

# ON THE JOB

Edition 1, 2009

'excelling in employment, training and community'

NORTEC Employment and Training Ltd [www.nortecLtd.com.au](http://www.nortecLtd.com.au)

## WHAT A YEAR—ALREADY!

Welcome to the new year, as strange and fast-changing as it already has been! With mixed emotions felt on the world front—the global economy crisis, humanitarian crisis in Zimbabwe and Gaza, the renewed hope in the US with the election of Barack Obama, —this year promises to be eventful to say the least! And it is likely to test our strengths and abilities—no longer will it pay to sit on the fence or hide your head in the sand. For the Darwinian-style survival strategies required now, a proactive response will be called upon, whether in personal circumstances, within your community or in response to some of the more pressing global issues.

From an employment and training perspective, here at NORTEC we are bracing ourselves for change. Some businesses are feeling the heat and closing doors already. By the same token, there are some industries in our Northern Rivers area that are experiencing skills shortages and looking for staff, so retraining for a career change may be the ideal choice for some individuals. To find out what nationally accredited training NORTEC are registered to deliver, see the article to the right of this page.

History has shown that in recession times, certain industries will always remain stable and some will even thrive. There are also steps your business can take to really make the most of the economic downturn. To find out more about surviving or even thriving in a recession, read the article on Page 3 of this newsletter.

And if you are a business considering putting on more staff, have you considered the convenience of labour hire staffing? Labour Hire can save you time, money and allow you to trial a staff member before considering putting them on permanently. NORTEC Labour Hire provide staff for construction, production, farming, administration, hospitality and more! Read the full story on page two of this newsletter.

We also have our regular community updates on youth and not-for-profit organisations in our area! NORTEC Volunteering are proud to be involved in some worthwhile local events this year—read how you can get involved in your community on page 4 and if you like your blues you may want to get in quick and volunteer for the Blues Festival this year—find out how on page 4!

May you have a positive month ahead!



## GET SMART AND RESKILL!

NORTEC Training is an accredited training organisation that delivers Certificate and Diploma level training in a variety of industries. Most of the industry training that NORTEC deliver is in areas that are experiencing skills shortages. NORTEC also has industry contacts and organises hands-on work experience at places of employment. This plays a huge part in our training format. and gives our students practical knowledge, insight about their proposed industry and introduces them to potential employers in the process which can lead to employment. For example, our Aged Care Certificate III students have very high employment rates on completion of training with the majority of students moving onto careers in Aged Care.

NORTEC can deliver certified training in the following industries:

**Children's Services** — train for a career as a child care assistant, family day carer, nanny, out of school hours assistant, recreation assistant and more!

**Hospitality** — many roles in this industry, within resorts, clubs, pubs, restaurants or cafes! If you are a people person, hospitality could be for you.

**Horticulture** — Many doors can be opened for someone with a love of plants and natural produce, from nursery hand, landscaper or even home producer!

**Aged Care**—There is a high demand for staff in this industry and with qualifications you can choose a role to suit your personality and work preferences.

**Disability Services**—also a high demand industry, while making a positive difference in another's life makes this career highly rewarding.

**Retail** — not all retail businesses will do poorly in a recession, many can thrive. A qualification can give you and your staff the edge!

### Existing Staff can Train Too!

NORTEC can also deliver traineeships so you can train your existing staff on the job. This gives you the employer an advantage as your staff member is gaining skills and knowledge specific to your workplace. It is a win-win for the staff member and employer and NORTEC are highly supportive throughout the traineeship delivery.

Whatever your training needs, whether you want to personally reskill or if you are an employer wishing to up-skill your workers, contact NORTEC training for the best advice on your future career move!

Call NORTEC Training on  
07 5524 1222 or visit  
[www.nortecLtd.com.au](http://www.nortecLtd.com.au) for  
more information



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**'If we don't succeed, we run the risk of failure'**

**George W Bush**

Ever been caught short-staffed on an urgent and important project? As you will read below, building a good relationship with a temporary staffing agency that you can rely on is a smart business move.

