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Report

# Best People Report 2021

DIXON  
APPOINTMENTS

The best people for the best people

2021 was another difficult year, despite everyone's hopes for the contrary.

Our sustainable, responsible approach to business was once again tested.

But faced with challenges, people find a way to shine.

Here's what our clients, candidates, team, and community achieved this year.

### About this report

The Best People report is designed to provide insight and transparency into how Dixon Appointments operates; our challenges, people, goals and achievements. Information is reported under each of our four guiding principles; Connection is Key, Business is Personal, People Come First and Community Matters.

Data covers one year from 1 December to 30 November, allowing us to release the report in the same year.

# Connection is Key

## Connecting people with opportunity is why we exist.

Like so many other businesses and teams, the mechanics of how we went about our work changed a lot over the past 12 months.

We had meetings at kitchen tables and home offices; with children in the background, dogs in attendance and cats demanding their rightful attention. Throughout it all we tried our hardest to make sure that we maintained connection with each other and our professional community.

Dixon Appointments was proud to connect the best people with the best people in the following ways over the past year:

- Connected people with career opportunities and financial security by recruiting for **1,205** vacancies
- Facilitated remote connection and work arrangements for over **535** of these filled vacancies
- Connected with our client community over **5,107** times, providing advice, support or recruitment services necessary for business continuity
- Provided career advice to over **666** people looking for new opportunities
- Conducted **715** interviews with potential candidates.

MY EXPERIENCE WITH DIXON APPOINTMENTS HAS BEEN AN EXTREMELY POSITIVE ONE. DIXON HAS FOUND ME SOME WONDERFUL TEMPORARY JOBS AS WELL AS ONES THAT HAVE LED TO PERMANENT POSITIONS.

I HAVE NOT HAD ANY NEGATIVE EXPERIENCES WORKING FOR DIXON. I HIGHLY RECOMMEND THEM AND HAVE RECOMMENDED THEM TO FRIENDS WHO ARE LOOKING FOR WORK.

**Debra, Dixon candidate**

**Active Candidates\***

Age	Male		Female		Other	
	2020	2021	2020	2021	2020	2021
18 and under	2	4	4	13	2	2
19-29	341	272	535	595	24	10
30-39	237	182	357	254	42	32
40-49	186	161	317	327	47	44
50 and over	206	313	614	443	57	42

\*Active Candidates refers to candidates who are fully registered with Dixon and available for work

**When slow = success**

In response to additional pressures caused by the COVID-19 pandemic, Swinburne University of Technology introduced a range of new staff initiatives to reward and recognise the people who kept the organisation moving forward through such a difficult period.

One novel and well-received idea was Swinburne Slowdown Week.

Staff were encouraged to cancel or reschedule any non-urgent or unnecessary meetings during the week; to take longer breaks; go for walks outside; catch up on reading;

reflect on their professional development needs and generally take time to do the things that fall by the wayside in times of increased workload. If meetings still needed to take place during that week, staff were asked to consider turning them into a more social catch ups by having them over lunch or coffee.

As part of a broader staff program, Swinburne Slowdown Week demonstrated Swinburne’s continuing commitment to the health and mental wellbeing of its team, and the benefits of the occasional visit to the slow lane!

I ENGAGED DIXON TO SUPPORT ME WITH TEMPORARY WORK WHILST I PONDERED MY CAREER DIRECTION. HAVING LIAISED WITH MANY RECRUITERS OVER MY CAREER, I WAS ABSOLUTELY BLOWN AWAY BY THE HIGH LEVEL OF SERVICE DIXON PROVIDED.

I TELL EVERYONE ABOUT DIXON. THEY PLACED ME IN GREAT ROLES, WITH LEADING COMPANIES AND AMAZING PAY RATES THAT LED TO MULTIPLE JOB OFFERS.

**Ruth, Dixon candidate**

# Business is Personal

**People rely on us to understand their needs and deliver on their objectives efficiently and effectively.** For a team driven by passionate people, business has always been personal. Taking the time and effort to match complementary needs and skills is how we stand out from the crowd.

