

BREAKING THE MOULD

Local Government: *'Employer of Choice' 2030?*



**MARK
PUNCHER**

EMPLOYER
BRANDING
AUSTRALIA



YOU'RE A GREAT CHOICE. SHOW THEM WHY.

I would like to acknowledge
and pay my respect to the **Bailai,**
Gurang, Gooreng Gooreng and
Taribelang Bunda people who
are the traditional custodians
of this land.

**What are your
biggest
challenges
relating to
talent?**

Typical Challenge 1: Attraction

We're the default choice for local talent. Are they joining for the right reasons?

We're not always an obvious choice for people from elsewhere...

—

And the stereotypes persist...

(Are we feeding them?)



Typical Challenge 2: Retention

People don't leave.
Even if they're unhappy.
Even if they're part of the problem.



Longevity is a great thing.
Except when it's not.



Typical Challenge 3: Pride and Performance

We have clients with high expectations... for whom we're a lightning rod for dissatisfaction... and who can't leave us.



And our people are on the front-line... at work and at the barbecue.



Typical Challenge 4: Culture and Evolution

We want to change, disrupt and break the mold... but change takes time. And patience. And diplomacy.



We need game changers and disruptors...

Who are patient, resilient, diplomatic pragmatists!



Ugh.

**So why are
you here?**

Why do you do this job?

**And what keeps you
coming back?**

**What if I asked
your people?**

**What would
they say?**

**Here's the
thing.**

What drives your impact?

**What is the biggest factor
in whether your Council fulfils its
vital role - for the community
and beyond?**

Your People

**- and how they choose (and
manage) to behave.**

So it's about:

1. Attracting great candidates, with 'the right' motivations to join...

Look at your job ads and your careers pages. Are they telling your story? How about your social media channels?

1. And turning these into inspired hires who are prepared for the challenges and motivated by the WIP.

How well does your application and recruitment process drive a positive, inclusive candidate experience? How good are we at selling the opportunity and opening up the conversation?

So it's about:

- 3. Ensuring new hires land in an environment and a culture where they can thrive, bring difference and perform consistently.**
- 3. Keeping them proud, connected and empowered to keep showing up, even when it's hard.**

What does a new hire experience on their first day? How about their first week?

Do your people own our values? Or are they posters on a wall or a stick to beat leaders with?

How confident are you about the quality of people leadership and management? Especially leaders on the ground.

And how are you going with recognition and appreciation?

So it's about:

5. When it's time for a (healthy) goodbye? It's about ensuring they leave as active advocates of Council - as a place to work and as a servant of the community.

How do you exit leavers? What messages are you sending your people? Would (good) leavers reconnect and come back, if the grass isn't greener?

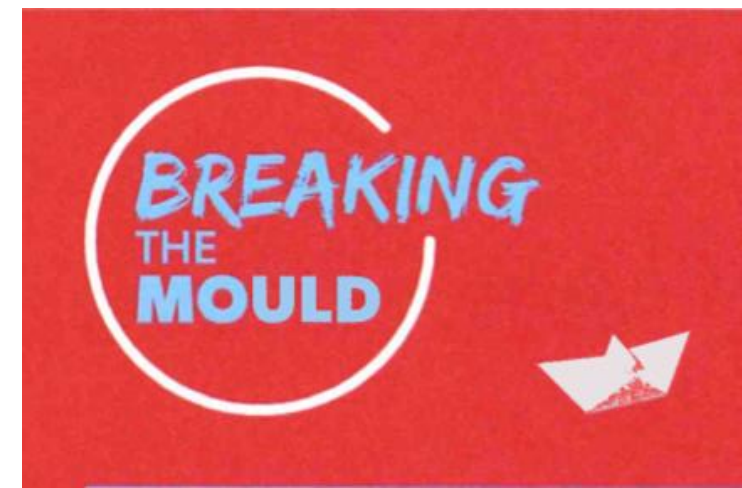
LG Leaders, here's what I reckon:

Attracting talent and shaping a culture of performance should be your number 1 priority.

Because it's your greatest opportunity to win.

