

# **Labour Market Testing**

**Norton Events and Staging Pty Ltd**



## Business Details

Following are the details of the business as listed on the Australian Business Register:

<b>Entity name</b>	:	NORTON EVENTS AND STAGING PTY LTD
<b>Business name</b>	:	Norton Events
<b>ABN number</b>	:	00 000 000 000
<b>ABN status</b>	:	Active from 18 Jan 2000
<b>ACN number</b>	:	000 000 000
<b>Business type</b>	:	Australian Proprietary Company, Limited By Shares
<b>Main business location</b>	:	Chatswood NSW 2067

### Brief

Norton Events and Staging Pty Ltd (Norton Events) started as Norton Hire in 1980. Today, Norton Events is now one of the longest serving event hire companies in Australia. Its main office is located at Abington St, Chatswood NSW 2067. Over the past 35 years Norton Events has built a proud reputation of providing the highest quality equipment with a superior level of service.

The director of Norton Events, Mr. Norton, intends to hire a full-time Equipment Hire Manager with suitable experience and knowledge of the business' nature and operations. The position could not be filled by an Australian citizen or permanent resident of Australia.

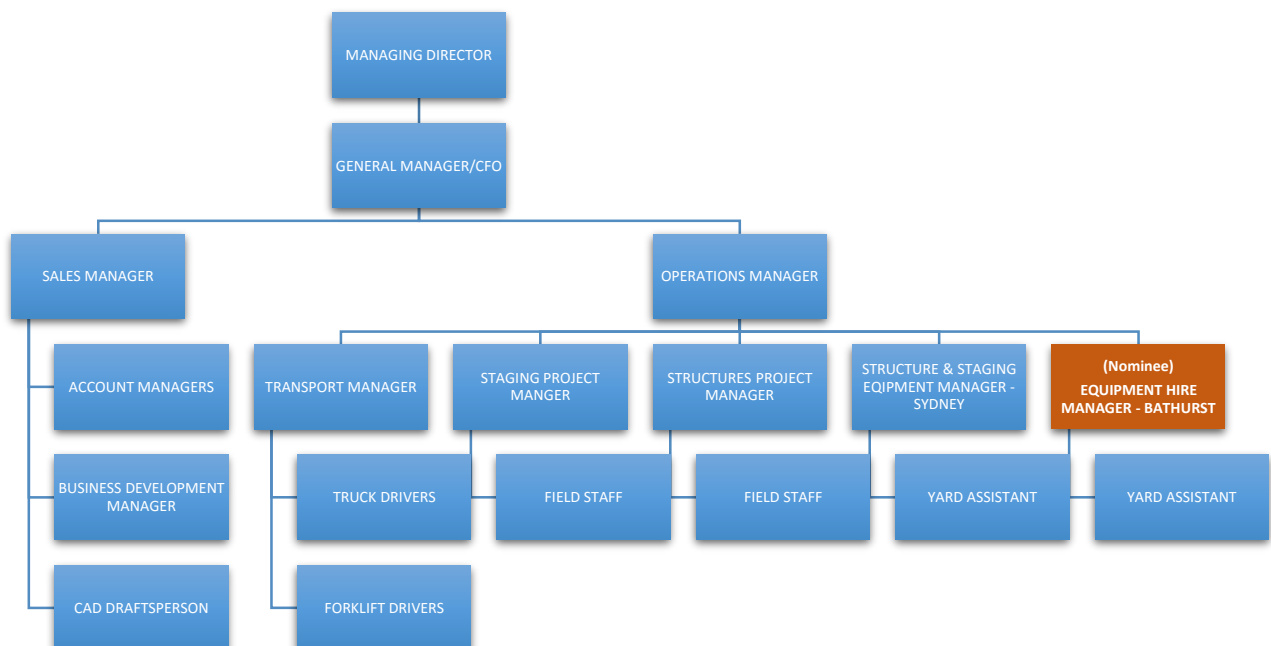
The report below shows that every effort was made to recruit an Australian citizen or an Australian permanent resident from the local labour market. Mediums for the campaign consist of the following:

- Online Advertising
- Word of Mouth
- Business Consultant

### Organisational Chart

The following chart shows the organisational structure of Norton Events with the full-time role of an Equipment Hire Manager highlighted in orange:

Chart: Organisational Structure



### Equipment Hire Manager Occupation Skill Supply and Demand

The occupation of an Equipment Hire Manager (ANZSCO 149915) appears on the Consolidated Sponsored Occupations List (CSOL) as of 1st July 2015.

