

Attraction and retention strategies

An outcome of the 'Disability Workforce: Exploring sustainability' awareness raising workshops

The following is a list of attraction and retention strategies that was compiled throughout the NDS National Workforce Project awareness raising workshops. During the workshops, participants were asked to list attraction and retention strategies that they had tried in their disability organisation.

Please note that the strategies listed in **green** are strategies that have been mentioned five (5) or more times. **Orange** strategies have been mentioned two (2) or more times. Strategies listed in black font were only mentioned by one (1) workshop participant.

Attraction strategies:

- **Attribute based advertising;**
- **Awareness raising in schools;**
- Disability Action Week advertising
- **Gimmick advertisements;**
- Head hunting;
- Including community in training and information sessions;
- Information days where you ask for expressions of interest for interviews;
- **Joint information sessions and advertising;**
- Links to universities;
- Marketing to raise profile;
- **Multilayered advertising;**
- Rewriting advertisements and job descriptions to make them more attractive;
- School placement programs;
- Sector wide recruitment strategy;
- **Spotters fees;**
- Staff testimonials;
- TOIL system as attraction incentive;
- Traineeships;
- Using local disability networks;
- **Using specialist recruitment services;**
- Using staff members to write advertisements to target certain demographics; and
- **Word of mouth.**

Retention strategies overleaf...

Retention strategies:

- Nine- day fortnights;
- A base of casuals to temp out to other organisations;
- Activities to reduce stress levels at work;
- Additional leave;
- Autonomy and trust;
- Bonuses if KPI's are met;
- Changing position titles;
- Counsellors for debriefing;
- Direct service staff to attend organisational planning days;
- Ensuring 'good fit' (staff with organisation);
- Exchange programs with international organisations;
- Exit interviews;
- Extra day leave for every year of service;
- Flexible work conditions — family friendly;
- Health promotion;
- Ideas bank — service innovation rewarded;
- Measuring turnover (absenteeism etc);
- Ongoing training;
- Online training;
- Orientation days;
- Pay increases;
- Payment of further education fees;
- Peer and mentoring partnerships;
- Positive work environment;
- Purchase leave;
- Redesigning jobs;
- Reward and recognition incentive programs;
- Salary packaging benefits;
- Shared training sessions;
- Sharing organisational information with staff to ensure ownership / understanding of the organisation's position;
- Small promotions and/or changing the names of roles;
- Stabilising hours and therefore income;
- Staff communication strategies;
- Staff satisfaction surveys;
- Succession planning;
- Supervisors given relaxation rewards;
- The virtual office;
- Training with perks (such as dinner);
- Understanding staff skill sets in an effort to use them effectively; and
- Working with other organisations (not competing for staff).