Here's what we're going to do from here:

- 1. Solutions. Some fundamentals on how to attract great talent and keep them engaged. (20 mins)**
- 1. A collective approach to a sector-level local government 'EVP': proposition and storytelling (45 mins)**
- 1. Q&A (15 mins)**

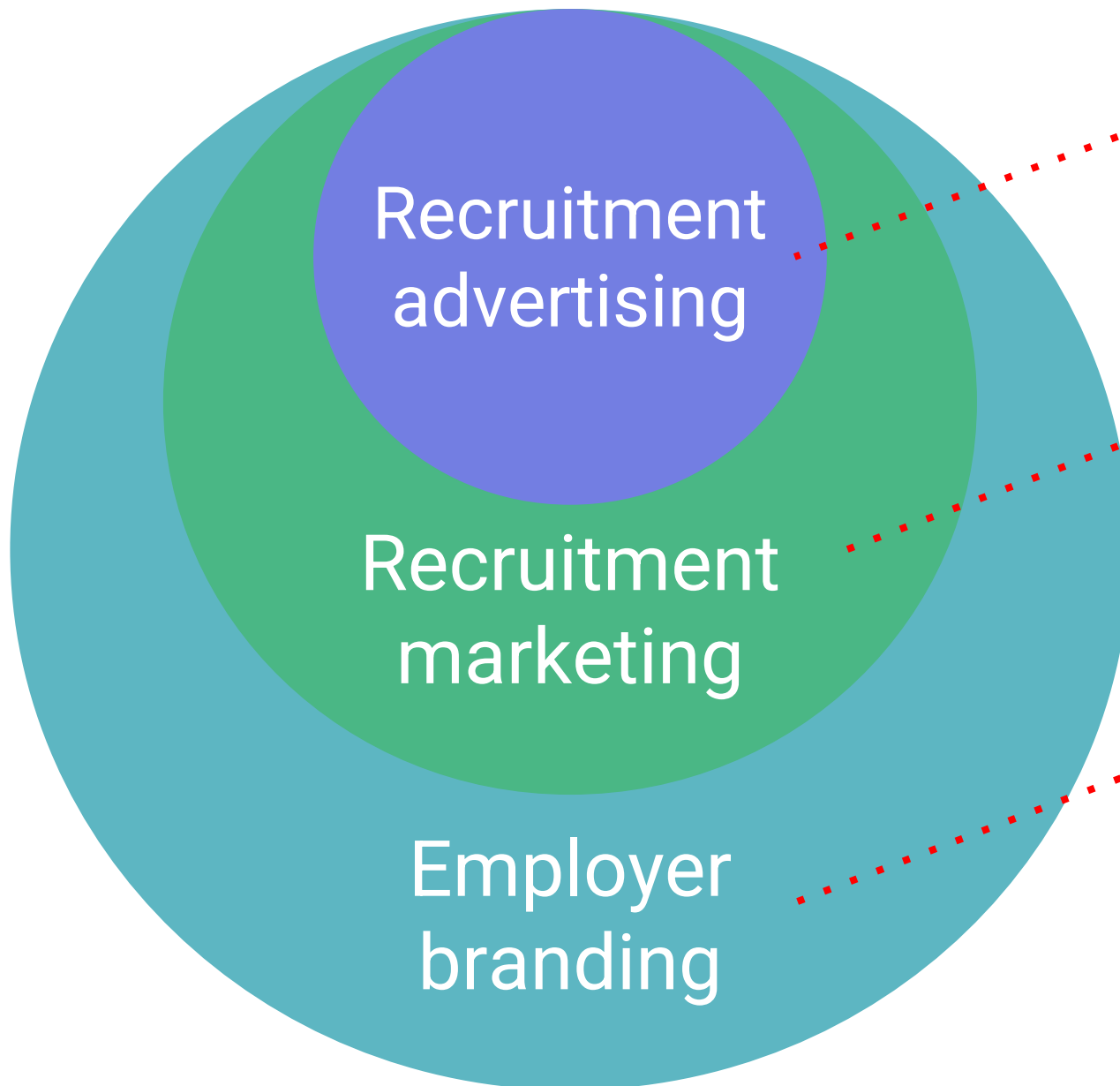


**The best
candidate
for the job
never applied.**

**We're not a trawler;
they're not prawns**



Many great prospective hires never knew you were hiring. Others did, but were not compelled to apply.



The vacancy campaigns where you seek to convert your talent conversation.

