

meatup FORUM

For the latest in red meat R&D

Recruitment & Retention in Western Queensland



Anna Cochrane

Consolidated Pastoral Company



Lesson #1

Reputation is important

- The legend of 'Crisis Downs'
- Know what our reputation is
- Be honest with ourselves

Beef [Livestock Auctions](#) **NEW**

Consolidated Pastoral Company's Isis Downs station invests in future

Steven Trask

27 Mar 2019, 8:50 p.m.



WorkSafe.qld.gov.au

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Case study: A team approach to the welfare of all workers

participate in the sports that I enjoy. I have attended school remotely from home. Through the challenges I have faced along with many other Year 12's, I believe I have developed great resilience and the ability to find solutions to problems.

I am interested in working for CPC, as I know you offer great opportunities to work in a team, learn new skills and up skill into different areas. My preference would be to work in Queensland, at Isis Downs, as I have heard of the excellent experiences through a friend of a current employee.

I made contact with the recruitment team in July and have been following on Instagram and Facebook, eagerly awaiting the opening of applications for employment with you.

Lesson #2

Know what is important to us

- Work ethic
- Compassion
- Communication
- Having fun but being safe
- Setting expectations
- Having a beer at the end of a long day

Lesson #3

Communicate our values in our recruitment process

- Set our expectations early
- Marry our values with the values of those around us
- Ask for their commitment or impression

“Do you have a problem with this? Is this somewhere you think you’d like to work?”



Lesson #4

Be prepared to chase them...hard

Hi I'm looking for work , I'm experienced in beef cattle and horses, limited sheep experience, machinery, trucks and bikes. I've done plenty of mustering, yard work and property maintenance including fencing and trough repairs and pretty much looking around northern or north east Victoria, I would go a bit further for the right job.
Cheers

Potentially looking for work.
I Have 2 yrs feedlot experience and currently a livestock overseer in the southern highlands. Looking for work in NSW & VIC. I'm mainly interested in cattle work or horse work I will look at other opportunities though. I have a full license and my own reliable transport I do have 4 horses that are work horses I would like to bring with me and potentially use in the job I can bring the number of horses down if need be though. If you may have somet... See more

Gday all,
I'm back on the hunt for a short term job (1-2months) until I start aerial mustering. I'm currently in Katherine and have my commercial pilots licence (helicopter), experience mustering cattle on both motorbikes and horses although it's been a while since I was on a horse, I also have fencing experience and I can operate machinery. I have my own vehicle, and ABN.

If you'd like to know any more don't hesitate to PM me and I'll shoot through my mobile number. ... See more

3

1 Comment

Me and a mate of mine 18 and 19 chasin a bit of station work currently I have experience myself with cattle mustering preg testing cleaning etc no job is too big or too small just looking to get out of town and happy to work as long as needed hours are no issue with us willing to work from crack of dawn to dark of night currently based in Mackay Qld but can travel happily to wherever needed please call 0458386577 for any questions or info

G'day all 🐾

My name's Zoe and I'm looking to land myself a job on a cattle station preferably around central or west QLD but would consider going further north for the right gig.

I've worked a fair bit in the horse industry (cutting horses, polo, etc.) and spent over a year on a feedlot in Condamine where I did plenty of stock work (on horses and quads) and general farming duties. I also have a Bachelor of Animal Science (majoring in Equine) under my belt so I've got a fai... See more

31 JAN, 11:54

Hi TJ, I know you've found a job for the 2022 season, but I was wondering if you had any friends or mates that were station cooks? Our cook resigned this morning - I wish I'd known because I would have definitely made contact with you when you advertise.

If you prefer a younger or older bit is between. Anna

13 JUL 2021, 20:20

Hey Lane, we saw your ad on Facebook looking for a station position. We have 22000 head cattle, 15 staff and 263000 ha of country 100km west Blackall. Would you be interested in a station hands position with us? Msg me your phone number if you are you can call [427710372](tel:427710372).

30 JUN 2021, 20:37

Hi Perry, are you still looking for work? We manage a cattle station in western Qld. 25000 head cattle, 15 staff, 263000 ha. All mustering done on 2 wheel bikes. If you are interested can you msg me your phone number or call Andrew on [0427710372](tel:0427710372). Thanks.

1, 20:57

ould be number is

Thank you Anna I'll flick him a call tomorrow



10 MAY 2021, 09:47

Hey Dave, would you be interested in so cutting steel work in Qld? Can you message me?

20 APR 2021

Hi Oli, I saw your Facebook to Isis Downs. I run 20 000 ha with about 15 staff. You be interested in Stationhand mustering or work, fencing or work. We run place where family. If you you msg me ring Andrew. Thanks, Andrew.

