

**The Higher Education HR Conference
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Retention: A “Right Brain” Approach

A St.George Case Study

Robert Marriott
General Manager, Human Resources (Corporate)



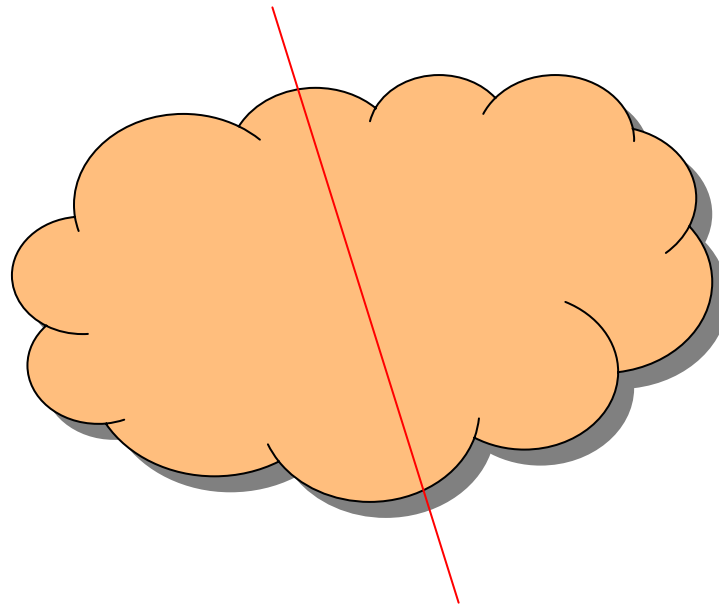
Daniel Pink: A whole new mind

Environmental Changes

Abundance

Asia

Automation



Conceptual Age Implications

Design

Story

Symphony

Empathy

Play

Meaning



A whole new business environment

- Changing Marketplace
 - Scarcity of Talent
 - Competition for Talent – local & global
 - Generational gear changes
- Changing Business Environment
 - Similar products & pricing
 - Differentiators: Customer service-relationship-sales
 - Organisational sustainability

