Recruiting talent in today’s competitive job market means going beyond traditional hiring practices. Recruitment processes that successfully incorporate Diversity, Equity, Inclusion and Belonging (DEIB) can help your organisation attract employees that are reflective of your community.

Diversifying Recruitment channels

To attract diverse talent, it's important to review your current recruitment processes, rethink position descriptions, and diversify recruitment channels. To ensure position descriptions are inclusive and focus on essential skills and qualifications, consider
skills-based hiring, evaluating candidates based on their skills, rather than traditional qualifications and experience. Expanding your recruitment channels beyond the traditional online platforms can also help your organisation widen your applicant base and attract diverse candidates.

This tipsheet provides examples of ways you can expand and diversify your recruitment channels. This will help to diversify your talent pool and enrich your organisational culture, driving innovation and inclusivity.

**Leverage community partnerships**

* **Build relationships with community organisations** that serve diverse groups, such as ethnic minority centres, LGBTQIA+ associations, First Nations organisations, and organisations working with people with disabilities.
* **Leverage community partnerships by engaging with local organisations, including:**
	+ **Migrant Settlement Services** such as [Multicultural Australia](https://www.multiculturalaustralia.org.au/) to connect you with talented individuals from diverse cultural and linguistic backgrounds.
	+ **Individual Country Associations:** For example, [Australian Women’s Vietnamese Association](https://www.avwa.org.au/en/), [Queensland African Communities Council](https://www.qacc.com.au/), [Global Organisation of People of Indian Origin (GOPIO)](https://www.gopio.net/). These community associations will have access to people in different communities.
	+ **Aboriginal and Torres Strait Islander community organisations:** For example,the [National Indigenous Australian Agency](https://www.niaa.gov.au/) offer networks to Aboriginal and Torres Strait Islander professionals. [Indigenous Workstars](https://www.workstars.com.au/) is another employment organisation who deliver tailored employment strategies.
	+ **Disability support organisations**: For example, [Endeavour Foundation](https://www.endeavour.com.au/) can help in reaching out to candidates with disabilities.
	+ **LGBTQIA+ associations:** For example,[Relationship Australia’s Rainbow Services](https://www.raq.org.au/services/rainbow-program) provide access to a vibrant community, potentially leading to diverse applicants.

**Utilise social media and digital platforms**

* **Create a targeted social media campaign** focused on your commitment to hiring from under-represented cohorts. Use hashtags, stories, and live sessions to share your vision, process, and success stories.
* **Expand your reach through social media channels** that cater to diverse audiences. LinkedIn groups, Facebook communities, and Twitter hashtags can connect you with potential candidates from under-represented groups.
* **Utilise social media channels** like Instagram and Tik Tokto reach younger and more diverse audiences. Share behind-the-scenes looks at your workplace, employee testimonials, and live Q&A sessions to engage potential candidates.
* **Employ targeted advertising** on these platforms to reach specific demographics, utilising the platforms' ability to narrow down audience segments by interests, location, and more.

**Offer student placements, entry level roles, and apprenticeships**

* **Create** **opportunities for student placements, entry level roles and apprenticeships** within your organisation for candidates from under-represented groups. This not only provides them with valuable work experience but also helps you build a pipeline of diverse talent.
* **Collaborate with local educational institutions** like TAFE and universities, especially those with strong Diversity, Equity, Inclusion and Belonging (DEIB) programs or student groups representing diverse backgrounds. Partnering with institutions that support under-represented groups can help identify potential candidates for student placements and other roles in your organisation.

**Community and industry events**

* **Host, participate or sponsor events** like the Brisbane Pride Festival or NAIDOC Week celebrations in Queensland, where you can actively show your support and connect with potential candidates.
* **Attend job fairs and recruitment events** **specifically aimed at diverse populations**. These can be invaluable for meeting candidates and promoting your organisation as an inclusive employer.
* **Consider organising your own job fair** with a focus on diversity, inviting community organisations, educational institutions, and other stakeholders to participate.

**Word of Mouth**

* Encourage current employees, especially those from diverse groups, to share available job openings within their networks.

**Engage with professional associations and networks**

* There are numerous professional associations and networks for under-represented groups across various industries. Engage with these organisations to post job openings and participate in their events.
* **Sponsor or attend conferences and workshops** focused on diversity in your industry. This can help in networking with potential candidates and showcasing your organisation’s commitment to DEIB.

**Foster an inclusive culture**

* **Ensure that your organisation’s** **culture and values reflect a genuine commitment to DEIB**. Candidates are more likely to be attracted to and stay with organisations where they feel valued and included.
* **Communicate your DEIB goals and achievements** in your job postings, on your website, and in your marketing materials. This transparency can attract candidates who share these values.
* **Develop content that showcases your organisation’s commitment** **to DEIB**. This can include success stories, employee experiences, and your organisation’s vision for a diverse workplace. Share this content across all your platforms to attract like-minded candidates.

**Continuously evaluate and adapt your strategies**

* Regularly **review and** **assess the effectiveness** of your strategies for attracting candidates from under-represented groups. Use metrics and feedback to understand what’s working and what’s not working.
* **Be ready and willing to adapt and try new approaches**. The landscape of DEIB is always evolving, and so should your strategies for enhancing diversity in your recruitment process.