- The final phase of the JobKeeper subsidy was in place until 29 March 2021. Between 1 December 2020 and 29 March 2021 we paid over \$445,449 in JobKeeper subsidies.

More than \$178,807 was paid to **candidates working for our partner employers** and supporting those who were stood down or experienced reduced hours due to COVID restrictions

- Achieved a Net Promoter Score of 70.2, down from 72.8 in 2020
- Achieved a 4.5 (Excellent) star rating on Google reviews, from 140 reviews

DIXON APPOINTMENTS' TEAM ARE FIRST CLASS IN THEIR RESPONSIVENESS AND PROFESSIONALISM.

I AM ALWAYS HAPPY TO WORK WITH DIXON FOR THE MANAGEMENT OF OUR CASUAL STAFF REQUIREMENTS.

**Anthony, Dixon client**

IN MY EXPERIENCE OVER MANY YEARS, IT'S BEEN RARE TO FIND MANY RECRUITING FIRMS THAT ACTUALLY SEEM TO CARE ABOUT CANDIDATES GREATLY, IF AT ALL.

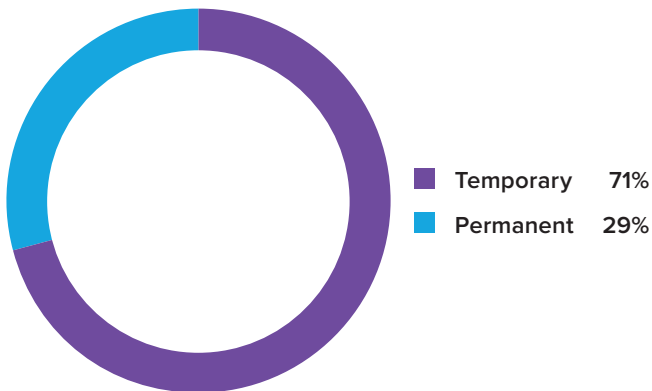
MY DEALINGS WITH THE TEAM AT DIXON COULD NOT BE FURTHER REMOVED FROM THE ABOVE COMMENTS. I HAVE BEEN TREATED WITH THE UTMOST PROFESSIONALISM AND DIGNITY, AND CONSEQUENTLY THE ENTIRE PROCESS HAS BEEN TOTALLY STRESS-FREE.

THANK-YOU TEAM DIXON.

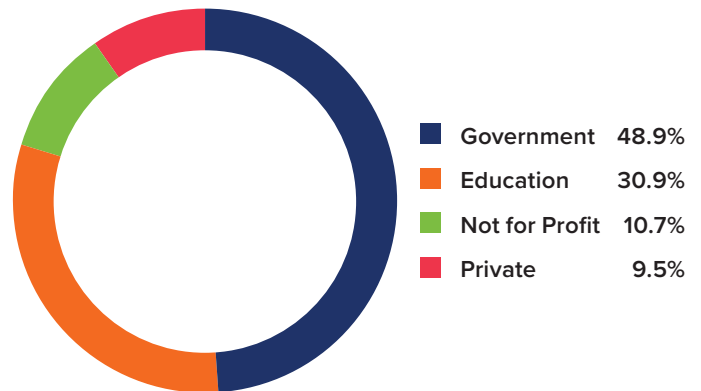
**Norm, candidate**

Growth by client and candidate	2020	2021
No. of new clients	20	29
No. of new active candidates	591	467

Revenue by contract type



Revenue by sector



### Recognising opportunity

**Dixon has a long and trusted partnership with Deakin University.** One of Dixon’s Directors is a member of Deakin’s Psychology Undergraduate Advisory Board, and Dixon offers vocational internships to psychology students once or twice a year. The following is written by Dixon’s most recent intern, Ella.

