

Gladstone Region

SKILLS

ATTRACTION

Employers Toolkit



A community owned resource developed in collaboration by:

Contents

Gladstone Region Skills Attraction Toolkit.....	2
Available Resources.....	2
'Glad to be in Gladstone' Webpage.....	2
'You'll be glad you did' Videos.....	2
How to Use These Resources.....	3
Website Inclusion.....	3
Email Signature.....	4
Recruitment Content.....	6
Taglines.....	6
SEEK Advertisement.....	7
Social Media Post.....	8
Recruitment Correspondence.....	11
Interview Invitation.....	11
Employment Confirmation.....	12
Resources and Toolkit Feedback.....	13
Case Study: # ProudlyGRC.....	14
Gladstone Region Skills Attraction - Collaborative Partners.....	17

Gladstone Region Skills Attraction – Employers Toolkit

The Gladstone Region Skills Attraction Employers Toolkit supports our local community to attract skilled employees to the region to grow our local capacity.

The Toolkits includes:

- resources that have been intentionally developed for use across multi-sector employers
- easy-to-follow steps to use existing online and digital resources to promote Gladstone’s liveability, and
- other useful tips to increase the effectiveness of online recruitment strategies.

The resources offered in this Toolkit have been developed for all Gladstone Region employers, in collaboration by:



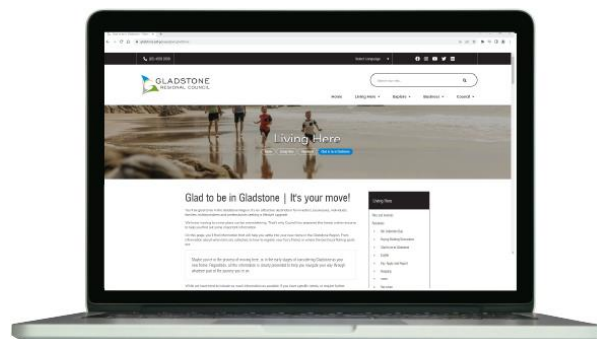
Available Resources

‘Glad to be in Gladstone’ Webpage

The ‘Glad to be in Gladstone’ webpage includes information about living in the Gladstone Region and breaks down information into helpful sub-categories.

Potential new employees can access information to make the move to the region smoother for the whole family.

<https://www.gladstone.qld.gov.au/glad-gladstone>



‘You’ll be glad you did’ Videos

Three promotional videos of new and existing Gladstone residents are available for local employers to use in their own recruitment campaigns.

The videos promote:

- the liveability and point of difference of the region
- job opportunities for partners (dual profession recruitment)
- training and employment pathways for family members



Josiah's story

Promotes:

- The experience relocating to Gladstone for work with loved ones
- The sense and feel of community makes settling in Gladstone easy
- Living in Gladstone offers an abundance of choice

<https://youtu.be/6KT-oBKIRJw>



Aaron's and Scott's story

Promotes:

- Training and career pathways for family members
- Global industry training opportunities and career pathways
- Many families move to Gladstone for work and stay for the lifestyle

<https://youtu.be/aYzIwTMwSe0>



Dr Daas's story

Promotes:

- A great place to sustain family life
- Gladstone Region's cultural inclusion and diversity
- Right choice for medical and health professionals relocating with their families

<https://youtu.be/yC5AvIUdE>

How to Use These Resources

Website Inclusion

To embed the external web page 'Glad to be in Gladstone' on your organisation's webpage, copy and paste the URL link <https://www.gladstone.qld.gov.au/glad-gladstone>.

If you operate a self-managed website, please refer to your web help desk for instructions on how to upload content and links.

Email Signature Footer

Employers can include a campaign footer in email signatures. Simply download the email footer images below from the 'Glad to be in Gladstone' webpage and follow the guided steps, so that every email sent is an opportunity to attract potential new employees.