**Enables your business to adjust more easily and quickly to workload fluctuations**

Temporary help agencies can quickly provide your business with qualified staff in the case of current staff member illness, vacation, maternity or disability leave or sudden departure. Unexpected or temporary demands: special projects, seasonal or peak periods, employee shortages

**Maintains staffing flexibility**

With the popularity and staying power of flexible work arrangements, employers need to stay current with the needs of today's work force. Temporary work is just one of the ways that businesses can offer flexibility and at the same time better meet their own needs.

**Can evaluate worker without commitment**

Based on your evaluation or preferences, you can employ a temp for a designated short term or, if desired, offer a full-time position to a worker who suits your business. Some businesses employ temporary workers as an excellent and cost-efficient way to recruit and test the abilities of new workers before signing them on full-time. Other companies will repeatedly use the services of a temp worker who has proven to be a company asset.

**Can save time and money**

The cost of hiring temp workers is often cheaper than the cost of hiring permanent employees with benefits. In the short term, it is generally more cost-efficient to hire a temp. For jobs that are expected to last six months or longer, it may pay to hire a full-time employee.

When you employ an agency, it – not you – becomes the temp worker's employer. The agency is responsible for and bears the financial burden of recruiting, screening, testing and hiring workers; payroll expenses and paperwork; payroll and withholding taxes; unemployment and workers' compensation insurance; and any employee benefits they may wish to provide.

**Temporary employees can provide specialised skills to all types of industries**

Temporary help agency workers are now employed in virtually every industry. Traditionally, companies sought temporary workers for lower-skilled positions. Today temporary workers increasingly include highly skilled individuals with a wide range of educational backgrounds and work experience. These individuals can tackle critical one-time projects that are limited in time and scope. In the field of Law alone, recent years have seen a dramatic growth and acceptance of hiring lawyers on a temporary basis.

Whether you need staff now or in the future, to see how NORTEC Labour Hire can help your business staffing needs call us for a chat today.

# Working like a dog?

## Temporary Staffing Solutions

**for construction, trades, labour, hospitality or administration**

**NORTEC Labour Hire can provide skilled staff for trades, labour, administration personnel and hospitality — ready to start now!**

**With reasonable hourly rates, all insurances are covered and we do the payroll — freeing your time up to get on with the job!**

**Free for this month!**

**First two hours of any placement**  
(minimum four hour booking applies)

**1800 667 832**

**Lodge/Apply Online at:  
[www.nortec ltd.com.au](http://www.nortec ltd.com.au)**

**Or email  
[labourhire@nortec ltd.com.au](mailto:labourhire@nortec ltd.com.au)**



# HOW TO RECESSION-PROOF YOUR BUSINESS

While these are undoubtedly uncertain times, the fear mongering of attention seeking headlines would have you believe we are in the depths of another great depression. While it certainly pays to stay abreast of the marketplace, there is little evidence to suggest that it pays to shut up shop and simply weather the tide.

On the contrary, history has shown that with the right strategy, decisive action and a dose of courage, economic uncertainty can provide opportunities not seen under normal conditions.

## Strategy

Now is the time to re-visit your strategy and adjust accordingly. The current volatile times will provide incredible opportunity in certain market segments – it's a matter of looking for them.

It was reported in The Advertiser recently that Education Adelaide is using the lowering Australian dollar to entice Chinese students to study in Adelaide. This is a classic example of identifying the opportunities of the current climate. There are other industries, from property developers to caterers, which could take advantage of this current economic climate by identifying opportunities.

A recent Business Week article stated that 70% of CEO and boards will ask the wrong questions facing economic uncertainty. That being how to minimise the impact to current earnings forecasts, instead of asking 'how can we take advantage of these times to grow the business?'

