



## **SME's shun recruitment advertising for their referral network: Survey Shows**

A recent national survey of SMEs has revealed almost half of small businesses in Australia are not advertising job vacancies. The results, from a survey conducted by *Action International Business Coaching*, show 44.8% of Australia's small business owners are finding new employees through referrals from friends and/or work colleagues.

"The job market as it stands, with low unemployment and the skills shortage crisis, means advertising has not been a fruitful or cost effective way of finding new staff for the majority of small businesses," says Global Marketing Director, Jodie Shaw.

"You want excellent people applying to work in your team, but sadly in the eyes of SMEs 90% of candidates are falling below par," says Ms Shaw.

Ms Shaw says, if you're looking for a great team, you shouldn't rely solely on your mates. "While referrals are fantastic for recruiting, SMEs should not turn their back on other methods of attracting staff, including advertising – you might be missing out on just the right person you're looking for. "It's important for employers to pick from a large pool of candidates rather than one or two referrals, making sure you get the best candidates available."

The available workforce often browse the Internet to see what is available.

Of those businesses that indicated advertising as their preferred recruitment method, 23% of respondents advertised in newspapers, 11% advertised online and 12% used a recruitment or labour hire agency.

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"I'm just glad we got out before interest rates went up again."