

EFFECTIVE RECRUITMENT ABOUT QUALITY NOT QUANTITY: DRAKE REPORT

Melbourne, March 16 2007 - A white paper released today by Drake reveals internet recruitment has not lived up to expectation, with research showing electronic job boards and web sites return disappointing results.

The paper titled: 'The new reality of internet recruitment,' includes a qualitative study from Monash University that found while the internet generates an avalanche of applications, it has not improved the quality of candidate pool.

Dominic Toledo, Corporate Assistant at Drake, stressed effective recruitment was about quality not quantity. "HR Managers are being inundated with unqualified and unsuitable resumes every time they recruit online.

"When you consider it takes up to five minutes to review an applications and as many as 60 CVs are received for each job, you start to appreciate the hours of administration involved," Toledo said.

He warned these hefty back-office costs were offsetting the benefits of internet recruitment. "While recruiters may appear to be saving time and money using job boards and web sites, the cost of sifting through resumes is significant and hard to calculate.

"With so many applications to sort through the risk of overlooking the best candidate is increased," he added.

The white paper suggests online recruitment is particularly risky in a candidate dry market. "It's like casting out a net in a half full ocean and hoping you'll catch a big fish. Your chances of success are limited," Toledo explained.

The white paper encourages HR Managers to choose a recruitment technique that helps them find the best candidates to interview as quickly as possible.

However according to Toledo, developing an effective shortlist can be 'hit and miss' using traditional approaches. "While written resumes offer insights into a person's work history

- more -

they say very little about their communication and presentation skills. In some cases these are the most important factors to consider, for example when hiring customer service staff.”

To help HR Managers get the full picture, Drake has developed a recruitment tool called the Interactive Resume. The Interactive Resume allow recruiters to see and hear a candidate answer first round interview questions in a pre-recorded video presentation that is delivered to their desk via email, the web or CD-Rom.

It effectively unmask candidates from their written resumes, helping HR Managers make more informed recruitment decisions.

Drake recently surveyed 1,000 existing clients and found 73 per cent preferred Interactive Resumes to the traditional paper-based format. The Interactive Resume service typically cuts in half the number of face-to-face interviews a recruiter must undertake when hiring.

Toledo concluded by saying: “With one in four hiring exercises reportedly ending in failure, HR Managers can not afford to ignore the shortcomings of internet recruitment.”

‘The new reality of internet recruitment’ white paper is available to HR Managers at no cost.

- ends -

Interview opportunities and high-resolution images of Marteen Toledo are available on request.

Media enquiries:

Dominic Eggers

Senior National Marketing Co-ordinator

Drake

Corporate Marketing

Level 40, 55 Collins St

Melbourne, VIC, 3000

Phone: (03) 9245 0243

Fax: (03) 9245 0430

Mobile: 0400 11 9906

To request a copy of the paper email: marketing@au.drakeintl.com or call 13 14 48.

To view a live demonstration of an Interactive Resume visit: <http://203.36.40.13/demomarklove/index.html>.

About Drake

Drake is a leading provider of staffing solutions that solve business problems for Australian organisations. Established in Canada in 1951, Drake operates in 11 countries around the world.

More than a recruitment company, Drake is recognised as a world leader by business decision makers, for its expertise in enabling organisations to improve their profitability and productivity through flexible staffing, permanent recruitment, training and development, and by using innovative technologies.

Drake's extensive network of services meets the diverse needs of the market and is geared towards solving real business problems for Australian organisations. In its 52 year history, Drake's business philosophy has remained unchanged – invest in your people today so they can grow your business tomorrow and into the future.