*“When I read about the internship at Dixon Appointments it sounded like a great opportunity. I had not previously considered recruitment as a career prospect for psychology graduates. I found during the interview process with Dixon that they wanted to learn about me as a person, and really valued a positive attitude and eagerness to learn.*

*Everyone supported me while I was learning the ropes and made sure I had the tools and information I needed. Throughout my internship there was a close and encouraging team environment, with regular team lunches and staff catch ups talking about weekly highlights. I came to realise their caring nature is not just evident in the team’s internal relationships but also in the way they go the extra mile to provide a successful experience for their clients and candidates. Seeing the satisfaction and excitement the whole team gets from a job well done is inspiring.*

*This internship gave me the opportunity to discover a new career field, develop incredibly useful interpersonal skills, and experience a positive, uplifting professional work environment. Before my internship I hadn’t decided on a definite pathway after my degree. However now that I’ve had such a wonderful experience with Dixon and been given an opportunity to continue with them, the future looks exciting.*

*From my personal experience, I recommend others to consider any internships facilitated through their universities. The chance to acquire new skills and experiences in different workplaces and industries can definitely help you decide what does – or doesn’t – interest you, and can lead to opportunities you may not have considered before.”*

After finishing her internship with Dixon, Ella joined the Dixon team as a Recruitment Services Administrator.

# People Come First

**Dixon celebrates and supports the achievements of our clients, candidates and colleagues.**

We believe in treating all stakeholders with genuine care, thought and enthusiasm, and we form lasting relationships built on mutual respect.

Given the continuing uncertainty and instability caused by the COVID-19 pandemic, it was even more important to us to provide timely, personal and effective support to our team throughout the year. Here are some of the initiatives we delivered:

- Maintained our **Wellbeing and Health Program** offering subsidies and rebates for health activities and apps.
- Delivered **lockdown care packs** to our team as they navigated the challenges of continuing stay-at-home orders.
- Continued an additional day of paid **'Birthday Leave'** for each team member on their birthday
- Respected the challenges of our individual team members during this time and provided **personalised support** where it was needed most. Some of our team members chose to return to their home states outside Victoria during lockdown, to access their support networks. Remote working simply became a little more remote for a while!
- Covered the cost of flu vaccinations, and provided paid time for COVID-19 vaccination appointments.
- Developed a best practice **Parental Leave Policy** that includes the continuation of superannuation guarantee payments during parental leave, in addition to other benefits. With a predominantly female team, this is an important policy for Dixon, and will commence 1 July 2022.



DIXON WERE THE ONE AGENCY THAT TREATED ME LIKE A PERSON THAT MATTERED. I FELT THAT THEY GENUINELY HAD MY INTERESTS AT HEART.

**Kathryn, candidate**

## Celebrating culture

Following the end of lockdowns in Victoria, Dixon hosted a lunch celebrating the cultural heritage of our team members.

We dined on dishes from countries including Vietnam, Czech Republic, Australia, and New Zealand while sharing stories of our cultural backgrounds.

Reflecting the rich cultural diversity of Australia, within our team we have people who can speak Czech, Teochew, Hindi, Afrikaans, Maori and Spanish.

Dixon Appointments Pty Ltd	2020	2021
Total number of staff*	19	19
Turnover of staff	26%	26%
Average no. of sick days taken per person**	3.9	4
Average tenure of staff members	5.4 years	7 years
No. of staff eligible for loyalty leave	15	10
No. of activity rebates issued	4	8
No. of training hours per person	16 hours	18 hours

\* Total staff includes all full-time and part-time staff working directly for Dixon Appointments Pty Ltd. It does not include contract staff or candidates.

\*\*Average no. of sick days taken was inflated due to one staff member taking a significant period of leave across both years to recover from planned surgery. When that period of leave is removed, the average for 2020 becomes 2.1 and the average for 2021 becomes 2.8.

Dixon Appointments Pty Ltd	2020	2021
Gender – total organisation*	18 female, 1 male	19 female
Gender – senior management**	100% female	100% female
<b>Age</b>		
18 and under	0	0
19-29	5	4
30-39	6	5
40-49	2	2
50 and over	6	8

\* Total organisation includes Senior Management, and all full-time and part-time staff employed directly by Dixon Appointments Pty Ltd. It does not include contract staff or candidates.

\*\*Senior Management includes the Directors, Recruitment Team Leader and Financial Accountant.