Be specific and focused.

The ongoing conversation with prospective talent. This keeps you front of mind, and reinforces why you're a great choice, for the right people. It's more show than tell!

The work that helps shape people's innate 'gut sense' about you as an employer.

What do you stand for? Are you a good choice? What will it be like?

This drives the fundamental decision to even *explore* a career with you.

Your **employer brand** is about what makes people want to work for you and bring their best... or not.



It's what they sense, feel and believe, not what you say.

We can't control it, but we can shape it. We need to be brave, creative and honest.



Effective employer branding should deliver:

- More of the right applicants and hires
 - Cost and time savings in recruitment
 - Reduced early attrition
 - Higher employee engagement
 - Better employee advocacy
 - ... and performance and contribution!
-
- **GREATER COMMUNITY IMPACT AND A MORE SUSTAINABLE, SECURE COUNCIL**



Three key tools to attract the people we need, and to keep them connected:

1. Proposition

2. Strategy

3. Storytelling

The Nirvana of Employer Branding?

Active employee advocacy

Employer Brand Impact and Overlap

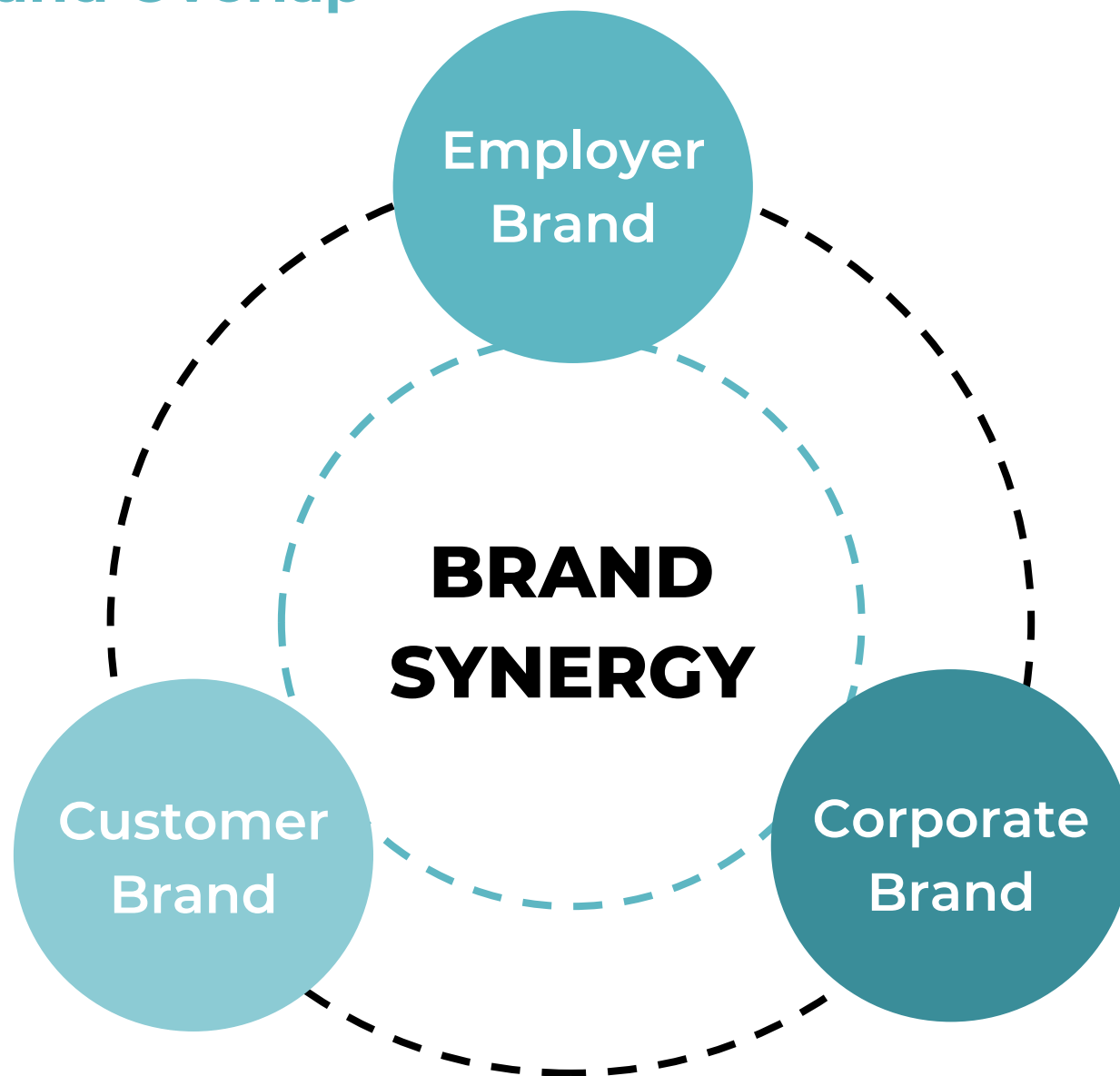
Employer brand messaging, although aimed at candidates and employees, is broadcast openly.