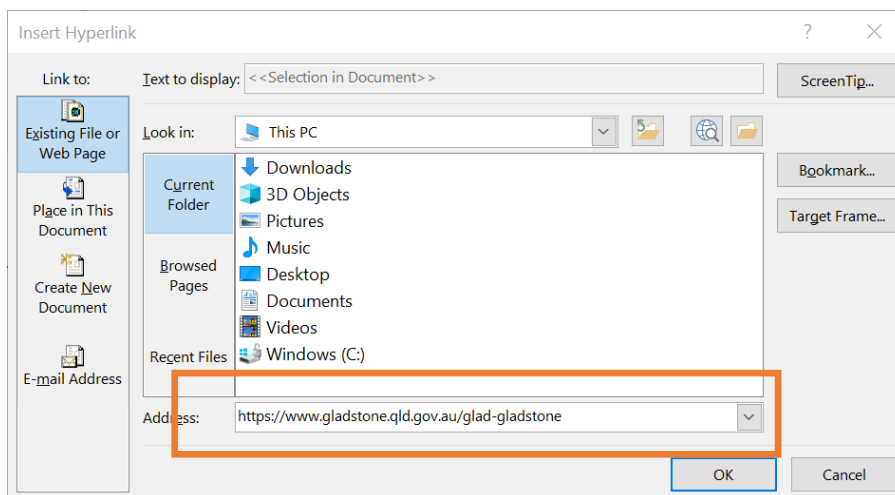
- 1) Save the email footer image below onto your computer/into a drive
- 2) Open email signature within your email application (eg Outlook) and scroll to the bottom of your existing content. Underneath, add the email footer image by clicking on the icon shown.

Edit signature



- 3) Find your saved image and click 'insert'
- 4) Once inserted, add the hyperlink to the 'Glad to be in Gladstone' website by clicking on the icon shown below and adding this hyperlink <https://www.gladstone.qld.gov.au/glad-gladstone> in the address box, also shown below.

Edit signature





Work with global industry leaders

Discover our region with a single click 

Discover Aaron's story

A community owned resource developed in collaboration by:




"Gladstone is a great place to live"

Discover our region with a single click 

Discover Scott's story

A community owned resource developed in collaboration by:




"Gladstone's a good choice"

Discover our region with a single click 

Discover Mulham Daas' story

A community owned resource developed in collaboration by:




"More opportunities than you can imagine"

Discover our region with a single click 

Discover Josiah's story

A community owned resource developed in collaboration by:



Recruitment Content

‘You’ll be glad you did’ Video - Taglines

The following taglines can be included when referencing and linking each ‘You’ll Be Glad You Did’ video in job descriptions and job ads, to complement recruitment content.

Josiah’s story

- Gladstone offers many choices for loved ones making the move for their partner’s work. Hear why Josiah is ‘Glad to be in Gladstone’ after relocating for work.

Scott’s and Aaron’s story

- Aaron’s story is familiar to many families moving to Gladstone. Gladstone offers great opportunities for skilled workers and career pathways for family members.
- Hear how Gladstone’s school-based vocational training opportunities put Scott on a great career path to work with global industry leaders.

Dr Daas’s story

- Dr Daas’s story is familiar with many Health Professionals relocating to Gladstone for work. Gladstone offers a beautiful place to live and a great place to sustain family life.

General taglines

- You’ll be glad to be in the Gladstone Region.
- Many move to Gladstone for work and stay for the lifestyle.
- Considering moving to Gladstone for work? You’ll be glad you did!
- Explore more information about our region through the [‘Glad to be in Gladstone’](#) webpage on the Gladstone Regional Council website.
- Find information that will help you and your family settle into your new home in the Gladstone Region on the [‘Glad to be in Gladstone’](#) webpage on the Gladstone Regional Council website.

SEEK Advertisement

- 1) Once you complete the Job Description section, include final heading: **Considering moving to Gladstone for work? You'll be glad you did!**
- 2) Add one 'You'll be glad you did' video matched to the candidates you want to attract by copying and pasting the Video YouTube URL in the dedicated section of the advertisement template.
- 3) Copy and paste associated taglines above, matched to the video you have chosen.
- 4) Continue to next steps to create and publish the job ad.

Write about your job

Job description
Enter your job details or let us guide you through what to write.