THE BEST RECRUITERS I'VE HAD  
THE PLEASURE OF DEALING  
WITH. IN A FICKLE INDUSTRY,  
DIXON IS A STANDOUT.

Penny, candidate



# Community Matters

**We believe that success should never come at the expense of our community.** We are here to improve on the status quo; within our own industry of recruitment and within the broader Victorian and global communities we impact.

This year, we supported our communities in the following ways:

- We **celebrated 11 years** certified as carbon neutral, contributing zero net emissions in the delivery of our business services
- Achieved a NABERS rating of **6 stars** (5.5 stars without Green Energy)
- Donated \$1,000 to Berry Street in lieu of sending Christmas cards to clients
- Donated food packs to the Asylum Seekers Resource Centre (ASRC).

## Some of the best people going around – STREAT

**STREAT** is a social enterprise helping to end youth homelessness. Through training, work experience, and support, young people are given a pathway from the street to a sustainable livelihood.

Prior to the Covid-19 pandemic, Dixon would send candidates a voucher for a complimentary coffee from STREAT when they received an excellent rating from their host employers.

This year we made a change and - on behalf of our candidates - we instead made a donation of \$5 directly to STREAT each time one of our candidates received an excellent rating from their host employer.

We donated a total of \$525.00 to STREAT this year from this initiative, reflecting the outstanding work of our candidates and clients during a difficult business environment.

For more information on the great work done by STREAT, please visit [streat.com.au](https://streat.com.au)

Dixon offers staff two days of paid volunteer leave each year, to support causes close to their hearts. This year the team used their leave to support causes including the Melbourne Indigenous Transition School, and the Salvation Army Wishing Tree Appeal.

	2020	2021
<b>Volunteer Leave: % of leave taken</b>	13%	12%

### STEPtember: small steps making a big difference

The Dixon team stepped up once again to support STEPtember in raising awareness and funds for children and adults living with Cerebral Palsy.

As well as a great cause, STEPtember was an opportunity to participate in team activity that worked with socially-distanced restrictions.

It provided physical exercise, mental wellbeing and camaraderie, as our team members stepped, skipped, cycled, swam and surfed their way to a total of 3.3 million steps.

Even more satisfying was we raised donations of more than \$5,500 for the Cerebral Palsy Alliance.

Together STEPtember raised over \$17.8 million and stepped over 25,970,000 kms for the most successful year in their history.

For more information on STEPtember, please see [stepember.org.au](http://stepember.org.au)

### A different type of gift

Pre-pandemic, the Dixon team would visit clients in the lead up to the festive season and give them a gift of appreciation for their support throughout the year.

Given how much things have changed, and the difficulties faced by many, this year Dixon decided to instead donate gifts to The Salvation Family Wishing Tree Appeal, to help the most vulnerable in our community.

Our clients were enthusiastically supportive of this initiative and were given the opportunity to choose a gift recipient group.

In total we donated 80 gifts, purchased from local businesses including:

- Towel gift sets from Rialto Linen in Braeside Victoria. Rialto produces the only Australian-owned-and-made cotton towels in Australia.

- Books for children ranging in ages from 3 to 16+. We asked the experts at The Little Bookroom – an independent children’s bookshop founded in 1960 and located in Fitzroy North – to select books to suit each age group.
- Skincare from Olieve & Olie, a family-operated business located in Victoria’s Mornington Peninsula.

The Salvation Army’s homelessness service has provided more than 154,000 sessions of care to those at risk or experiencing homelessness between January and June 2021, up 10% compared to the previous year.

Women over the age of 45 are one of the fastest-growing groups of people who are homeless in Australia. An estimated 405,000 women over the age of 45 were at risk of housing affordability stress and subsequently becoming homeless, according to Housing for the Aged Action Group (HAAG), and Social Ventures Australia.

## Thank you

None of our achievements are possible without the support of the incredible people around us.

Thanks go first and foremost to our dedicated, passionate and talented team, and to the business community that has partnered with and supported a locally-owned recruitment business.

We wish you, your families and colleagues a happy, healthy and safe festive season, and a bright and successful 2022.

The team at Dixon Appointments x