Therefore, it is open to interpretation by a range of stakeholders through differing lenses.

Aligning your employer brand and EVP with your corporate and customer brands creates brand synergy, helping to increase brand equity and maximising your return on investment.

When reviewing, consider the different lenses through which this might be viewed:

- Potential candidates
- Current Council employees
- Residents, families, businesses and the wider community
- Other political stakeholders



The power of storytelling

- Best ever content performance
- Exceptional recruitment - 44 hires (only 8 from external agency)
- Employee connection / engagement: award nominations and referrals!
- Momentum, credibility and buy-in

Meet our team

We have a great team of passionate and friendly people and we're excited to share their stories with you.



Craig: Behaviour Support Practitioner

It's difficult to find a word or phrase that truly embodies Craig Maynard. The Inverell-based Behaviour Support Practitioner has incredible resilience, deep passion, and a hilarious sense of humour.

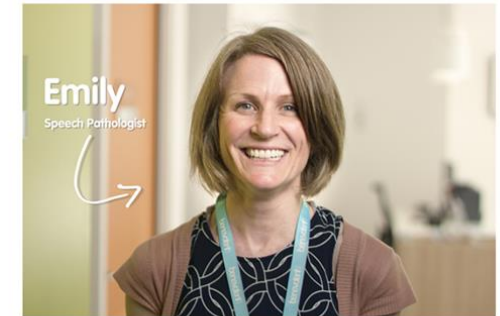
[Read more](#)



Gerry: Team Leader

The Benevolent Society's Team Leader – Disability Services shares his 30-year journey in Community Services

[Read more](#)



Emily: Speech Pathologist

"I'm passionate about the work that I do but not to the point of taking myself too seriously. I care about using my skills to help our clients and their families."

[Read more](#)



Daryl Jack

Horticultural Services Team Leader



Charters Towers Regional Council

22 January · 🌐



Meet Peter, one of our first employees to be nominated as a Charters Towers Regional Council Values Champion!

We have worked closely with [Employer Branding Australia](#) to help profile our people who live up to Council's core values.

Peter was nominated for bringing our value 'We're a proud team, for good reason' to life.

As one of Council's street cleaners - hard work comes naturally to Peter. Yet it's his happy demeanour and the pride he takes in his job that earned him his nomination.

Peter said it was a shock to be recognised.

"I didn't expect to get a tap on the shoulder. I don't come to work expecting praise for doing my job; I give it my all because living in a community I'm proud of is important to me."

Employees like Peter deserve to be recognised for the difference they make to our community. In truth, Peter doesn't just keep Charters Towers tidy - he ensures it shines.

Read Peter's full story at <https://www.charterstowers.qld.gov.au/.../values-champion>



Jess Martin

Well done. He is a great guy and very hard worker. A credit to the council for sure. 😊 **Congratulations** Peter. You deserve it.

Like · Reply · 8 w



3



Raylea Thomson

Always hard at it , best employee ever , if you had a team of dedicated workers like this you would be very happy. Certainly deserves the nomination .

Like · Reply · 8 w · Edited



11

↳ 1 reply



Belinda Broughton

Congratulations, Peter!! And you've always got a smile to offer everyone, too!

Like · Reply · 8 w



2



Kinsey Neilson

Well done Peter! You're an absolute gem, and it's lovely to see your smiling face each day as you put in the hard yards. Congratulations, you really are a champion and a true gentleman.