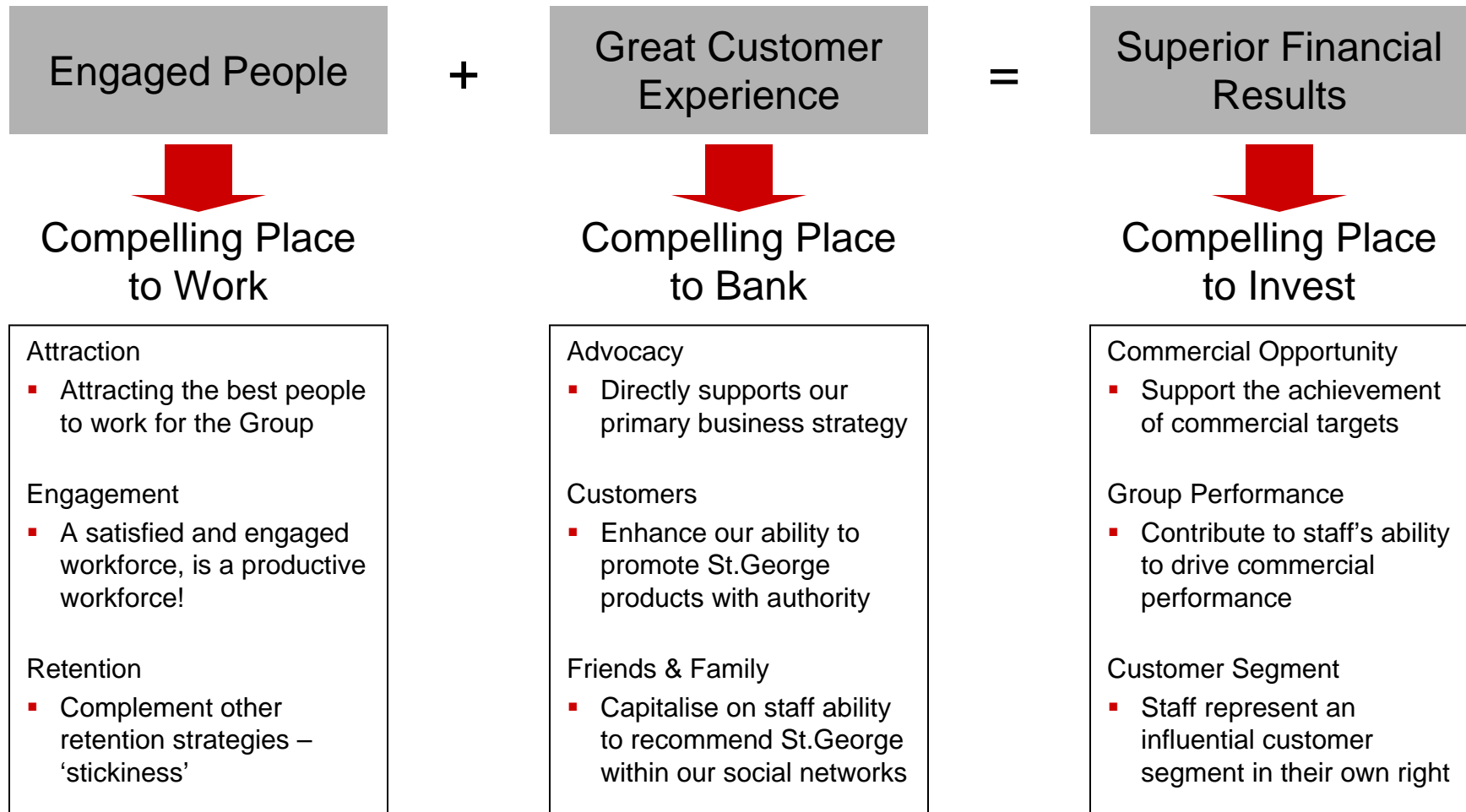
People are the difference – engage the “new” mind

The Left Brain informs the Right!

- Quantitative Metrics
 - Monitoring of HR Key Indicators
 - Workforce and Talent analysis and diagnosis
- Qualitative Research
 - EVP Research
 - Foresighting workshops
 - Staff feedback
 - Innovation benchmarking

Research prioritises strategic action

Story: St.George Service Equation



Employment Value Proposition

What is it for St.George?

- A defining statement that sums up rational (tangible) and emotional (feeling) benefits an employee receives in return for their performance
- It applies to past, present and future employees
- Relates to the total employment experience and is more than just advertising
- Our EVP connects all HR related initiatives
- Our EVP builds on existing vision, mission, values, consumer value proposition and long-term business objectives

“Succeed in Great Company”!

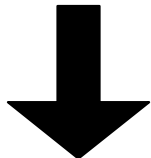
Talent Identification/development

Ongoing process throughout the year

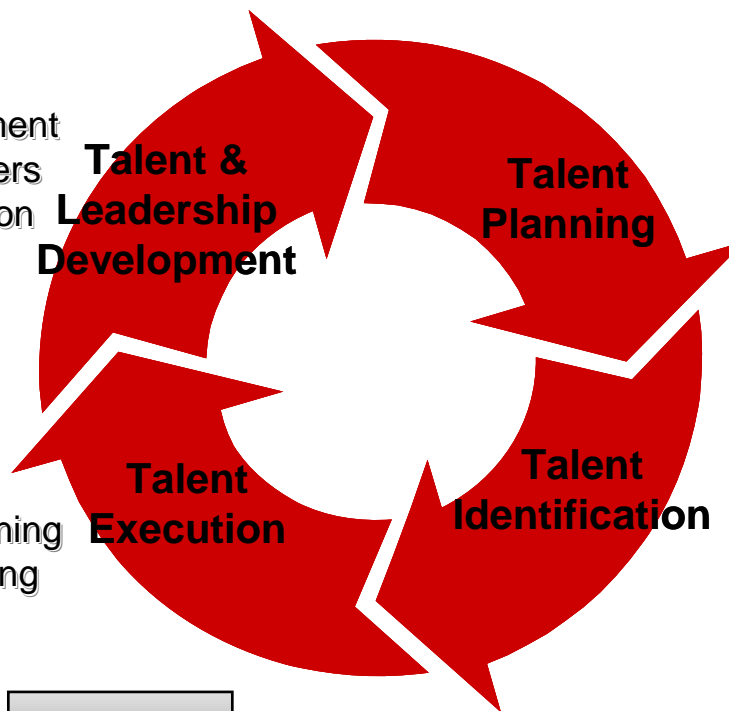
- Capability Development for Talent and Leaders
- Key Talent Acquisition

