

*Farming talent: ensuring a sustainable agriculture workforce*

# ‘Employer of Choice’ for agriculture?

*Insights from: Employer of Choice - Best practice people management on farm*

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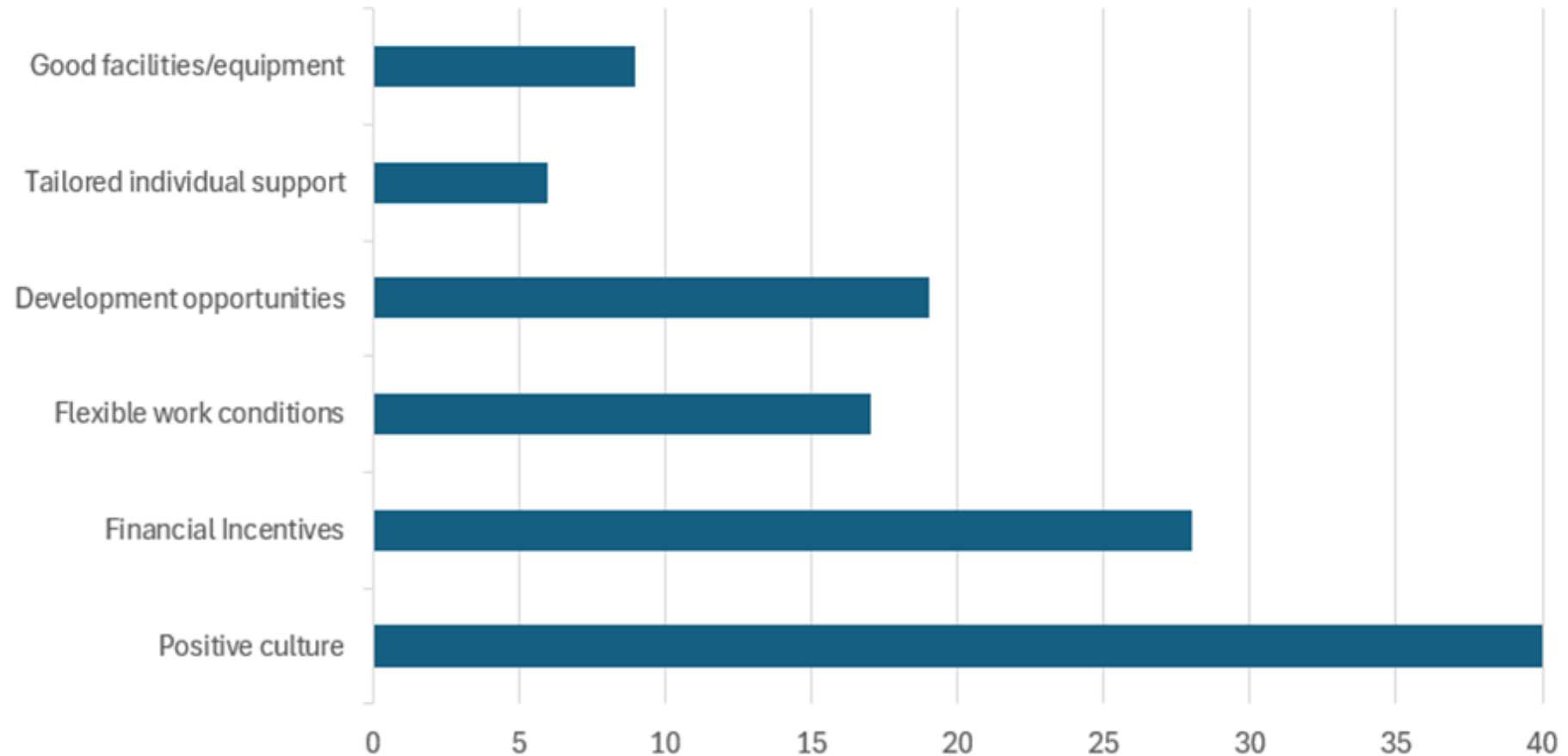
# Australian farmers' people management practices and being an 'employer of choice': Insights (161 consultations and national survey)

1. People-oriented attitudes: Positive workplace culture
2. Do larger farms do better at this?
3. Who puts effort into training?
4. Better people management is a journey not a destination
5. Being a 'respected employer' is more important than the brand of 'employer of choice'.



# A positive workplace culture for retaining employees

(n=66)



No significant difference in the perceived importance of retention factors between farms with <20 or >20 employees 3

# Workplace culture

*“ I ...try and visualise how what I say to people is gonna make them feel.” [Stuart 2/9/2024]*

*“We're very people orientated. Yeah, and so we try to create an atmosphere at work that is really collaborative, and that everybody feels welcomed and that you can make mistakes.” [Holly 11/9/2024]*

# Pride more than brand

*“If I feel pride in anything, it's when they [employees] find their voice, or when... you start to see them succeed.” [Patricia 23/8/2024]*

*“[Being an employer of choice is] to have employees who are satisfied and happy to be at work, who feel safe and secure, who have the ability to communicate and feel safe to do so without any repercussions.” [Taylor 2/9/2024]*

## The practices:

- prioritising employee satisfaction
- promoting employee involvement and commitment
- providing training and development opportunities
- providing opportunities for growth
- enhancing teamwork and building positive work cultures.

# Increasing skills in people management was self-driven



- Some formal training, external guidance, peer learning and personal experience (*often outside of agriculture*).
- Only 53% of survey respondents reported having participated in people management training in the past five years, with much of this training through informal industry courses.



# Australia's future workforce strategies need...

- A better practices framework in people management on Australian farms – a vision and a guide
- Importance of 'self-leadership' and aspiration

## **PLUS**

- promote the benefits of seeking resources and help ('the why?')
- clear signposting to available resources and advisers
- support farmer to farmer/peer learning

## **PLUS**

- tell the story of the people-focused workplaces (part of the attraction story)

**Employees and their responses will be the measure of success**



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