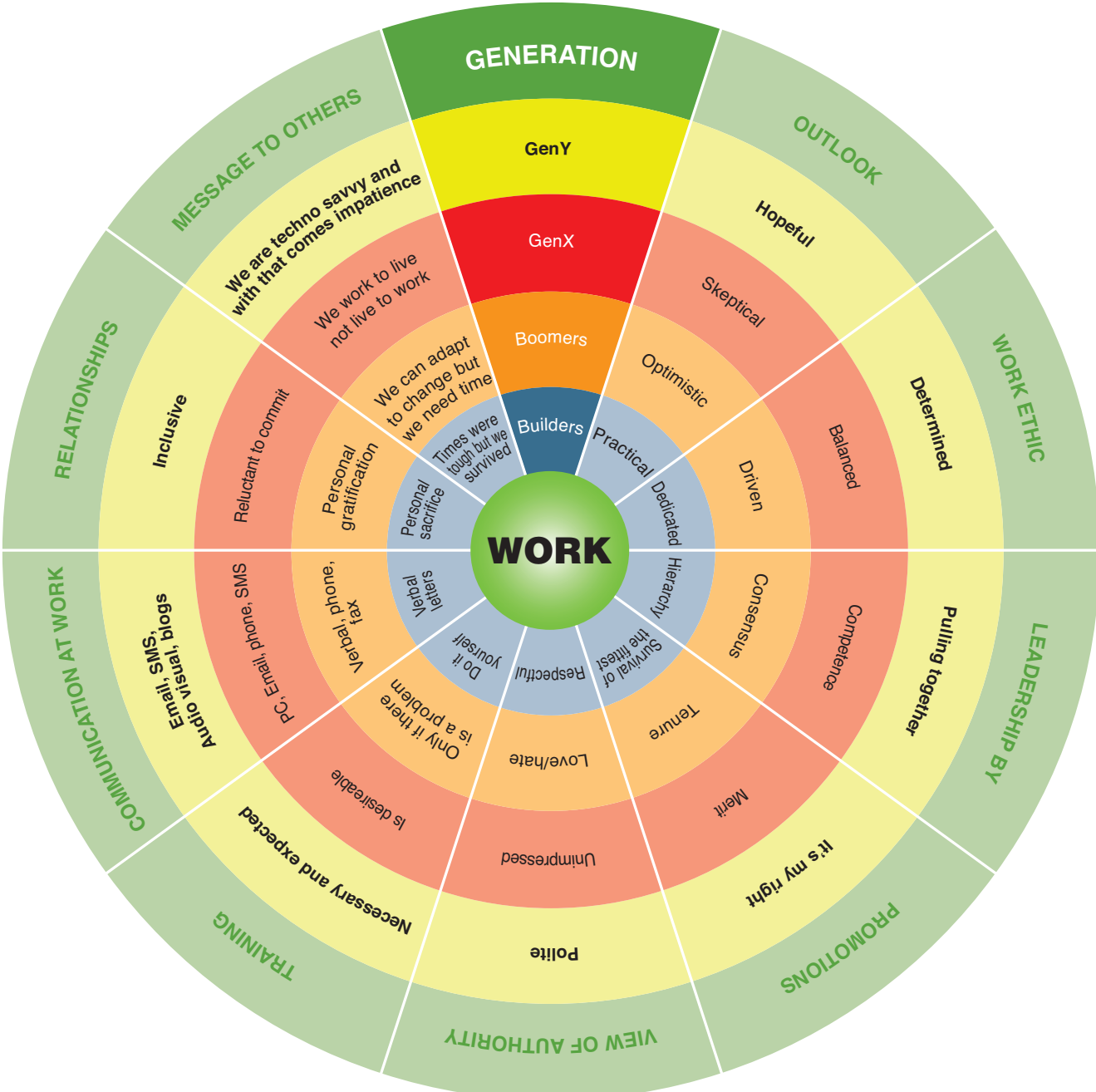
Estimate or calculate the percentage of employees for your organisation that fall into each age group and plot your workforce age profile.



## Discussion

1. What are the implications for this age profile on your current future workforce?
2. If your current age profile does not appear to support a sustainable workforce, consider:
  - a. your local community and where you could target future recruitment efforts
  - b. strategies you can use to retain the mix of employees that will ensure workforce capacity for your organisation

# Understanding your workforce



# Your worklife by design