June - July

- Completion of Succession Planning
- Readiness Planning



Board Report on Talent & Succession Planning



March -April

- Identification of Business Needs
- Identification of Business Critical Roles for the following year

May - June

- Star Trek Process
- High Value Contributors
- Identification of Development Needs

September

Talent is a corporate priority

Design, Empathy & Play: Benefits



Work for four years
- take your fifth year off.

We understand our staff members need time-off. Whether it's for study, family or travel, we offer ways to structure work, leave and income to meet their individual needs*.

stgeorge.com.au/careers

For the opportunity to
succeed in great company,
please visit our careers
website today.



If you're still looking
after children, we'll look
after you.

As a grandparent, we understand that you may also have the important role of primary care-giver to your grandchildren. If you need to, you can take a year off to care for them full-time. Naturally, your job will be here when you return.

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my finances



Direct financial support in addition to remuneration frameworks

- Staff Banking
- Superannuation
- ***Employee Reward Share Plan***

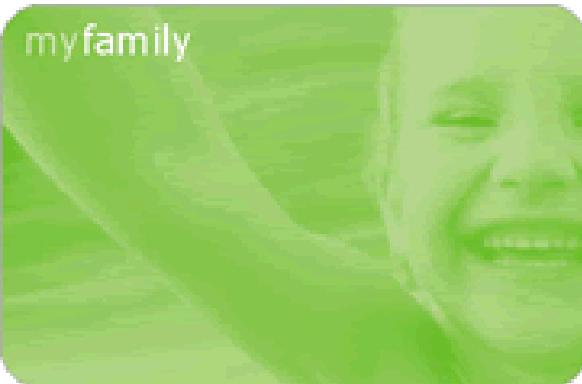
my career



Customised personal and career development programs

- careers@stgeorge
- e-luminate
- Career breaks – ***Work for 4 years and take the fifth off***

my family



Comprehensive assistance for the modern family unit

- Family support services
- Counselling services
- Baby Gift
- Childcare
- Leave – ***Grandparental Leave***

mylifestyle



Getting the work/life balance right

- Flexible Parental Leave
- ***Matured Aged Workers***
- Lifestyle benefits, discounts and promotions

myworkplace



Flexibility in the workplace for everyone's needs

- Changing Work Hours
- ***Gemini Referral Program***
- Getting Fit at Work – health and wellbeing

mycommunity



Helping everyone to do their bit for the environment

- Greener Dragon – interest free loan to purchase green products/services, e.g. travel pass, rainwater tank, energy/water efficient appliance
- Volunteer Leave – ***take the day off to save the world!***

Meaning: Organisational

- Turnover reduced by 15% 2002-07
- Staff satisfaction up from 48% to 75% 2002-07
- Recruitment: quality & retention improvement
- Contribution to customer satisfaction scores and Group bottom line
- Awards 2007 – recognised Employer of Choice

HR delivers real business objectives

Meaning: Individual

Enabling every member of the St.George team to be fully engaged in every aspect of their life.

Personalised experience through segmentation

The Whole Mind!

