



RIMFIRE

RESOURCES

People, Information and Business-Improvement

Lessons Learnt for Creating Regionally Sustainable Workforces

Dennis Holberg

Consultant

93 9645 5200

0418 384 619



Agenda

- **Introductions and the context for our presentation**
- **Lessons Learnt**
- **Key Messages for Regions**
- **Key Messages for Agricultural Employers**
- **Key Messages for Mining Employers**
- **Recommendations for Building a Sustainable Workforce**



Our Context

Initially Recruitment Organisation in the Agribusiness space

Expanded into broader human resources and remuneration benchmarking services

Expanded into broader organisational improvement and industry/community resilience

Project management role of a project sponsored by the NFF, MCA and DEEWR to identify ways to develop pool for skilled talent for Agricultural and Mining Sectors

(Stress that I am not talking on behalf of the NFF, MCA or DEEWR on the project but rather from our own observations)





A little bit about the Project

Three Pilot sites

Upper Spencer Gulf (South Australia)

Central Plains (New South Wales)

Townsville-Mt Isa Corridor (Queensland)

Objective was to seek ways to gain engagement from employers and other relevant bodies to develop strategies to create this pool of skilled labour for both sectors

Additional activity around Geraldton (WA)



Major Lessons Learnt

It's all about regional sustainability

It's not about the agricultural or mining sector – It's broader than that

It is about communities coming together – probably through a proactive Economic Development Board (or something like that) to take control/start influencing the long term economic and social sustainability of the region



Messages for Regions

There is competition for labour – get over it and get on with it

Facilitate DON'T Do

Start thinking of your Region as a business

- Develop your business plan
- Do your environmental analysis
- Develop your key result areas (economic, cultural....)
- Develop your key performance indicators (yearly, 6 monthly, monthly...)
- Develop your action plans
- Develop your “Brand, your “Story” and be strong about the “WIIFM”
- Engage with the community – employers, groups etc

Proactive people attract proactive people to achieve “proactive”
results





Messages for Agriculture

TALK THE SECTOR UP!

You will always be competing for labour

And against sectors such as mining – you will typically lose

**YOUR CHALLENGE IS TO MAKE SURE THEY RETURN ONCE THE
“EXPERIENCE” IS OVER**

You need other sectors like mining as much as they need you

Believe that other sectors such as mining (some) value and treasure the land as much as you do – some act as custodians of the land

“They” are not your enemy

Learn to collaborate





Messages for Agriculture

Understand that you have great skills

Look at your employment and management practices – leadership, safety – remember that people still want to work for “good people”

As an sector within the Region

- Get your act together
- Learn to speak with one voice – division means death
- Get involved and engaged to influence

(if you do nothing, that's what you will get)





Messages for Mining

There is no such thing as a “mining sector”

- “AFL” – top shelf, long term, committed and already involved with community development
- “Rugby Union” – plenty of promises and vision but may have trouble delivering. Will contribute if they have the resources
- “Rugby League” – here for a good time not a long time – little focus on participating in community development

KNOW WHO YOU ARE DEALING WITH!!





Messages for Mining

Economic sustainability as important to you as the rest of the community

Skills gained in agriculture can really add value to your business

Trading conditions will change for you so your long term brand name is critical

People in the community typically have a long memory!





To develop a sustainable workforce

- It's about planning for the future and understanding the capacity required – a capacity and workforce **PLAN** and **IMPLEMENTING** it
- Training is not **THE** answer
- It's about flexibility - in work practices, job sharing, attitudes to employment
- Its about engagement at the **LOCAL** level – bring the **RIGHT** people to the table
- Right in terms of attitude, authority and a willing to "give it a crack"
- Build a recruitment community – an alumni of those people we have, those people who have left and want to back and those people who want to come (long term and short term) - Use technology to work this community – Blogs, Emails, Facebook, Twitter.....

ITS ABOUT MAKING IT LOCAL





Thank You for the Opportunity

Dennis J. Hoiberg

0418384619

dhoiberg@rimfireresources.com.au



www.rimfireresources.com