



*In this issue we review the exciting new advertising campaign being undertaken at present by Ross Human Directions, as well as our new, simplified brand structure that we hope will make co-ordinated delivery of the range of services we offer easier for our clients. Your relationship managers and consulting team as well as the Ross executive team will be able to tell you more about this exciting progression so please do ask them next time you're in touch. We also offer our congratulations to the winner of the Ross Human Directions Award for Innovation in Recruitment and Retention at the recent HR Awards.*

*Julia Ross*

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## → exciting brand restructure at Ross

For almost two years, we have been positioning seven Ross Human Directions brands in the market:

- Ross Human Directions Limited (parent company and group identifier)
- Julia Ross hot (admin, hospitality and customer support recruitment)
- Ross Calibre (professional and specialist recruitment)
- Firstwater (executive recruitment)
- Verossity (ICT recruitment)
- Ross Logic (Technology Solutions & Outsourcing)
- Ross Navigate (Career Transition, PPD, Managed Training Services)

The next generation of our branding story is about streamlining and rationalisation. Moving forward, all the services delivered by Ross Human Directions through its seven brands will remain as active and available as they are presently and indeed some will grow; however, services will now be presented through three brands only:

**Ross Human Directions Limited** – parent company and group services

**Julia Ross** – exactly the same offering as previously with no changes services or teams

**Ross** – the brand that will combine all the other services previously represented under Ross Calibre, Firstwater, Verossity, Ross Logic and Ross Navigate.

These changes will have no impact on office locations or the teams from whom our clients and candidates receive services. Your relationship managers and consulting team as well as the Ross executive team will be able to tell you more about this exciting progression so please do ask them next time you're in touch.

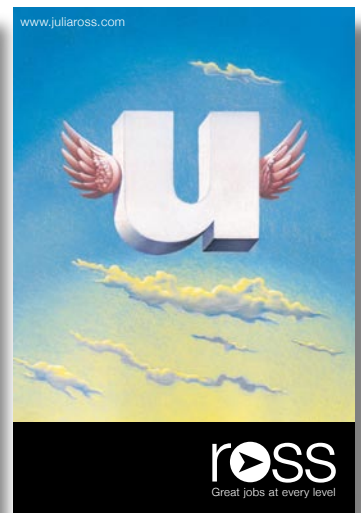
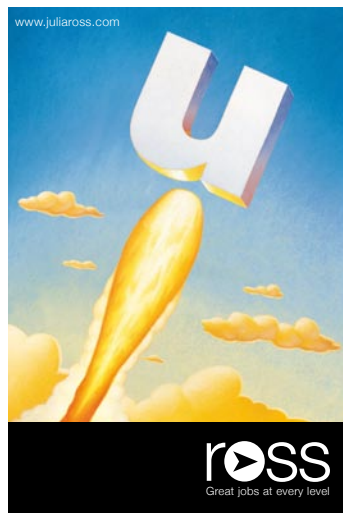
## Innovative New Ross Advertising Campaign

Between now and mid next year, you'll be seeing a lot of Julia Ross and Ross brand awareness advertising that promotes our business to candidates. In an environment of widespread global economic growth, identifying quality candidates for our clients remains the top priority for your Ross and Julia Ross teams and our new campaign is designed to do just that.

The campaign is fresh, vibrant and innovative – all features that we believe characterise our business. Some of the advertising imagery appears in this newsletter.

The key advertising message is that at Ross and Julia Ross, what we do is all about you – the client and the candidate. We believe this encapsulates our core promises of trying harder, being more committed and offering flexible services - being focused on what our client or candidate needs rather than our own issues.

The campaign will roll out with a range of high profile street furniture and posters as well as a sequence of print media ads and additional internet presence. We are confident that this investment will generate substantial candidate flow and brand awareness for our clients.



The IMF has released its bi-annual World Economic Outlook, which forecasts a mild slowdown in global growth from 5.1% in 2006 to 4.9% in 2007. This assumes US growth remaining around 3.0% next year, whilst the EU expands by 2.0% and Japan by 2.1%. Some forecasters are slightly less optimistic about US and European growth, leading to an overall view of a slightly sharper global growth slowdown. The consensus is for a soft landing for the global economy, with global growth forecast to remain above trend.

