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CAREERONE.COM.AU RESEARCH DEBUNKS TRADITIONAL TWO-TIER MODEL OF ACTIVE AND PASSIVE JOB HUNTERS

Introduces the C1-7 model – a needs-based approach around seven segments

With over 60 per cent of staff keeping their options open, understanding of the new model is vital to employers and recruiters during economic slowdown

New research undertaken by CareerOne.com.au suggests that the conventional two-tier model of active vs. passive job hunters is now out of date.

The research, contained in CareerOne's report *'Hunting The (Hidden) Hunters – A New Approach To Activating Australia's Latent Job Hunters'* introduces the C1-7 model, a new seven-segment needs-based model.

The research has implications for both employers wishing to retain their staff, and recruiters looking to find the best candidates. Different factors were found to influence whether a staff member decides to stay with the company or can be persuaded to move to a new role.

The report also reveals that the economic downturn has led to an increase in job dissatisfaction, potentially making more employees more vulnerable to offers.

With over 60 per cent of employees keeping their options open, the identification of seven segments with differentiated needs brings a new level of sophistication to the way employers can secure or keep the right people for their organisations and emerge from the downturn in a stronger position.

CareerOne.com.au's chief executive officer, Dr. Stephen Hollings, said that in this economic climate recruiters can go beyond targeting those who are actively looking.

"The research debunks the traditional and outdated approach of two types of job-hunters – active and passive – and finds that most people can become job hunters with the right triggers.

"We believe this new model, which we've called the C1-7 model, is a much more powerful tool for recruiters who want to attract the traditional 'passive' recruiters. The C1-7 model helps them identify specific subsets and identifies the triggers which will encourage them to make the move.

"The hidden job hunters are those who aren't active in the job-hunting market but would be open to change with particular triggers, which our research has identified.

"The report drills deeply into what motivates these different types of people and how they can be encouraged to embark on a new job."

“Of course, the flip side to this, is how employers can retain their best staff by ensuring these triggers don’t cause them to act on their dissatisfaction and leave.”

The job market segments, and their key needs, are:

Segment	Key need
Personal Ambition	Success and career progression
Recognise Me	Fast track and reward
Rewarding Challenge	Traditional and life balance
Flexibility	Flexibility and locality
Contented	Loyal and lifestyle
Supportive Environment	Team and Training
Drifters	Casual and Lifestyle

Dr. Hollings continued: “The ability to isolate those who are not currently active in the job market and to talk to them in a way that moves them from latent job hunter to having an active interest in pursuing a new role is invaluable.”

The research, which also explored how the economic climate has impacted these segments, also found that for the hidden hunters – those previously labelled as ‘passive’ - work and success are becoming more important motivators as job satisfaction has decreased, making previously inaccessible talent more open to temptation.

“While the current economic climate has seen an increase in Australians actively looking for jobs, the temptation to move jobs for those employed is still great.

“It is up to employers to implement a strong employment strategy, based on these segments, that proactively reaches out to the employees they want in order to secure the best person who brings the right skills and attitude for a specific role.”

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For a copy of the full ‘Hunting the (Hidden) Job Hunters – a new approach to activating Australia’s latent job hunters’, please refer to the above contact details or visit <http://www.careerone.com.au/hiddenhunters>.

The study was conducted by The Acid Test for CareerOne.com.au in April 2008 with additional research surrounding the economic climate carried out in January 2009.

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