[Write my own](#) [Help me write my ad](#)

Paragraph **B** *I*

Start with job description details

Considering moving to Gladstone for work? You'll be glad you did!

Add complementary taglines

Video (optional)
Add a video to your ad with a YouTube link. The video will appear at the bottom of your ad.
e.g. <https://www.youtube.com/watch?v=abc123>

Paste video URL link

Quick apply **Save**

About us

Join our not-for-profit community owned health and human services organisation delivering on the unique health and wellbeing needs of people living in the Gladstone Region, to support people to create flourishing future.

About the Position

Tasks & responsibilities

- Manage a caseload with clinical supervision and support
- Provide social work specific interventions and assessments including assessing and intervening with families
- Provide supervision for less experienced clinicians and students as negotiated
- Provide a comprehensive and flexible mental health service to children, young people and their family/carers

Qualifications & experience

- A tertiary degree in Social Work
- Eligible for membership to the Australian Association of Social Workers (AASW)
- Previous experience in a multi-disciplinary team environment
- Demonstrated organisation skills, including an ability to multi-task, to plan, set and prioritise workloads to meet deadlines, and to work independently, efficiently and effectively

Benefits

- Competitive packages with salary packaging options available
- Up to 12.75% employer contribution superannuation
- Flexible work options
- Variety of Wellbeing Programs for all interests and lifestyles

Considering moving to Gladstone for work? You'll be glad you did!

Gladstone offers many choices for loved ones making the move for their partner's work.

Hear why Josiah is 'Glad to be in Gladstone' after relocating for work, watch the video below.

To find more information that will help you and your family settle into your new home in the Gladstone Region, visit <https://www.gladstone.qld.gov.au/glad-gladstone>



Social Media Posts

Utilise 'You'll be glad you did' promotional videos and the Glad to be Gladstone webpage as part of your social media posts including Facebook, Instagram and LinkedIn, to attract skilled employees,

Hashtags improve the visibility of social media posts.

Include both **#gladstoneregion** and **#gladtobeingladstone**, when using a 'You'll be glad you did' promotional video in a social media post.

#gladstoneregion is a popular hashtag used by local Gladstone businesses and enables content to be found more widely by people who view, like and share other content with the same hashtag.

#gladtobeingladstone makes it possible to measure the effectiveness of the collective skills attraction campaign efforts to promote the region to skilled employees.

A Short Guide to Posting on Social Media

Here are some tips to get you started:



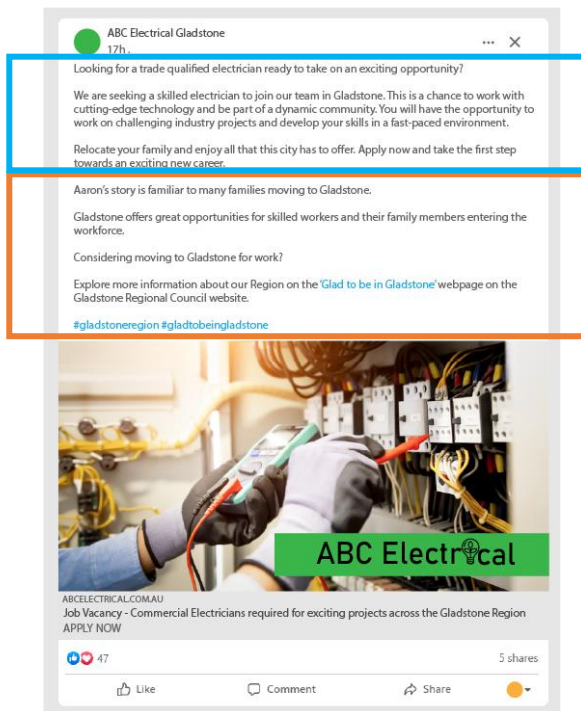
For further assistance with individual social media platforms, refer to the associated Help Centre or support page linked below.