This expectation of a global soft landing is particularly important for the Asian region, which is dependent upon external demand. Asia can weather a US slowdown, particularly with China's main growth drivers being domestic, but a US recession is a risk for Asia.

China continues to run hot with external and internal demand still strong. Hong Kong's economy is picking up speed, as robust external demand from the mainland and the region supports domestic growth. India's economic expansion continues at pace, driven by robust infrastructure spending and consumer demand. The Japanese economy continues to travel well. Singapore's economy is expected to stay healthy although slowing down after a robust 2006. Closer to home, New Zealand's economy appears to be slowing due to domestic demand contractions, whilst Australia's growth has slowed but demand remains strong.

## → legal briefs

by Greg Coolahan, Commercial & Legal Director and Michele Jones, IR Manager

### Rentention Rates of Temporary Staff

Many clients are happy with the employees Ross Human Directions places with them and may at times be concerned about losing such employees, to other opportunities as part of staff turnover. While the length of service of temporary staff placed at client sites can by its nature never be guaranteed, there are certain steps that can be taken to reduce the likelihood of an unplanned turnover. For instance you may wish to consider providing holidays and sick leave for valued temporary employees, instead of only paying them for time worked as casual employees. This would not only be attractive to many employees, it can also reduce unplanned absences. Of course your operational requirements would need to suit the holiday absences this would entail each year.

Ross Human Directions has a number of employment models that it can employ for its temporary workforce, such as

- Casual employees (the hourly wage includes an extra loading instead of paid sick leave and annual leave/public holidays)
- Non-casual employees (our employees receive paid sick leave, annual leave and public holidays)
- Independent contractors – these are not employees but companies/individuals who supply their services through invoice arrangements. Paid annual leave and sick leave provisions do not apply to them.

If you would like to know more about which type of arrangement would suit your needs best, please contact Michele Jones at [michele.jones@rosshumandirections.com](mailto:michele.jones@rosshumandirections.com)

*The information discussed here is a general explanation of the law, and is not intended to serve as legal advice. Readers requiring specific legal advice regarding a particular situation should consult an appropriately qualified lawyer.*

## → training tips

by Mary Strain, National Training Manager

### Rehearsing the Presentation

Rehearsing a presentation you're planning to deliver is a crucial step to ensure a successful presentation! Your rehearsal will serve two purposes

- **To check your terminology, to be sure it fits the audience's vocabulary**  
Consider how much the audience knows about the topic. While you rehearse, jot down any words you use that you think the audience might not know. Define these words at the beginning of your presentation.
- **To time yourself**  
Present each part of the presentation and watch the clock. Write the time for each part in the outline itself so you will have it later and can use the timing as a guide.

Timing cannot be checked if you lean back in your chair and let your mind wander over the presentation. For one thing, you think faster than you talk. Since you must imitate the actual presentation situation as closely as possible, get yourself a clock, a pencil and a lectern if you will use one at the presentation. Set up all your presentation aids. Talk out loud and use gestures – and do not let your aids stand idle either. Practice your entire presentation and record how long each section takes and your total time.

1. Read the introduction.
2. Talk through the body of the presentation
3. Present all aids
4. Read the conclusion
5. Write down the total time for your entire presentation.

Source: "Delivering Effective training sessions" McArdel, Geri

## → mounties group wins Ross HR award

On behalf of Ross Human Directions, congratulations to Mounties Group on winning the Ross Human Directions Award for Innovation in Recruitment and Retention, at the recent HR Awards.

The Award for Innovation in Recruitment and Retention recognises organisations that have successfully applied fresh and creative strategies in their selection, recruitment and retention of talented employees. In today's competitive environment of low unemployment and increased focus on business differentiation, access to and retention of "high potentials" can be the key differentiator. The entire Ross team would like to congratulate Mounties Group as the winner of this award. We commend Mounties Group's focus in this critical area and we are thrilled that they have been recognised for their efforts.

Pictured is Julia Ross, Managing Director, presenting the award to Jodi Dickson, Employment Relations Manager of Mounties Group.

