cvmail
e-recruitment solutions

Tip:

"Provide as much information as you can about your recruitment process. It will allow initial training sessions to be designed specifically to tackle your immediate needs rather than points that you may only utilise towards the end of your recruitment process."

Melbourne racing Club's tip for prospective cvmail clients

natural selection

CASE STUDY – MELBOURNE RACING CLUB

Online solution transforms complex seasonal recruitment drive in opportunity to build a solid talent pool.

Established in 1875 as the Victoria Amateur Turf Club, the Melbourne Racing Club (MRC) has evolved through time to become an integral part of the Victorian Racing Industry. Today, the MRC conducts 60 race days annually at two racing centres – Caulfield Racecourse and Betfair Park (Sandown) - that account for approximately 50% of all metropolitan racing in Melbourne. The company also operates a diverse network of non-racing businesses which support its thoroughbred racing activities.

Moving to e-recruitment

Previously, the Melbourne Racing Club outsourced most of its casual recruitment to a not for profit government employment service.MRC is a diverse organisation that employs approximately 1,400 staff, peaking to about 2,000 during the Spring Racing Carnival. These employees are stationed in a number of key operational areas such as Administration/Executives, Catering, Groundstaff, the Club's two Tabarets and Raceday Casuals. "We needed to streamline our recruitment process, from improving the response times to building a solid talent pool" explains MRC's HR Consultant, Leah Alexander.

After analysing some inefficiencies and understanding main objectives, the Club found that an e-recruitment system would tick all the boxes.

The right-fit solution

Once decided that adopting e-recruitment was the best approach to take for both HR Function and candidates, it all came down to choosing the best fit provider for MRC. "We were looking for a system capable of providing more efficient and effective means of recruiting large volumes of casual catering and event staff for our Spring Racing Carnival", says Leah Alexander.

The Club envisioned a solution that eliminated administration tasks while filtering, ranking and matching candidates to specific positions.

The process involved all members of the HR Department as well as external referees. "cvmail presented a system that met all our requirements, from functionality to service offering, including price. The Club had also conducted vigorous references checks and evaluations which only reaffirmed that the product would cater to all our needs".

Hands-on implementation

The Melbourne Racing Club had only one request to the cvmail team: the system should be in place for their next Spring Racing Carnival recruitment season.

Given only a couple of weeks to work on implementation and training, the cvmail team got together with the MRC HR team to discuss their recruitment activity, understand their needs and then customise a solution to help the Club immediately.

According to Leah Alexander "The implementation of the software was remarkably smooth in the tight time frame we set. We had put immense pressure on cvmail to have the program up and running just in time for our Spring Racing Carnival recruitment and cvmail managed to meet all our requirements".

With the system deployed, cvmail account managers then organised a two-day training program for all members of the Human Resources team. "It was an interactive training program to show us to how to use the e-recruitment system. It was really valuable to learn the basic functions and to have the opportunity to ask specific questions about how to make our recruitment process straightforward".

THOMSON REUTERS

According to Leah Alexander "The team welcomed the e-recruitment system with arms wide-open as we could see the benefits it would bring to our overall recruitment".

First peak recruitment season, impressive results

MRC has already reported impressive results for their first peak recruitment period using an e-recruitment solution. "We had 40% increase in the number of applications received, improved the quality of our casual employees and reduced the number of agency staff", tells Leah Alexander. "Moreover, screening through cvmail enabled us to cut 57% of unqualified applications received. In 2007, we had eliminated only 23% using phone screening".

- Reduced Recruitment Drives from 26 to 10 in 2008, saving 26 hours in overtime required by each employee working at the event.
- Enhanced candidate's perceptions of the Club with fast response times- automated responses
- Creation of a talent pool database for 2009 Spring Racing Carnival recruitment.
- Increased interview attendance rates as the candidates are booking themselves into the interview slot

- Post vacancies automatically onto MRC website and onto external job boards such as SEEK.
- Reduced recruitment administration.
- Increased brand awareness by attracting candidates to MRC Website.
- Enabled accurate reporting on recruiting metrics, attendance and gender balance.
- SEEK responses increased 26% in 2008 compared to 15% in 2007
- Able to determine the demographics of candidates- This will benefit Melbourne Racing Club's approach to advertising

"We never thought that recruiting up to 500 casual staff within only two months could be so easy! All thanks to cvmail".

HOW CVMAIL CAN WORK FOR YOU

Improve candidate attraction

Make your website work for you, accept speculative applications, set up candidate alerts.

Reduce administration by up to 50%

Save time and resources with automated application responses, online interview scheduling, email templates for personalised communications to candidates.

Reduce time to hire

Centralise your recruitment process including approvals, advertising, filtering and workflow.

Reduce spend

Save on recruitment agencies and advertising by building your own talent database with search-and-screen technology.

Quantify your success

Produce instant reports - on time to hire, cost per hire, vacancy status, agency performance - at the touch of a button.

Contact a cvmail consultant to find out more:

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