



Australian market overview

Growing our business



“Helping organisations manage the human impact of change.”



2018 highlights and outlook

2018 was a challenging market

- Economic conditions in the first nine months generally positive
 - No significant private sector outplacement
 - Staff performance issues in our Sydney market
 - Government elections in our two major markets of Melbourne and Sydney

2019 is a far more positive environment

- Economic conditions positive for outplacement
 - Some strong opportunities in manufacturing sector
- Government sector has resumed activity
 - Coaching
 - Major outplacement opportunity

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Local business development

Needs are changing for different market segments

Government sector

- Leveraging 'whole of Government' contracts

Commercial sector

- Full Circle (job placement)
 - Builds new potential contacts
 - Increases net outplacement fees
- Leverage Trade Union contacts

People development

- Focus on sales activity
- Invest in Sandler sales methodology

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Marketing activities

Focus is to build brand awareness

Events:

- Disruption Circle:
 - Access to disruptive HR thought leaders
 - Annual program for senior HR decision makers
 - Network of like minded HR professionals

Branding:

- Future of Work:
 - Sent to all clients
 - Findings shared with clients, used in blogs and shared on LinkedIn

LinkedIn:

- Use of Dux Soup extraction tool to build database

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Cross border initiatives

We promote OIGP on everything we do – perception is everything !

Our market is more of a receiving market for referrals rather than a generator

- Head office tends to be US or Europe

Recent activity:

- About to commence a project for US referral

How can we build activity?

- Identify an Australian multinational who has a strong business overseas – work with one reciprocal partner to introduce
- Always ask the question for referral opportunity

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