

As health specialists we engage with like-minded people to manage talent and influence careers. Making the right connections is what we do best.



Recruiting in the Regions

Information and useful links specific to recruiting onshore and offshore candidates for regional New Zealand in the health, medical, and social services sectors.

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it's what we do best!"*

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During talent shortages, expanding your search to entice candidates from other cities or from overseas may be the best option for your appointment, however, there are numerous considerations to address before you both say yes.

This eBook provides information and useful links specific to recruiting onshore and offshore candidates for regional New Zealand in the health, medical, and social services sectors.



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Foreward

Attracting skilled candidates across the health sector is a challenge in New Zealand and many other markets. While most organisations are already well acquainted with the benefits of sourcing offshore candidates to broaden skill supply, the combination of skill shortages and vacancies across New Zealand compounds the challenge.



This compiled advice aims to:

- Broaden your sourcing strategies and talent pool options.
- Increase awareness of important considerations with regional appointments
- Improve the likeliness of a successful appointment in regional New Zealand.

By following these steps:

1. Evaluate your organisations employment brand, reputation and vacancy appeal in the current and future job market.
2. Identify the benefits of working in your organisation and life in regional New Zealand.
3. Understand key considerations for a regional appointment, including onshore and offshore candidates.



Vacancy Appeal

How does your organisations employment brand and vacancy appeal in the current job market or, to the current job seeker?

Before starting your candidate attraction strategy, allocate time to review your organisations employment brand and vacancy appeal. The questions below focus on your organisations reputation in the job market. The outcome of this internal review will determine how to prepare or begin the search for your next hire.

♡ Does your organisation have a reputable employment brand to assist in attracting the right calibre of candidates?

Employment brand relates to an organisations ability to attract and retain people. It's a combination of benefits, attributes, and practices along with your organisations reputation as a service provider and employer. An employment brand is the total perceived value package beyond remuneration and position descriptions.

Organisations can strive to achieve a positive employment brand reputation. This influences your employment via best practice processes while endeavouring to delight stakeholders; current employees, graduates, and potential employees. Earning a great employment brand reputation requires authenticity where ultimately, the characteristics become a part of your organisations DNA.

A favourable employment brand is seen as a competitive advantage to an organisation. As people 'line up' to work there, the organisation is seen as an 'employer of choice' and in most cases, these organisations experience reduced staff turnover and highly engaged teams.

Complimenting a great employment brand can be the opportunity of regional living in New Zealand. Knowing how to position the benefits of living in regional New Zealand strategically can result in increasing your talent pool.

♡ Does your organisation support work-life balance?

Work-life balance is one of the biggest draw cards expected with a regional lifestyle. Saving 30 minutes twice a day in reduced commute times can equate to more than 5 hours per week for family time or hobbies.

♡ Does your remuneration package align or exceed expectations in the employment market?

Is your regional salary band equal to urban or inner-city employment? Benchmarking your remuneration package can significantly increase the value of your job opportunity and the attraction to potential candidates. Often, the cost of living is dramatically reduced in the regions.

♡ Does your organisation off-set moving or relocation costs?

Whether recruiting to the regions is a long time practice for your organisation or is completely new, this is a component of recruiting for regional New Zealand best accompanied with expert advice. Often regional weighting or salary loading is considered and bonded within employment contracts. A number of factors are taken into consideration regarding relocation costs and requirements where usually no two cases or appointments are the same.



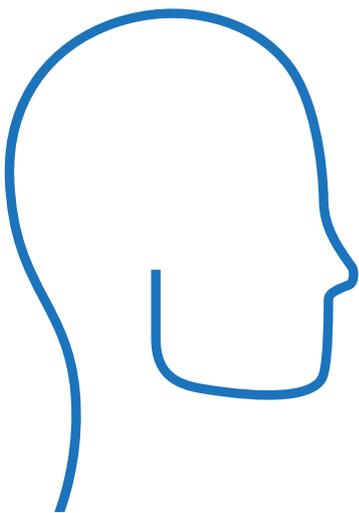
Life in the Regions

Know the benefits of what life in the region or particular town of your vacancy has to offer. This way, you're able to identify and target candidates accordingly. In other words, align their aspirations to the specifics of the region your recruiting to. Some examples include:

- **The rate of career progression** is often quicker in the regions due to reduced competition for job opportunities.
- **In most cases, housing and general costs of living are better in the regions.**
- **Commute times are typically reduced**, therefore, there is more time for employees to do the things they love outside of work.
- **Regional New Zealand is spoilt with great walks, adventures, and escapes!** Think about the outdoor activities, walks, and features of the region. The right candidate could be passionate about or enjoys those activities.

The ideal candidate

Consider the profile of the ideal candidate for your appointment:



- Is the ideal candidate serious about lifestyle change? If later they decide to move back to the city, can they relocate internally within your organisation?
- Is the ideal candidate motivated by work life balance or other incentive and benefits your organisation can offer?
- If they have a family, to what capacity will your organisation support their relocation?
- Is the preferred candidate someone familiar with the region either through connections or family ties, or, is it their hometown/region?
- Is the preferred candidate seeking career progression at all measures including openness to relocate regardless of the location?
- Is the preferred candidate seeking salary loading? Some employers offer salary loading for appointments out of Auckland or larger cities.