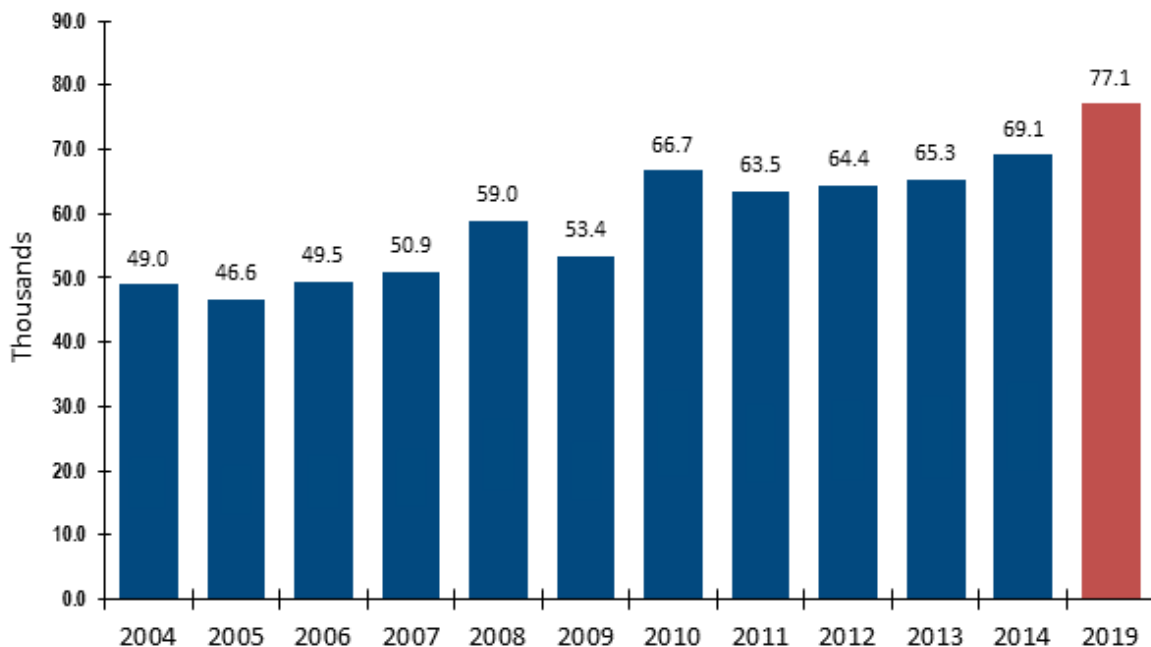
According to the Government website [www.joboutlook.gov.au](http://www.joboutlook.gov.au), Equipment Hire Managers organise and control the operations of an establishment engaged in the hiring out of equipment to companies involved in areas such as building and engineering construction, government, mining and resources, manufacturing, maintenance, special events, and to individuals for personal use. Further, the following factors regarding demand for professionals under its general classification, other Hospitality, Retail and Service Managers, have been presented:

- The number of job openings for Other Hospitality, Retail and Service Managers is expected to be above average over the years up to November 2019.
- Employment for this occupation rose very strongly in the past five years and in the long-term. Looking forward, growth in numbers is expected to rise strongly.
- Other Hospitality, Retail and Service Managers have a high proportion of full-time jobs with average weekly hours of 41 and above average income.
- Most professionals under this category are employed in Financial and Insurance Services, Rental, Hiring and Real Estate Services and Administrative and Support Services.

