

## Hype Initiatives: How Can Australia Hold on to Its Talent?

Written by Australian Business

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PERTH, AUSTRALIA, August 30, 2014 **/24-7PressRelease/** -- A recent survey conducted by Morgan McKinley, a global professional services recruiter has revealed some worrying statistics for businesses all across [Austr](#)

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The survey which targeted workers from a wide range of industries found that a staggering 70% of Australia's workforce would consider a job overseas. Surprisingly the survey found that money wasn't a leading incentive for the majority of those asked, with only 16% stating that a pay rise alone would tempt them overseas. The greatest draw overseas according to Australia's workers is a greater opportunity for progression within their industry. According to Morgan McKinley 60% of Australians feel that their current job roles lack progression, and that if they were offered a position overseas would seriously consider it. Sales and Marketing firm are concerned about the findings and feel that it's up to businesses to ensure they are providing enough opportunities and benefits to their workforce to encourage them to stay.

The survey found that many Australians believe that roles overseas provide far greater career progression. The number one destination for Australians was Asia, where they believe the economy is far healthier and can provide much faster progression than back home. Many workers also felt their current roles lacked challenges and believed that a move overseas would be far more challenging and broaden their horizons, allowing them to learn more specialized industry knowledge. [Hype Initiatives](#) are eager for Australia to hold on to its talented workforce. The firm has offered the following advice to businesses, in the hope of inspiring them to review their working practices and appreciate workers for their individual and unique talents.

**Create an Attractive Experience** Business owners should make a special effort to understand what their workforce want, and try their best to make the workplace an as enjoyable environment as possible. Many workers across the country feel undervalued by their employer, therefore Hype Initiatives believe it's important in business to develop healthy communication between management and workers to let them know that their opinions matters.

**Walk in Their Shoes** Business leaders will only truly understand how their workforce is feeling through putting themselves in their shoes. By considering the work experience through their eyes businesses can identify areas that need improvement and encourage personal growth.

**Recognition** Ensuring hard work is noticed and rewarded will spread a positive message among a workforce as a whole. When individuals feel appreciated they have more of an incentive to stay loyal to a business. Rewards for hard work don't have to be monetary, simple things like free snacks or early finished create a strong company culture that workers will be less than willing to leave behind.

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Hype Initiatives are a leading sales and marketing firm based in Perth, Australia. The firm help their clients create a strong brand presence, whilst ensuring lasting connections are established between the client and their customers. Through specially personalised direct marketing techniques, the firm can increase their clients' customer acquisition and retention rates, and boost their overall ROI.

About Hype Initiatives: <http://hypeinitiatives.com/our-purpose/>

Hype Initiatives are marketing industry leaders based in Perth, Australia. They aim to give their clients exceptional promotional services that generate a high ROI and create long-lasting business relationships.

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