Hi Anna thanks for getting in

iMessage
Wed, 2 Feb, 9:02 pm

Hi, it's Anna from Isis Downs. I'm not sure if you've had a chance to apply on the website for our cooks position (www.pastoral.com) but I really enjoyed our chat this morning. I think you'd be a great fit in our team and I hope you haven't changed your mind 🙌 - and I'm just going to admit that (at the end of a very long day) I've forgotten your name 😬 so I'm really sorry I started this text with just a "hi" !!

Thu, 3 Feb, 9:02 am

Hey Anna! Haha it's all good about the name, honestly I had to relook at the job ad to see what your name was again. Oh it's Jen by the way haha. Sorry I haven't submitted it yet, I'm just still in the process of telling my job in WA on what's



Lesson #5

Gen Z makes people tick



Baby boomer
1940-1960

- Context**
- Postwar
 - Dictatorship and repression

- Behavior**
- Idealism
 - Revolution
 - Collectivism

- Consumption**
- Ideology
 - Vinyl and records

McKinsey & Company



Millennial
1980-1994

- Context**
- Economic stability
 - Peace of Vietnam

- Behavior**
- Strong sense of self

- Consumption**
- Leisure and travel



Gen Z
1995-2010

- Context**
- Mobility and multiple realities
 - Social networks
 - Digital natives

- Behavior**
- Undefined ID
 - “Communaholic”
 - “Dialoguer”
 - Realistic

- Consumption**
- Uniqueness
 - Unlimited
 - Ethical



Lesson #6

Word our ads well



FULL TIME STATION COOK
QUEENSLAND

STATION COOK



Essential Criteria:

- Cook for a team of 12 to 15 with a focus on food safety and handling
- Willing to be part of a fun, motivated team with a high work ethic
- Clean common areas and some light gardening
- Have a positive, proactive and flexible approach

We are a small family owned cattle station in the East Kimberley seeking two station hands and a station cook for the 2022 mustering season.

Station cook must be capable to cook 3 meals a day, willing to go out and drive a manual Toyota towing the dog trailer when dogging cattle. They must be clean and tidy. Other duties as directed including cleaning and other opportunities available.

- WE ARE HIRING -

EXPERIENCED STATION HAND

ISIS DOWNS STATION, ISISFORD (QLD)

We are looking for someone who is easy to get along with, likes to have fun and enjoys their work. We offer a friendly team, open communication and clean and tidy accommodation with internet service. Isis Downs is one hour west of Blackall and one and a half hours south east of Longreach.

For more information and to apply:

Phone Anna on 07 46588203 or email isisdowns@pastoral.com

FOR JOB OUTLINE AND TO APPLY: WWW.PASTORAL.COM
FOR MORE INFORMATION EMAIL: ISISDOWNS@PASTORAL.COM

Lesson #7

Set our expectations upfront

- Unwritten ground rules
- Induct them in your way
- What you walk past, you condone





THE IMPORTANT STUFF

ZERO TOLERANCES

NO RIDING IN THE BACK OF UTES

MUST WEAR A HELMET AT ALL TIMES WHEN ON A BIKE

LEVEL 1'S MUST WEAR A HELMET AT ALL TIMES WHEN ON A HORSE

MUST WEAR A SEATBELT AT ALL TIMES

LIVING TOGETHER

WASH YOUR OWN PLATES, CUTLERY & **CUPS** UP.

KEEP THE BATHROOMS TIDY

SCRUB YOUR POOP IF IT LEAVES A LITTLE MARK

LAUNDRY TURN AROUND TIME

THE BONK BAN

HOW WE WORK WITH POLICY

BE CAREFUL WHAT YOU PUT ON SOCIAL MEDIA (INSTA, FACEY, SNAPCHAT)