### Expected Job Growth

The graph below is taken from JobOutlook and shows the rising demand for Other Hospitality, Retail and Service Managers which the Equipment Hire Manager position belongs to, up to year 2019:

Employment Level (thousands)



## Online Advertising

Mr. Managing Director used job resource sites for employment to advertise the position. The following images show the advertisements with the link to their online address and date of posting:

### Jobactive.com (April 21, 2016)

<https://jobsearch.gov.au/Job/View/Details/8575266315>

The screenshot shows a job advertisement on Jobactive.com. At the top, there is a navigation bar with the Australian Government logo, the Jobactive logo (powered by JobSearch), and links for Employers and Job seekers. There are also buttons for 'Change contrast', 'Advertise a job', and 'Sign in / Register'. The job title is 'Equipment Hire Manager - bathurst', posted 12 days ago, with 77 people having viewed it. A 'Back to search results' button is on the left, and a 'Favourite this job' button with a star icon is on the right. The description is on the left, and details are on the right.

**Description**

[Redacted] is a family-owned business founded [Redacted] at [Redacted]. We now have two branches situated in [Redacted]. The company is structured to provide clients with a vast selection of quality inventory on areas such as structure, grandstand seating, furniture, staging, flooring and scaffolding. The company is a leader in the exhibitions and major events industry with the goal of continued excellence.

The company is currently looking for an Equipment Hire Manager to organise and control the hiring out of equipment for our projects.

You will be responsible for:

- Developing and implementing sourcing strategies as needed
- Ensuring compliance of hired equipment with company policies and procedures
- Managing existing and negotiating new preferred equipment hiring contracts
- Ad hoc tasks related to position and as determined by the management

The successful candidate must have:

- 12-24 months experience as an Equipment Hire Manager or any relevant work experience in the major events industry
- AQF Associate Degree, Advanced Diploma or Diploma (ANSZCO Skill Level 2)
- Excellent communication and project management skills
- Ability to manage multiple projects in a time-pressured environment

Interested applicants can send their applications to [recruitment@ourothercompany.com](mailto:recruitment@ourothercompany.com) together with your resume and other supporting documents.

**Details**

Location: [Redacted]

[View this location on a map](#) [Get directions](#)

Salary: Not Specified

Work Type: Full time position

Tenancy: Permanent position

Number of Positions: 1

Source: Public Employer

Job ID: [Redacted]

Last Modified: 21 April 2016

### Careerone.com (April 26, 2016)

<http://jobview.careerone.com.au/equipment-hire-manager-job-norton-nsw-au-355552876.aspx>

The screenshot shows a job advertisement on Careerone.com. The job title is 'Equipment Hire Manager' for [Redacted] Pty Ltd. There is an 'APPLY' button with a right-pointing arrow. On the right side, there are 'JOB TOOLS' (Print, Save, Share) and 'COMPANY TOOLS' (View all Jobs at this Company). The job summary is on the left, and the main description is in the center.

**Job Summary**

**Company** [Redacted]

**Location** [Redacted]

**Industries**  
Business Services - Other

**Job Type**  
 Permanent  
 Full Time

**Years of experience**  
1+ to 2 Years

**Education Level**  
Certificate Level

**Career Level**  
Manager (Manager/ Supervisor)

**Salary**  
\$50,000.00 - \$55,000.00/ year

**Equipment Hire Manager**

**About the Job**

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**JOB TOOLS**

[Print](#)

[Save](#)


[Share](#)

**COMPANY TOOLS**

[View all Jobs at this Company](#)

**Jora.com** (April 21, 2016)

<https://au.jora.com/job/Equipment-Hire-Manager-228f647750056807989g2df526f681f7>

	<b>what:</b> <input type="text" value="job title, keywords or company"/>	<b>where:</b> <input type="text" value="city, state or postcode"/>	<input type="button" value="🔍"/>
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## Equipment Hire Manager

Events & Staging Pty Ltd -

Events & Staging Pty Ltd is a family-owned business founded . We now have two branches situated in . The company is structured to provide clients with a vast selection of quality inventory on areas such as structure, grandstand seating, furniture, staging, flooring and scaffolding. The company is a leader in the exhibitions and major events industry with the goal of continued excellence.

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Jora - 12 days ago

### Word of Mouth

The director spearheaded the recruitment drive by broadcasting through his substantial business networks the business's intent to employ an Equipment Hire Manager. However, the effort of this word-of-mouth search proved fruitless in finding an Australian citizen or permanent resident to work on a full-time basis.

