



McArthur
Best People Fit

How McArthur is helping ECE centres in some of Victoria's most disadvantaged regions find the educators they need.



The Opportunity

The Victorian State Government is delivering the biggest reform in the history of Early Childhood education in Victoria to provide all three-year-old children access to subsidised kinder.

The investment of \$5 billion over 10 years will fundamentally transform early childhood education and help families struggling with the cost of living, saving some of Victoria's most disadvantaged families around \$5,000 a year.

McArthur has been fortunate to partner with the Department of Education and Training to assist with the recruitment of the Teachers and Educators for Three-Year-Old Kindergarten in the regional areas of:

- Buloke
- Hindmarsh
- Northern Grampians
- South Gippsland
- Strathbogie
- Yarriambiack
- Mallee (4 year old)

The Challenges

In the initial stages of the project, the three key challenges were:

ECE Candidate Shortage:

There is a general shortage of qualified and/or experienced ECE practitioners across Australia.

Urgency:

The need was immediate and if possible candidates were required to start 'yesterday'.

Location:

The regional and rural locations of all centres meant the campaign was competing with metro centres sourcing from the same small talent pool.

As the project rolled out, and time progressed additional challenges emerged:

Timing:

The timing of the campaign unfortunately coincided with the traditional holiday period 'slow-down'.

International sourcing roadblocks:

Overseas recruitment was initially identified as a potential sourcing channel, but due to the time required for relocation and visa clearance, it wasn't a feasible strategy

COVID-19 Outbreak:

The outbreak curtailed recruitment for the Mallee.

The Solution

Tailored solutions

All service providers in the 2020 roll-out areas were all met by the McArthur team prior to commencement. This gave us a good understanding of individual service needs, culture, resources available and ascertain a "best person fit". It also allowed us to visualise the location, community, and proximity to other locations in order to promote the location and service to prospective teachers and educators.

Broad, lateral sourcing strategies

The challenges outlined above made it imperative that we thought creatively and utilised all available candidate sourcing channels - both traditional and non-traditional. Working in conjunction with several of the individual centre's own sourcing activities, all available channels were utilised including:

- Poster displays in key community hubs promoting McArthur Refer A Friend incentive
- The use of a dedicated micro site website based purely to provide information on the location and jobs in the project
- Geo-targeted Social Media campaigns
- Working closely with our peak body contacted developed over the last 30 years
- Contact with Universities and Colleges that provide teaching of the relevant qualifications in Melbourne and interstate. Ads were placed on their job boards
- McArthur national database/ networks
- Referrals from existing networks
- National search – all states and territories
- International search- New Zealand only (due to time restrictions)
- eDM's via the McArthur national database
- Local media print advertising
- Online advertising across a number of specialist job boards and display advertising.



Employment Incentives of up to \$9,000 & Scholarships are available for early childhood teachers & educators to teach in a location where programs for the Three-Year-Old Kindergarten will roll out in 2020:

• Hindmarsh Shire • Yarriambiack Shire • South Gippsland Shire

Do you know a qualified EC Educator who would be interested in making a difference?

REFER A FRIEND & BE REWARDED
with \$1,000* per successful referral

Register your interest or refer your friends via
kinderreform@mcarthur.com.au

Call **Tracie Burwash** on **0417 366 927**
or **Fiona Bain** on **0404 204 372** for a discussion



Take a shot of this poster,
so you always have our details on hands!



Relevant Messaging Strategies

Tree-change Lifestyle

The promotion of the healthy, affordable and family-friendly that the various regions offered was a key selling point, particularly for candidates in or close to metro centres.

Your chance to make a difference.

Be the first to make an impact with the 3-year-old kindergarten roll out" and "be part of something special" - teachers and educators are passionate about what they do and to be part of something new with such an impact on children's life's and the community.

The Outcomes

*400+ pre-screened candidates. 169 applications received.
49 full interviews.*

*33 resumes sent to services. 33 service interviews.
12 offers. 12 acceptances.*

