

Off Shore Recruitment Models – are they really effective?

More and more recruitment for New Zealand businesses is being completed off shore.

How can this be possible? Surely local Managers need to meet the candidate being employed – face-to-face first.... Oh they do – but only after the off shore recruiter has ‘vetted applications’ (online of course) forwarded these unqualified CVs to the Hiring Manager with the suggestion: “Pick the candidates you like the look of – and interview them first!”

A common complaint from Hiring Managers these days is the length of time it takes to fill a vacancy when HR / recruitment functions are no longer based in New Zealand.

Global companies universally declare the importance of recruiting quality staff – then immediately cut the recruitment budget and centralise the HR team at the Regional Head Office. In this part of the world – that normally means Australia.

The motivation for centralisation of HR / Recruitment functions is normally around cost savings to the business. What actually

happens is the opposite. All experienced Managers will tell you – “Time is money”. So when it takes months instead of weeks to recruit a new employee the loss in productivity to the business is more than the business would have paid for a recruitment fee.

The biggest complaint about the off shore recruitment model is the lack of good candidates it produces. Posting a vacancy online and hoping a good candidate is going to see it, is wishful thinking. Nothing beats an up-to-date local database of candidates where the recruiter has met and interviewed the candidate face-to-face. In terms of time / cost savings – you won’t get a better deal!

Another major factor influencing the New Zealand candidate pool is the rise of immigrant numbers. Whilst we are all for cultural diversity and growing the population base – an immigrant “fresh off the boat” has a lot to learn about New Zealand business culture. They have no business contacts and certainly no business relationships to enhance their application. That’s not to say that in time they will develop those relationships – it

just takes time. And that’s the challenge in business; “time is money!”

So what’s the way forward?

Develop business relationships with two or three established local recruitment agencies. Review their performance annually based on their ability to consistently deliver quality candidates in a timely manner. It goes without saying the Agency / Consultants you choose to deal with must act with integrity at all times. Good recruitment agencies are only successful if you are. The candidates they place must add value to the business – which supports growth and ultimately more staff! **HR**



Annette Sleep is Managing Director of O'Neil's Personnel. Annette Sleep has over 20 years' experience as a senior recruitment manager and business consultant, and is the managing director of O'Neil's Personnel; for further information, visit www.oneilspersonnel.co.nz.

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We are delighted to announce the appointment of Gareth Abdinor to the Malley & Co. team.

A specialist in Employment and Health & Safety, Gareth is also one of New Zealand’s leading experts in Privacy, Information & Technology Law. Gareth brings a wealth of knowledge to the table. Friendly and approachable, he solves problems for his clients, giving them clarity and confidence along the way.

For astute advice on your legal challenges, contact Gareth today at 03 363 6356.



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