SMOKING

WORKSHOP CLEANLINESS





VISITOR INDUCTIONS

Lesson #8

Know our team

- Age
- Behavioural style
- Communication preference
- Family
- Interests



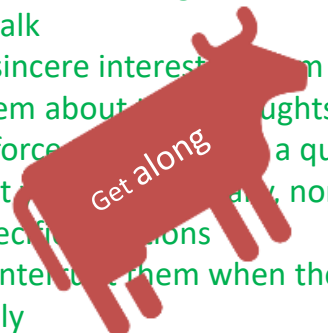
				
	Baby boomer 1940–59	Gen X 1960–79	Gen Y (millennial) 1980–94	Gen Z 1995–2010
Context	<ul style="list-style-type: none"> • Postwar • Dictatorship and repression in Brazil 	<ul style="list-style-type: none"> • Political transition • Capitalism and meritocracy dominate 	<ul style="list-style-type: none"> • Globalization • Economic stability • Emergence of internet 	<ul style="list-style-type: none"> • Mobility and multiple realities • Social networks • Digital natives
Behavior	<ul style="list-style-type: none"> • Idealism • Revolutionary • Collectivist 	<ul style="list-style-type: none"> • Materialistic • Competitive • Individualistic 	<ul style="list-style-type: none"> • Globalist • Questioning • Oriented to self 	<ul style="list-style-type: none"> • Undefined ID • “Communaholic” • “Dialoguer” • Realistic
Consumption	<ul style="list-style-type: none"> • Ideology • Vinyl and movies 	<ul style="list-style-type: none"> • Status • Brands and cars • Luxury articles 	<ul style="list-style-type: none"> • Experience • Festivals and travel • Flagships 	<ul style="list-style-type: none"> • Uniqueness • Unlimited • Ethical

McKinsey&Company

- Each of us have our own behavioural style. It is hard wired
- This is the way we find it easiest to behave and react
- It is our default way of reacting to a situation
- It is how we think, how we naturally behave, solve problems, treat others and feel about things
- Adjusted style is a reaction to the environment we are in



- 
- Talk and ask about ideas and goals
 - Allow time for socialising
 - Figures and statistics aren't that important
 - Help them summarise and put details in writing
 - Don't leave a question in the air
 - Provide ideas for implementing action

- 
- Don't rush headlong into business or the agenda - Small talk
 - Show sincere interest in them
 - Ask them about their thoughts and feelings
 - Don't force them for a quick response
 - Present information slowly, non-threateningly
 - Ask specific questions
 - Don't interrupt them when they speak and listen carefully

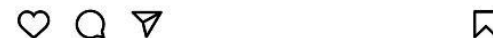
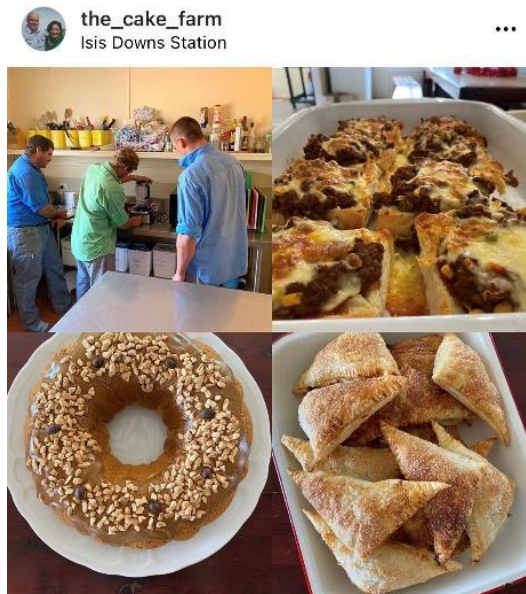
- 
- Don't ramble
 - Stay on task
 - Be clear and go to the point
 - Don't use a personal relationship or chit chat
 - Be prepared and organised
 - Present facts logically
 - Provide solutions and choices

- 
- Approach them in a straight-forward, direct way
 - Recognise that they might be uncomfortable speaking to a large group
 - Provide them with information and the time they need to make a decision
 - Don't be overly casual or personal.
 - Don't force a quick decision
 - Be clear about expectations and deadlines
 - Use data and facts.

Lesson #9

Feed them well

- Communication
- Training
- Feedback and recognition
- Social
- Perks
- Health and wellbeing



Liked by meg_mohr and 7 others

the_cake_farm Smoko at Isis Downs today: Apple Turnovers ; Coffee cake; a creation involving sweet chilli sauce, salami, savoury mince and... more

20 December 2019



Lesson #10

Be compassionate and generous

- Don't judge
- Have empathy



- 2 first time away from home
- 1 is bankrupt
- 1 has a complex family situation
- 2 suffered serious mental health issues that impacted the team, 1 which was spurred on by domestic violence.
- 1 had lost a mate to suicide
- 2 have had serious family health issues





The 10 lessons

1. Reputation is important
2. Know what is important to us
3. Communicate values in our recruitment process
4. Be prepared to chase them...hard
5. Understand what makes them tick
6. Word our ads well
7. Set expectations
8. Know our team
9. Feed them well
10. Be compassionate and generous



Take home messages

1. Know what is important to you and your business
2. Know what is important to your staff
3. Be clear yet compassionate in your approach



Tools and resources

- <https://rural-leaders.org.au/>
- <https://www.farmweekly.com.au/story/6638920/engagement-is-key-to-staff-retention/>
- www.peopleinag.com.au





OUR TEAM IS PROUD
TO CONNECT THE BEST
AUSTRALIAN BEEF
TO THE WORLD

HEALTH AND SAFETY | LEADERSHIP | TRUST | COMMUNITY | VALUE CREATION

www.pastoral.com

Recruitment & retention in western Queensland

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