Like · Reply · 8 w



3



Lee McArdle

The nicest man always a smile and a wave where ever I see him . Good to see a good bloke and worker getting recognised. 🙌🙌🙌🙌

Like · Reply · 8 w



1



Littleflower Hill

Absolutely a star. My family call him "the happiest man in charters towers " and always enjoy his friendly waves and chats. Well done peter

Like · Reply · 8 w



4



Sarah Jess

Congrats Peter. I see you most mornings on my walk to work. Always happy and says g'day. Keep up the good work mate.

Like · Reply · 8 w



2



Tanya Downes

I don't know Peter personally, but always see him around town doing a great job. Well deserved.

Like · Reply · 8 w



2



Deanna Fryar

Congratulations on begin recognised Peter. You always take great pride in what you do.

Like · Reply · 8 w



1



Tiffany Ranie Hopkins

Congratulations Peter, you're an absolute asset to our community and a true gentleman 🙌



1

**A collective approach:
a sector-level local
government 'EVP'?**

**Proposition and
storytelling activity**

What is an Employee Value Proposition?

Your **EVP** is your articulated ‘people deal’ - your **‘Why work for us’**.

It’s about articulating clearly, succinctly and consistently, why you’re a great choice, for the right people, with the right motivations.

At its best, it should capture succinctly and creatively:

- what you offer
- what it’s like
- what employees should expect of you;
- and what you expect of them.

We love EVPs that showcase the challenges and WIP, as much as the great stuff.

Great EVPs come
from **listening** and
discovering.

Unearth and unpack
the 'why', the 'story'
and the 'feel'.

Then bring it to life.



We really need to ask your people. But here's a starting point:

Group activity

Task 1: Discuss and note bullet points on:

1. Overall, what are the 3-5 main reasons you think the people we need **should** choose to work in local government?
1. How would you describe what it's like to work in LG?
1. What are the things we need candidates to know before they join?
1. What do people 'need' in order to thrive and love life in LG?

Task 2: Now give at least one real example for each point!

The power of storytelling

**Our experiences shape who we are,
how we feel and what we bring.**

And our stories connect us.

**Storytelling is also
A very powerful way to:**

- 1. Drive pride, connection (and performance!) among your team**
- 1. Shape the culture and behaviours you need**
- 1. Attract the right people to join you and stay**

**What stories would
you share?**

**Who would you
celebrate (and clone
if you could)?**



Mark Puncher (He/Him) · You

Dad, CEO at Employer Branding Australia, Gin Enthusiast
17h · Edited · 🌐



Tell me the truth.

What's the first thing that comes into your mind when I say:

"Working for Council / Local Government"?

Can you please comment below or send me a message?

Asking for a friend. Kinda.

Thanks for your help. x

**WORKING FOR
COUNCIL /
LOCAL
GOVERNMENT**

Sloooooooww! 🤔

Job for life

Work-Life Balance is what i'm hearing.....

bureaucratic,
slow decision makers
and slow to change.

😴 <-- that's my genuine answer.
Sorry, council. You do awesome
things 🙌

One of the best roles I ever had.
A privilege to work for the
community and with group
that embraced innovation.



Red tape. Low bar. Extreme political correctness. Painfully old school. Zero innovation. 7.6 hrs and no more. Overpaid. Incompetent. Rule following without sense. Hands tied behind your back. Working for people who have no idea what it's like to work in a real business. Frustration. Job for life. No repercussions if you're senior no matter what you stuff up. Myopia. Living in a policy handbook.

Mark - most people here are wrong and are generalising what they hear based on our idiot mainstream outlets.

In fact most of our community doesn't understand the difference between federal, state and local government responsibilities, let alone state and local.

The biggest issue with LG is it has an identity problem - it's like most people blame Council for major roads when they are the responsibility of VicRoads here in Vic as an example.

Also looks like most who have replied don't understand Local Gov or only have experience as a customer.

Interesting topic! Before I worked in councils I would have had the same view as many posting here. Now I've worked in LG I would recommend it if you want a diverse and challenging job that's never boring

What you do is hard.

And it truly matters.

You've got this.

Thank you!

(Want a free guide on Employer Branding for Local Government?
Feel free to message me on LinkedIn)



**MARK
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Dad, CEO, Gin Enthusiast



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