

2025 AUSTRALIAN DAIRY CONFERENCE

What employers of choice do differently

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1. Know where their business is going!

Clarity of business direction, goals and values is critically important to employees! Employers of choice have a clear plan and know what success looks like. Businesses with direction, goals and that are transparent about what they are trying to achieve are attractive from the outside and also provide consistency from the inside. Having systems and structure, policies and procedures simply ensures everyone is on the same path, heading in the same direction.

2. Value their people and plan their workforce

Employers of choice genuinely invest time into planning their workforce! They have a handle on what skills and roles are needed in the business and don't just look for warm bodies! They work to ensure the right people are in the right jobs, with the right skills who want to be there! The team members are acknowledged, respected and valued for their contribution, formally and informally.

3. Acknowledge times have changed

People aren't lucky to have a job these days and there are more good jobs available than good people, we need to move with the times! An employee won't walk over hot coals to get a job or keep it and they have higher expectations! They work to live, not live to work and understanding and considering this will ensure you are up with the times!

4. Recruit effectively

The art of recruiting is not what it used to be. Gone are the days of telling people what you need – try telling them what you are offering! Flexibility, lifestyle, opportunity, growth – all as important as the dollar figure. Be willing to turn around the process quickly and try recruiting for desired qualities not skills – you can train for the latter. Advertise effectively and in the right places.

5. Be legally compliant

Running a professional business that meets legal requirements is not a bonus. It is the minimum and assumed as a given. Paying the appropriate rate and affording entitlements (accurately) is not a selling point... NOT doing it is a red flag. Have a business that is safe – physically and mentally – or don't expect to join, or stay in your business. Put simple systems, structure and record keeping in place to ensure YOU follow the requirements and your team know what is expected of them.

6. Manage your business!

Once a team member joins a business, the hard work isn't over, it only just begins! Providing direction, guidance, coaching, clarity and support day in, day out. Coaching and mentoring, training and retraining. And retraining. And retraining. Communicating – regularly and systematically. Genuinely. Being willing to reward and be brave enough to reprimand, it's important to start with everyone on track but you also need to have the courage and confidence to keep them there.

To hear Bec share her thoughts on being an employer of choice, watch this recording



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