



About the Client: Brisbane City Council

Brisbane City Council is the largest local government in the Asia-Pacific Region, with assets in excess of \$12 billion and an annual budget of \$1.5 billion. The council employs circa 9,000 employees and services close to 1 million population.

The Challenge: Employee Attraction and Retention

Brisbane has historically been a metropolitan area with one of the lowest unemployment rates. Jude Munro, Council's CEO, expressed her concern about attracting and retaining skilled labour in the context of an increasingly competitive labour market. The Council regards their employees as a valuable resource and is keen to establish themselves as an employer of choice.

The Solution: Annual Employee Survey

Quantum was first assigned to assist Brisbane City Council to design, execute and analyse an employee survey in 2004. Despite having an internal employee and ratepayer research facility, the Council found Quantum particularly helpful for the technical aspects of database management and statistical preparations of survey results. Also high quality graphical presentations for each line manager were required.

Quantum delivered value by:

- providing the information in a confidential setting
- presenting the data effectively to deliver key messages from the survey results
- analysing survey results over the period of four years and identifying significant trends
- administration of the survey at divisional and branch levels, capturing unique concerns and the needs for each area
- using extensive independent benchmarks. Brisbane City Council was compared with a wide range of councils nationally both in Australia and New Zealand

The Results: Informed Management and Empowered Employees

By administering the "Your Voice" employee survey, the Council was able to communicate the message to its employees that their opinion is important and that the Council is committed to making constant improvements. General and divisional management received specific insight into the issues raised by employees and used the survey outcomes to design its employee attraction and retention practices.

"We need to love them [employees] or we lose them"

Jude Munro
Chief Executive Officer

"Respondents were assured of confidentiality of answers - contributing to the significant increase in response rates over a four-year period"

Maureen King
Research & Systems Support Officer

Some of the survey insights:

- Individual relationships are critical for talent retention
- Employer branding needs to be strengthened
- Identify target groups of employees as a source of recruits
- Need to focus on their younger workforce