LinkedIn [LinkedIn Help](#)

Facebook [Facebook Help Centre](#)

Instagram [Instagram Help Centre](#)

Example Recruitment Post to Attract Skilled Employees



Start post with job description details

Add complementary tag lines, video link and hash tag

Aaron's story is familiar to many families moving to Gladstone.

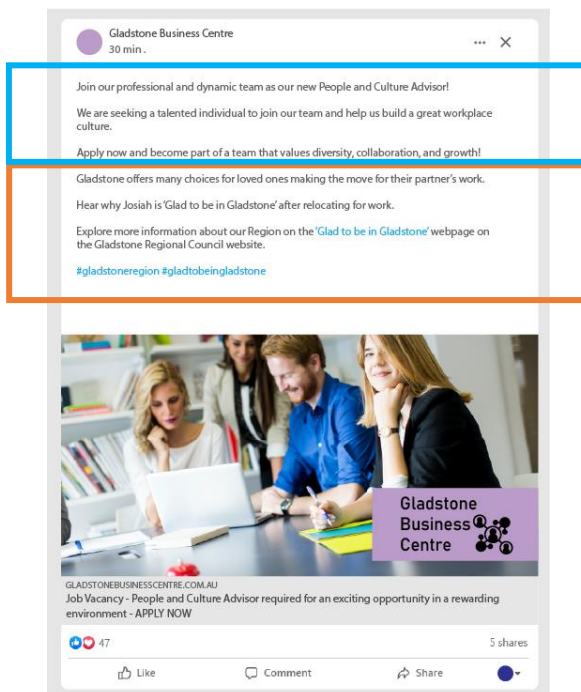
Gladstone offers great opportunities for skilled workers and their family members entering the workforce.

Considering moving to Gladstone for work?

Explore more information about our Region on the ['Glad to be in Gladstone'](#) webpage on the Gladstone Regional Council website.

[#gladstoneregion #gladtobeingladstone](#)

Example Recruitment Post to attract Community Service Professionals



Start post with job description details

Add complementary taglines, video link and hash tag

Gladstone offers many choices for loved ones making the move for their partner's work.

Hear why Josiah is 'Glad to be in Gladstone' after relocating for work.

Explore more information about our Region on the ['Glad to be in Gladstone'](#) webpage on the Gladstone Regional Council website.

[#gladstoneregion #gladtobeingladstone](#)

Example Recruitment Post to attract International Skilled Professionals

Medi Healthcare
2 min.

Are you a general practitioner with an interest in providing high quality primary care?
This is an exciting opportunity to apply your expertise and knowledge within a unique and dynamic work environment. This is not your standard GP role and as such we are seeking candidates who are looking for something a little different!
You will play a vital part in providing quality clinical care to patients as an integral member of an experienced multidisciplinary health care team.

Dr Daas's story is familiar with many Health Professionals relocating to Gladstone for work.
Gladstone offers a beautiful place to live and a great place to sustain family life.
Find information that will help you settle into your new home in the Gladstone Region on the ['Glad to be in Gladstone'](#) webpage on the Gladstone Regional Council website.
[#gladstoneregion](#) [#gladtobeingladstone](#)

Medi Healthcare

MEDIHEALTHCARE.COM.AU
Job Vacancy - People and Culture Advisor required for an exciting opportunity in a rewarding environment - APPLY NOW

47 likes 5 shares

Like Comment Share

Start post with job description details

Add complimentary tag lines, video link and hash tag

Dr Daas's story is familiar with many Health Professionals relocating to Gladstone for work.

Gladstone offers a beautiful place to live and a great place to sustain family life.

Find information that will help you settle into your new home on the ['Glad to be in Gladstone'](#) webpage on the Gladstone Regional Council website.

[#gladstoneregion](#) [#gladtobeingladstone](#)

Recruitment Correspondence

Interview Invitation

Example email invitation.

Subject line:

Hi [Name],

Thanks for taking the time to apply for the [Position].

Your application caught our attention and we are interested to learn more about you and your interest in joining [Organisation].

We would like to invite you to interview on [Interview time and date].

[Insert details of in-person interview location or remote online meeting eg Zoom or Teams, and relevant interview preparation details.]

