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A note from the desk of.....

August was an interesting month to say the least, a major correction on financial markets – followed by a subtle recovery, a Federal election Campaign now hotting up and talent shortages increasingly dominating the HR Agenda. Today's newsletter provides some useful insights.

I hope you enjoy this brief but informative Newsletter from the HR Partners team and myself.

David Owens
Managing Director



Kellie Tomney of St George Bank

5 minutes with Kellie Tomney - Executive Manager Recruitment & Branding Strategy

Can you describe your current role?

My current role is to develop the recruitment and employment branding strategy for St. George Bank and to implement the strategy successfully. Essentially this means that I have to put strategies in place to ensure St. George continue to have a real competitive advantage through people.

As a strong brand in the Local Banking industry, what is SGB doing to create a compelling employee proposition for the next 3 - 5 years?

Creating and Living our Employment Brand and compelling EVP is an ongoing process. We will continue to work on being clear about what existing employees and people in the general community value about St. George and to link and leverage the employment brand with our consumer brand. We will continue to innovate in this space in the next 3-5 years.

How do you see HR evolving in the next 3- 5 years? Is Talent Management here to stay?

I see HR becoming much more recruitment and branding focused. Talent Management in my view is here to stay and is going to become more sophisticated.

Can you characterise the ideal HR professional St George Bank will recruit in future?

For St. George, the ideal HR professional would be innovative, forward thinking, have a very commercial mindset, and have a very strong record of success in building relationships with businesses to speedily drive the direction, development and delivery of market leading people initiatives. Essentially, we are after people who want to succeed in great company.

Please tell us a little bit about your work history?

There are common themes in my work history – a passion for delivering business strategy through people strategy, change management, leadership, culture and branding. The most common thing is change! I love leading the way on new strategic business changes.

As such, I have had a varied work history with focus on Employment Branding, HR, People Strategy Development, Change Management, Leadership and Culture development with great organisational brands across different industries.

Specifically, I studied Marketing and HR at Elton

Talent Strategy for Real Business Dr Maria Yapp, CEO -Xancam

'Talent Strategy' continues to be a hot topic amongst HR professionals and business leaders. As competition for the most talented individuals increases, organisations constantly wrestle with new challenges that will help them attract, retain and develop those with the potential to fill critical business roles. Dr Maria Yapp, CEO of Xancam an established firm of business psychologists that specialises in identifying and developing talented leaders, has just completed a survey into this issue that has provoked some intense debate.

For the full article, please go to:
<http://www.hrpartners.com.au/files/TalentStrategyMariaYapp.doc>

NETWORKING EXPOSED: THE SECRETS OF SUCCESS

Lisa Butler, Director, Paragon Associates Pty Ltd.
Author "Networking Exposed: Discover the secrets of business networking"

"Networking Exposed" can be purchased online at www.networkingexposed.com.au

This book exposes the true nature of networking, dispelling the myths which often prevent you from networking successfully. It is full of practical strategies, tips and techniques that you can use to make the process of networking easier, more enjoyable, more comfortable and therefore more successful.

Networking Exposed will help you to:

- Appreciate the true nature of networking
- Recognise the value of networking is business and life
- Be aware of practical strategies, tips and techniques to ensure networking success
- Overcome hesitancy to network and feel more comfortable and confident when networking
- Approach networking in a strategic manner, considering long term maintenance of networking contacts rather than just attending events.

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Thank you to all of our trusted contributors.
If you would like to contribute to future issues or have any recruitment enquires, please contact your state representative:

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