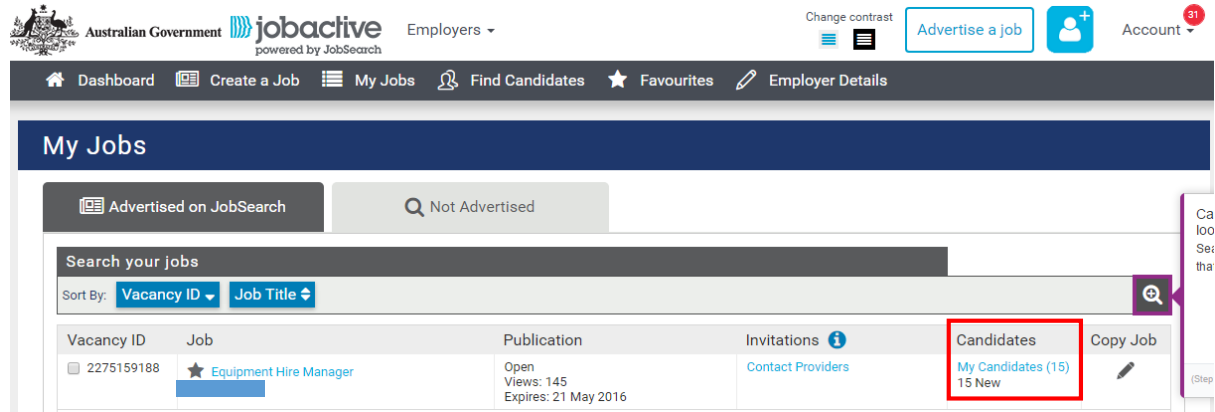
### Business Consultant

The director engaged with a Business Consultant to assist with the advertisements, give advice on the process and run a recruitment campaign. The fee for the aforementioned service is \$850.

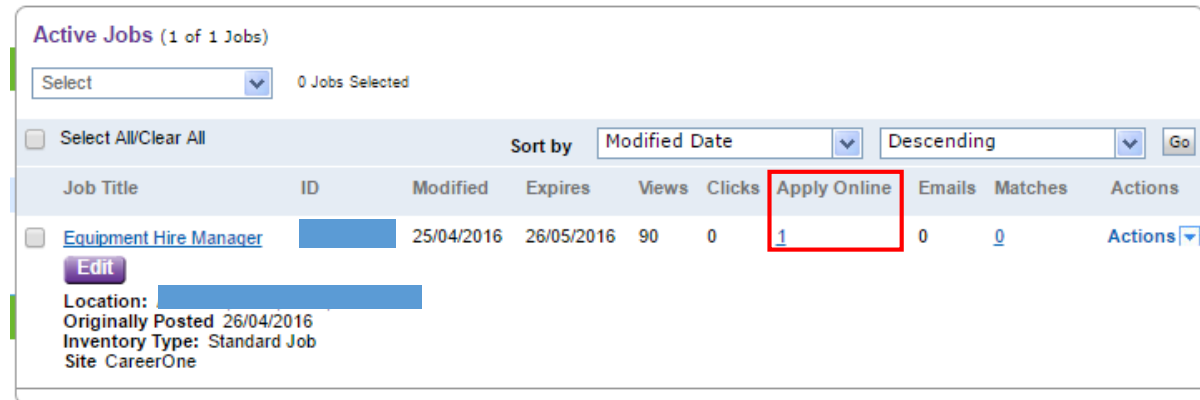
### Statistic Data on Advertisements

The following image shows the statistical data on how many hits the advertisements gained during the recruitment process:

#### Jobactive.com



#### Careerone.com.au



### Result of Recruitment Efforts

The recruitment activity of the business consultant produced sixteen (16) candidates. The following table summarises the reasons why the candidates did not qualify for the position:

Applicants	Residency Status	Suitability Assessment	Reasons for Suitability Assessment
Mr. Candidate Wynn	Australian Local Resident	Unsuitable	The advertised position requires 1 to 2 years of relevant job experience and Mr. Wynn does not possess any relevant work experience. Thus, we have deemed Mr. Wynn unsuitable for the position.
Ms. Candidate Martin	Unknown	Unsuitable	Ms. Martin has only worked in the customer service industry, providing her limited knowledge of the major events industry which the advertised position will be working in. Due to lack of experience, we have deemed Ms. Martin unsuitable for the role.