## Cut the fat not the Meat!

Market, Market, Market. Now is the time to step up your marketing efforts. In a study of U.S recessions, McGraw-Hill research analysed 600 companies covering 16 different industries from 1980 to 1985. The results showed that business-to-business firms that maintained or increased their advertising expenditures during the 1981-1982 recession averaged significantly higher sales growth, both during the recession and for the following three years, than those that eliminated or decreased advertising. By 1985, sales of companies that were aggressive recession advertisers had risen 256% over those that didn't keep up their advertising.

During the 1975 recession, US carmaker Chevrolet was facing increasing inventories and the oil crisis. They actually increased marketing budget, shifting the focus to the fuel-efficient cars in their range, while Ford went for the cost saving approach, slashing advertising by 14%. Chevrolet increased its market share by 2% as a result.

Locally an example is Yalumba. The last four years have seen a number of issues in the wine industry including oversupply, drought and a fluctuating Australian dollar. Australia's leading family owned winery has increased its marketing during this period, launching its 'Talk. Eat. Live. Laugh. Share Yalumba' advertising campaign. During a time when a lot of wineries sacrificed their marketing expenditure Yalumba increased its market strength significantly.

While the competition knee jerk and begin to pull back, the opportunity exists to advance by investing in sales and marketing activities. This can be achieved by cutting the fat not the meat.

For example, while on the road, reducing the standards of hotels, or travelling economy makes sense, but eliminating all face-to-face business communication because of travel costs is a recipe for disaster. Customers need assurance now, more than ever.

- Invest in good advice and getting to know your customers
- Understand the difference between an investment and an expense

## The Strategy of the Strategy - The discipline of implementation

Formulating a decisive long term strategy, investing in marketing, focusing innovation on customer processes takes guts. It requires leadership to implement. Strategy rarely fails in the formulation, but in the execution.

Create a rapid response, quality conscious organisation. Look at your customer service practices and improve, improve, improve! Invest in training for your staff to become the best at their jobs and in turn differentiate your company from your competitors.

These are times of opportunity, not doom and gloom. Now is the time to differentiate. These times present an incredible opportunity for the diligent and open minded and recessions provide opportunity to:

- Build brand equity
- Solidify position with existing customers
- Gain new customers
- Make inroads on competitors who have cut back on investing in growth

## Make the Change to a recession-proof industry!

According to history certain industries traditionally thrive in a recession or at the very least, remain constant. In times of a recession, comfort and small luxuries are sought after—hence the rise in take home liquor sales, fresh produce (as more people are likely to cook at home), chocolate sales and yes, adult toys! Other thriving industries are necessary services such as funeral parlours, aged care industry, psychologists and counsellors. Training, especially on-line training, as people look to re-skill for the changing markets or need to skill to cost-save on prior outsourcing. Home improvement industries usually remain stable, as more people are inclined to renovate existing homes rather than buy new homes, so too with the tradies involved—plumbers, electricians etc. In the retail sector pharmacies still do well, along with produce and thrift stores or stores offering small luxuries that make us all feel better.

So if you can't refashion your own business to suit the economic climate and changing markets, perhaps changing to one of the above industries is a good move for the business-savvy entrepreneur. And when the recession is done and dusted, you could actually say to yourself—thank you for that recent recession!

(article sourced from [www.news.com.au](http://www.news.com.au) and [www.smartsources.com.au](http://www.smartsources.com.au))

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Please note—NORTEC provides this information for reference only, sourced from relevant websites and publications.

[www.nortecld.com.au](http://www.nortecld.com.au)

**FREECALL 1800 NORTEC**

**Attention Blues Fest Lovers!**

Would you like to volunteer at the 2009 Byron Bay Blues Festival this year? In return for volunteering, you will gain free access to the five day event. A five day ticket normally costs \$399 and you will hear and/or see the likes of Michael Franti & Spearhead, Ben Harper, Blue King Brown, Augie March, Missy Higgins and the John Butler Trio, to name a few!