Considerations

- ♥ **It's important to understand what's involved** with the relocation of your candidate, and, your organisation's budget and policies.
- ♥ **Often, relocating candidates will have** more than one preferred region to relocate to and more than one work opportunity on offer. Aim to have more than one preferred candidate for your appointment.
- ♥ **Patience is required when recruiting candidates that need to relocate.** Allow anywhere from 1-3 months for on-shore relocations and 6-12 months for international relocations. Your recruitment process should reflect this.
- ♥ **Partners and family are usually involved in the decision making process.** Asking a candidate if this is the case at first instance isn't frowned upon, it's encouraged. The happiness of the partner/family (including pets) is key to faster settlement and longevity of the appointment.
- ♥ **The working status of partners should be considered and discussed.** Does the partner have their new job secured, or, are they currently looking for work in the same region? Is there opportunity for you to connect them with people from within your network?
- ♥ **Managing relocation costs is imperative to both your organisation and the new employee.** What your organisation chooses to cover should be market aligned. Failure in this can lead to a candidate withdrawing from the process or, accepting another opportunity. Conversations on relocation costs should be transparent and established early on in the process.
- ♥ **Provide useful links and materials to make your newly appointed employees' decision making and move easier. For example:**

NZ Immigration - www.immigration.govt.nz
Malcolm Pacific - www.malcolmpacific.com
Mobile Relocation - www.mobile-relocation.com
Real Estate - www.realestate.co.nz



Expert Bridget Romanes of Mobile Relocation has provided some key tips and considerations to successfully recruit offshore talent into New Zealand:

5 expert tips to successfully recruit offshore talent into Regional New Zealand.

Promise must equal reality. It may be easier to sell the lifestyle benefits of the regions to offshore hires than to New Zealanders, as they won't have first-hand knowledge. But be honest and talk through the pros and cons so their expectations are realistic. Then make sure they have support to achieve lifestyle goals. Little gestures count - if the dream is to hit the waves, gift a surf school voucher as an arrival present.

Address 'fear of the unknown'. Personal factors are often crucial to candidate decisions on roles which involve an international move - research shows that family adjustment, spouse/partner resistance to moving and children's education stood out as the biggest worries*. It pays to ensure that candidates are as well briefed on life outside the office as they are on the role and their potential employer.

Understand the unique employee experience. Successful relocation is not just about changing jobs for offshore hires. These people are uprooting their lives and families as well. Everything is different. Newcomers distracted by stress about finding houses, or settling kids into school, are not going to be focussed on work.

Onboard outside the office too. Just like an employee is inducted into a new organisation, give your offshore hires a programme of orientation, logistical set-up and mentoring to get them functioning in their new city and set up as quickly as possible. And don't forget the spouse who lacks the instant network of work. How can you help them connect with the local community and/or find employment?

Prepare the team. Norms can be well established in close-knit communities - it's easy for newcomers to stick out. Provide colleagues with cultural agility training, encouraging the viewpoint that curiosity is the best attitude to have towards a newcomer. This builds productive and collaborative teams in which foreign talent thrives and contributes.

About the Author

Bridget Romanes is Principal of Mobile Relocation, a provider of specialist expat recruitment and onboarding programmes for New Zealand and international businesses. Bridget has built and worked in multinational teams in New Zealand, India and Singapore as a diplomat. She has also lived the personal experience and challenge of relocating internationally for work. In 2016 she founded Mobile, which now operates nationwide, and has successfully relocated many individuals and families in to new roles and new lives, in New Zealand.

*<https://globalmobilitytrendsbrookfieldgrs.com/#/keytrends>

Reflecting on your organisations employment brand proposition and vacancy appeal in the job market, identifying the benefits of work and life in your region, and considering other key factors for a regional appointment, should put you on the right track when hiring new talent from far-away places.

Talk to RWR Health about your vacancy, a targeted sourcing strategy, and employment branding. We also recommend connecting with relocation experts such as Mobile Relocations, and, immigration experts such as Malcolm Pacific.



About RWR Health

With extensive experience in the health, medical, and social service sectors, our teams focus on partnering with health professionals to champion best practice in recruitment.

Our expertise, knowledge, and passion enable us to provide market insights and guidance on career planning, employment branding, and talent management to ensure vibrant sustainable careers across the health, medical, and social services.

Visit www.rwrhealth.com for more information, current vacancies and industry-specific advice.

About the Authors



John Caldwell has been an entrepreneur from the age of 21, awarded and recognised as one of the best Franchisees out of 7,000 worldwide. After selling his business, John was appointed National Training Manager for an Australian success story before taking on a National Human Resource and Operations Management role. John then progressed his career into General Management. In 2004 John began leading RWR Group's development in to the Australian market.



Trish McLean began her career in Pharmacy as a technician and progressed to sales reping before embarking on a sales and marketing career within the pharmaceutical industry. Trish has experience across Corporate and SME enterprises, crediting her commercial and life experience to her entrepreneurial success. Trish founded RWR Group in 2001 and has successfully launched respected niche industry-aligned brands to the Australasian market; RWR Health, Hospoworld, and Retailworld.



Brad Stewart, Director of RWR Health Northern, has carved out a niche as an expert recruitment advisor to the social services, not for profit and health sectors in New Zealand including, the development of a successful recruitment firm. He has also recruited and advised Boards and SLTs in sales, retail, industrial, engineering, logistics, government, accounting, and finance , communications, marketing and education.



Jeanette Rendle, Director of RWR Health Lower North Island, is an HR professional with extensive experience recruiting executive, clinical, and non clinical roles. Her passion for attracting and retaining top talent in the health sector sees Jeanette work closely with public, private, not for profit and NGO health organisations. Jeanette is skilled in the use and interpretation of psychometric and personality assessments and is passionate about attraction and retention strategies, candidate experience and leadership development.

Visit [our website](http://www.rwrhealth.com) to contact Brad or Jeanette for more information, industry-specific advice and current vacancies.

Our expertise, knowledge, and passion enable us to provide market insights and guidance on career planning, employment branding, and talent management to ensure vibrant sustainable careers across the health, medical, and social service sectors.

Strategic talent sourcing is our strength, making connections is what we do best.

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