

MEDIA RELEASE

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Employee attraction, retention insights

A NEW survey seeks to understand the drivers behind people moving to, or leaving the Wimmera Southern Mallee.

Wimmera Development Association will manage the survey data on behalf of the region's leaders, advocates and decision-makers, and employers.

The survey seeks feedback from people who have moved to the region for work, those who have changed jobs within the region, and those who are leaving for other opportunities.

Wimmera Development Association executive director Chris Sounness said the survey would detail the region's strengths, and areas in which to improve in order to retain people for longer periods of time.

"This survey is not trying to understand the person's workplace; more the region we live in and how it has attracted people, why people enjoy working in the region and how it can meet their needs and expectations ongoing," Mr Sounness said.

"This helps employers and leaders of the region to better address the needs and expectations of employees.

"When people come to the region, we really want them to stay. Unless we ask, we will only make assumptions about what drew them here, what kept them here, or why they opted to move elsewhere."

Wimmera Primary Care Partnership executive officer Geoff Witmitz said survey data would assist organisations to work together to attract and retain professionals.

"The entry survey gives us better insight into why people come to the region to take up a professional career; while the exit survey gives us an idea of what would make them stay. We tend to assume the worst and we don't talk enough about the positive things that our region has to offer," Mr Witmitz said.

Wimmera Southern Mallee Regional Partnership chairman David Jochinke said the benefits of the survey were far-reaching.

“The survey helps us ensure we prioritise the issues that make the Wimmera and southern Mallee an enjoyable place to live and work. This information shapes the future projects and policies for infrastructure spend and liveability initiatives,” Mr Jochinke said.

Wimmera Development Association facilitates a HR Network group of employers and HR professionals working across the region.

“The network shares information about how we can make the employment experience better for all,” Mr Sounness said.

“If you’re new to the region, changing roles within the region or leaving the region, get in touch with your employer or WDA – we are keen to hear your feedback. This data helps the work of individual businesses and HR Network as a collaboration.

“This survey will have the most value when we maximise participation and get a diversity of views about the region’s livability.”

The surveys take about 10 minutes to complete and the data remains anonymous.

ENDS

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