To qualify as a volunteer you must be able to devote five hours every day for the five days that the festival runs. The rest of the time is yours to enjoy at the festival. Your role will be varied and could include putting on wrist bands, helping out at the drinks and food venues, helping with disabled access etc.

To register your interest, please call Tracey Cragg on 02 6686 8068 or you can even apply online at [www.nortecld.com.au](http://www.nortecld.com.au), just follow the links.

**Not for Profit Organisation? Come and Network with Others!**

The next networking meeting for not-for-profit organisations in our region is on the 27th January at Banora Point Community Centre, 9.30am-11.30am. It is free to attend and morning tea is provided. The topic of discussion will be Planning for the Success in the New Year. Network and make vital contacts with other not-for-profit organisations in your area and grab the opportunity to discuss issues that are unique to not-for-profit organisations. Please RSVP Carole on 02 6672 8288 or email [volunteering@nortecld.com.au](mailto:volunteering@nortecld.com.au)

**2009 Cancer Council Relay For Life**

Both NORTEC Volunteering and NORTEC's Work for the Dole Program will be involved in this year's annual Relay for Life, a fundraiser to raise funds for cancer research, education, advocacy and support services.

NORTEC Work for the Dole participants will be helping at Byron's Relay for Life (on the 30th March) with the load in and load out, as well as providing refreshments for participants. At the Murwillumbah event

NORTEC Volunteering will be sourcing and providing volunteers to help man the event. If you are interested in becoming a volunteer at the Relay for Life event in Murwillumbah (on the 4th April), please call Tracey at NORTEC Volunteering on 02 6686 8068.

**Are you Looking for Volunteers?**

If you are a not-for-profit organisation and are looking for volunteers, why not lodge your vacancy with NORTEC Volunteering. It is a free service and we advertise and source suitable local volunteers for you. Call NORTEC Volunteering on 02 6672 8288 for more information or visit [www.nortecld.com.au/volunteering/](http://www.nortecld.com.au/volunteering/)



*Proudly supporting  
NORTEC Volunteering*

The last Links to Learning group for the year 2008 graduated on 19th December last year with a celebratory lunch at the Fingal Surf Rovers Life Saving Club. The Club generously allow NORTEC to use their kitchen facilities to teach the participants hospitality skills. This 9-week program also involved jewellery making and developing a short film representing the participants lives, with music soundtracks done by one of the group participants - a very talented singer who ad-libbed songs (accompanied by the coordinator Glenn Keir on guitar), for the short films. These films were shown at the lunch and were touching and impressive for the depth of expression and wisdom displayed by the young participants. A special mention to the unbelievable talent of the singer/songwriter/musician in the group. She wanted to remain anonymous which we respect but we believe this young lady has a very bright future ahead and won't remain anonymous for long anyway!

Congratulations to the whole group and we hope the hospitality training, friendships and creative inspiration will spur you all on to great beginnings this year!

To qualify for the Links to Learning Program you must be aged 15-24, have left school before completing Yr 12 and unemployed. Participants can enrol themselves, parents can enrol their son or daughter or community organisations can refer young people to the program. The program balances career direction and support (including an accredited unit in a certificate in hospitality or other) with creative and recreational activities.

The next Links to Learning group starts in February and enrolments are being taken now! The program is called Turn up the Heat and will involve self defence techniques, cooking and hospitality, career direction and support as well as fun recreational activities.

To enquire about eligibility to enrol, please contact Tammie at NORTEC Youth Services on 02 6672 8001 or call the program coordinator Glenn Keir on 0400 260 299.



December 2008 Links to Learning graduates with program coordinator Glenn Keir (far right), jewellery making tutor Rachel Horsfall (3rd from left) and Andrew Chubb (5th from left), president of Fingal Rovers SLSC.

Links to Learning is funded by the Minister of Education and Training and administered by the NSW Department of Education and Training

*'connection and direction  
for young people'*



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