Interviewers:

[Interviewer Name – Position]

[Interviewer Name – Position]

By applying, we recognise that you are considering the move to Gladstone.

Our community have collated information that might support you and your family in this early stage of relocation considerations <https://www.gladstone.qld.gov.au/glad-gladstone>

The attached video shares the experience of new residents who moved the Gladstone Region for work and why they are glad they did.

We look forward to meeting you.

Regards,

[Name, Position]

[Contact details]

Employment Confirmation

Example offer of employment email communication.

Subject line:

Dear [name],

Congratulations on your offer with [Organisation] for the role of [Position Title].

Attached:

- Contract of Employment
- [Position Title] Position Description
- New Employee Paperwork

Please confirm your acceptance by [Specific directions to follow] by [Date].

New opportunities are exciting! To help make it a smooth and easy process:

- [Organisation Contact Person, Position, Contact details] will be your point of contact to answer your questions and organise your start with [Organisation].
- You'll find information that will help you [and your family] make the move to the Gladstone Region on the '[Glad to be in Gladstone](#)' webpage on the Gladstone Regional Council website.
- Watch the attached video to learn more about our region and hear from [Dr Daas/ Josiah /Scott and Aaron] about living in the Gladstone Region and why they were glad they do.

Please reach out at any time.

We look forward to you joining the [Organisation] Team.

Regards,

[Name, Position]

[Contact details]

Resource and Toolkit Feedback

Skills shortages are being experienced across industry and sectors locally and Australia wide.

In response, the resources offered in this Toolkit have been developed for all Gladstone Region employers, as a collaborative cross-sector approach to:

- leverage the existing assets and appeal of the region to attract skills
- make the experience of potential new employees to the area easier including access to information that will make the move to the region smoother for the whole family

To increase the effectiveness of the Gladstone Region Skills Attraction Employers Toolkit, new employees who relocate to Gladstone and local employers using the community-owned tools, are invited to contribute feedback.

Feedback received will be used to inform continuous improvement and identification of further cross-sector collaboration opportunities to reduce the impact of skills shortages impacting our community.

New Employee Feedback



- Local employers can add this short feedback survey as part of existing onboarding practices for new employees during their first month

Local Employer Feedback



- Contribute feedback to the Gladstone Region Skills Attraction Toolkit and Resources and offer suggestions to reduce impacts of skills shortages

CASE STUDY: #ProudlyGRC

THE POWER OF VISUAL STORYTELLING

Gladstone Regional Council has a team of Brand and Communications professionals who produce great content.

In this multi-channel world, they provide innovative ways to connect with their communities. Introducing the power of visual storytelling and Council's #ProudlyGRC video series.

Council found that employees telling their story, beyond the job, has worked well to connect with local audiences about the activity of Council and to connect with a much wider audience outside the region. Having current employees share their experience of the region's great lifestyle, is a great way to connect to prospective applicants considering relocation to the region



VISION

Each year, the Chief Executive Officer sets a theme for the organisation and the Brand and Communications Team turned the Proudly GRC theme into a hashtag and video campaign. The video series is unscripted and shares authentic and genuine stories from Council employees who are proud of the work they do and the region they live in.

The team invited employees to be a part of the campaign, then secured the talent to participate in informal interviews, which were filmed, edited and produced as videos to be shared internally and externally.



ACTION

Ryan was Council's very first #ProudlyGRC video to launch in 2022.

Ryan has been with Council for five years. He started his journey as a Cleansing Labourer and now focuses on Council's gates and grids network in his current role as a Technical Officer. Ryan is #ProudlyGRC as he knows the work he does makes a difference every day for his community.

[#ProudlyGRC | Ryan Heaney | Technical Officer](#)



OUTCOME

After this video was launched on Council's social media channels, Ryan was grabbing a morning coffee at his local coffee shop where the barista recognised him from the #ProudlyGRC video. They were pleased to meet Ryan in person and thanked him for his contributions to the Gladstone Region community, and his coffee was paid forward. Ryan continues to be passionate about the work he does and is a proud advocate for both Council and the Gladstone Region.

