

# Personal touch pays for recruitment champs

**SIX years ago, Kate Prior identified a missing link in local recruitment: The face-to-face contact of the past.**

With a background in recruitment, Kate found that the advent of social media had eroded the personal touch in not only finding the right candidate for a job or contract, but also in helping them settle in to their new place of employment.

"With people emailing resumes and everything being online, it took away from the personal side of recruitment," she says. "In many cases, I think that people aren't being looked after, and I think that has happened to the industry because the pressure is on recruiters – so something had to give. It's not a reflection on them, but when we started using email to send resumes it changed our world.

"As a result, I felt there was a real niche for a boutique agency in Canberra. We don't have a lot of locally-owned companies and I wanted to be able to fill that space, provide professional service and also support Canberra on a community level."



Kate Prior accepting the Small Business Champion Award.

Kate created face2face Recruitment, based in Yarralumla, to fill that niche – and six years later, the company has not only survived the GFC and fallout from the Gershon Report, it's thriving and has just been named the top Recruitment Services company Australia-wide by Precedent Productions' Small Business Champion Awards 2010.

Face2face places candidates in information communication and technology; business support; human resources and finance, and in the private sector CEOs, branch managers and sales.

Face2face was nominated by a couple of anonymous admirers – Kate doesn't know whether they were happy candidates or employers – and went to Sydney for a gala awards ceremony where the company was named as the winner in the recruitment category.

"It was like the Logies!" says Kate. She says she attributes face2face's success to its long-term commitment to the job satisfaction of clients, as well as ensuring that employers are happy with their new worker.

"Even though we're obviously up to date with all the technology, we're still about meeting the candidate in person and providing them with advice, support and so on."

This involves following up with the employer and employee in the weeks and months following an appointment, in order to ensure that there are no misunderstandings or other problems.

"We consider that we have two sorts of clients: Candidates looking for work are as important to us and as much a client as the organisation which is looking for staff."



The face2face team – Julie Collins, Kate Prior, Erin Meyers and Amelia Glanville – celebrate their win.

As well as taking a personal interest in the professional wellbeing of clients and candidates, face2face has also been forging strong links with the Canberra community.

"We work with Lifeline, St Vincent de Paul and other community organisations, who we provide discounted rates to," Kate says. "Our team are also

given time to donate blood to the Red Cross and, this year, we came second in the ACT's private sector in terms of donating blood.

"Of course, that's done by ratio! We have four full-timers and two part-time staff, and of those who are allowed to give blood, two of us give plasma so we can do it more often while the

others give whole blood.

"Last year, we came third in the ACT, and I'm hoping to come first next year!"

Face2face also sponsors children in Zimbabwe, Honduras, China and Brazil through World Vision, WSPA (a charity which aims to stamp out cruelty to bears, in practices such as bear baiting), and the RSPCA.

## At face2face Recruitment we have two sets of clients Organisations requiring staff and people looking for a position

### our differentiators are:

- We have the time to look after you personally
- Our follow up service is the highest in Canberra
- We are a 100% Australian locally owned company
- No surprises

**face2face**  
RECRUITMENT



### face2face cover:

- |                    |                   |
|--------------------|-------------------|
| Administration     | Government Sector |
| IT                 | Permanent         |
| Sales              | Non-ongoing       |
| Branch Managers    | Contract          |
| APS2-6/EL1 and EL2 | Bulk Recruitment  |
| Scribes            |                   |
| Private Enterprise |                   |