Ryan's video alone has reached almost 25,500 people via Council's social media channels and was shared amongst family in Ireland.

Council launched the campaign in 2022, and had released nine #ProudlyGRC videos by mid 2023 reaching almost 150,000 people on Facebook.

Council has filmed further videos and will continue to release these year on year.

LEARNING

Following the success of the #ProudlyGRC video series, Council will continue this campaign in celebration of employee milestones. Local government is often thought of as roads, rates and rubbish, and it's the Brand and Communication Team's role as communicators to share the stories of the people behind the brand, with the communities they support.

VIDEOS

To view all #ProudlyGRC videos scan the QR code or click the below link:

[#ProudlyGRC Videos](#)



KEY ELEMENTS OF CAMPAIGN: #ProudlyGRC

Shared by Gladstone Regional Council's Brand and Communications Team

BRAND

We ensured the GRC brand was consistent. We understood our 'why' and built trust through brand consistency and created a clear voice through our writing and communication.

PEOPLE

People love to see other people.

Testimonials created positive results for GRC with people hearing from people, just like them. Council's #ProudlyGRC videos are a good example of this, our employees shared why they are proud to work for Council and these videos formed part of our recruitment campaign.

BUDGET

The outcomes we experienced through using social media advertising proved to be an affordable way to reach our audience with great results.

We ran a short campaign which increased visitation to our website. A small, but well targeted campaign, kept GRC top of mind for prospective applicants.



Gladstone Region Skills Attraction - Collaborative Partners



Gladstone Regional Council (GRC)
<https://www.gladstone.qld.gov.au/>

Gladstone Regional Council (GRC) is committed to actively promoting the Gladstone Region and enabling its growth and prosperity. A continued focus on diversification helps grow the region and expand opportunities. Through promotion of the region, Council is ensuring that the Gladstone Region continues to be a great place to live and invest.



Gladstone Engineering Alliance (GEA)
<https://gea.asn.au/>

Gladstone Engineering Alliance (GEA) is the reputable self-funded not for profit organisation linking business with opportunity to create sustainable growth and diversity for the Gladstone Region. GEA want local businesses to grow and prosper, and is dedicated to achieving its goal of establishing the Gladstone Region as a world-recognised Industry Supply Chain Hub. Connect with GEA to access member resources and benefits, including room hire and discounted Yaralla Lifestyle package for employers and employees.



Gladstone Chamber of Commerce & Industry (GCCCI)
<https://www.gcci.com.au/>

Gladstone Chamber of Commerce & Industry (GCCCI) provides a voice for Gladstone regional business - from micro businesses, sole traders, and not-for-profits to small to medium businesses and large industry. Guided by a mission to create a vibrant and connected business environment, GCCCI works to build up, connect, and promote members, while representing the ever-changing needs of our business community to ensure that the Gladstone Region remains an attractive place to invest, work, and live. Connect with GCCCI for membership information and GCCCI Business Directory.



Gladstone Area Promotion and Development Limited (GAPDL)
<https://www.gladstoneregion.info/>

Gladstone Area Promotion and Development Ltd (GAPDL) is a not-for-profit, membership-based organisation responsible for strategically marketing the Gladstone Region as a preferred tourism, investment and lifestyle destination. Highlighting the incredible surroundings and all that the Gladstone Region has to offer to work, play and stay. For those considering or have moved to Gladstone, GAPDL offer 'Welcome to Gladstone' bags which showcase how people can spend their spare time here in the Gladstone Region.



Gladstone Region *engaging in action* Together (GRT)
<https://www.gladstoneregiontogether.org.au/>

Gladstone Region engaging in action Together (GRT) is a community-led, place-based, social change initiative with the vision of opportunity, equity, and quality of life for everyone in the Gladstone Region. In 2022 our human service sector identified skills attraction as a priority inclusion of the community-designed Gladstone Region Wellbeing Action Plan. Attraction of skilled professionals to our service sector enables quality and timely supports for our families and children to thrive. GRT belongs to all us. Contact GRT to get involved.