Applicants	Residency Status	Suitability Assessment	Reasons for Suitability Assessment
Mr. Candidate Kelly	Unknown	Unsuitable	Mr. Kelly has less than two years of work experience in the retail industry and does not possess any relevant work experience to the advertisement Equipment Hire Manager role. Thus, we have deemed Mr. Kelly unsuitable for the role.
Ms. Candidate Twemlow	Permanent Resident	Unsuitable	The advertised position requires a minimum of one-year relevant job experience. Ms. Twemlow has only worked in the retail and finance industry, which are not relevant to the major events industry where Norton Events is affiliated. Thus, we have deemed here unsuitable for the role.
Mr. Candidate Grainger	Australian Local Resident	Unsuitable	Mr. Grainger has worked as a civil construction worker for 15 years and lacks any relevant work experience to the offered position. Thus, we have deemed Mr. Grainger unfit for the position.
Mr. Candidate Scott	Australian Local Resident	Unsuitable	Mr. Scott lacks any relevant work experience to the offered position and was therefore deemed unfit for the advertised role.
Mr. Candidate Emblen	Unknown	Unsuitable	Mr. Emblen has insufficient work experience to be considered for the advertised role. Thus, we have deemed Mr. Emblen unfit for the job.
Mr. Candidate Rose	Australian Local Resident	Unsuitable	Despite the extensive education and work history, Mr. Rose has limited knowledge of the major events industry and lacks any relevant work experience. Thus, we have deemed Mr. Rose unfit for the role.
Mr. Candidate Neilsen	Unknown	Unsuitable	Mr. Neilsen possesses a diverse work experience, but none relate to the advertised role. Thus, we have deemed Mr. Neilsen unfit for the position.
Ms. Candidate Martin	Unknown	Unsuitable	Ms. Martin has only worked in the customer service industry. Due to lack of relevant work experience, we have deemed her unfit for the job.
Ms. Candidate Pelosi	Unknown	Unsuitable	Ms. Pelosi has substantial managerial work experience. However, none relate to the major events industry. Thus, we have deemed her unfit for the advertised role.

Applicants	Residency Status	Suitability Assessment	Reasons for Suitability Assessment
Ms. Candidate Peica	Unknown	Unsuitable	Ms. Peica's employment objectives suggest short-term commitment, which does not match the intentions of the company. Thus, we have not considered Ms. Peica as a suitable candidate.
Mr. Candidate Dean	Unknown	Unsuitable	Mr. Dean has only worked for less than two years as a kitchen hand and back of house staff. Due to lack of relevant work experience to the advertised position, we have deemed Mr. Dean unsuitable for the role.
Mr. Candidate Mccann	Unknown	Unsuitable	Mr. Mccann has limited knowledge of the duties and responsibilities of an Equipment Hire Manager for an events company. Thus, we have deemed him unsuitable for the advertised position.
Mr. Candidate Armfield	Unknown	Unsuitable	Mr. Armfield possesses insufficient work experience and are mostly not relevant to the advertised role. Thus, we have deemed Mr. Armfield unsuitable for the offered position.
Mr. Candidate Goudge	Unknown	Unsuitable	Mr. Goudge's recent work experiences are all in the restaurant and food preparation industry, giving him little to no knowledge of the duties and responsibilities of an Equipment Hire Manager for Norton Events. Thus, we have deemed him unfit for the advertised role.



List all modes of advertising or recruitment efforts by your organisation in the last twelve months for the occupation	Provide details of where the advertisement or recruitment effort took place	Period/dates of advertising or recruitment	Fee/s paid for advertising or recruitment	Provide details of who the fees were paid to	Geographical target audience	Number of applications received	Number of applicants that were hired	Reasons that candidates were not successful
Online Advertising	CareerOne	Since 04/26/2016	\$187	N/A	NSW	1	0	See Above
Online Advertising	Jora	Since 04/21/2016	N/A	N/A	NSW	0	0	N/A
Word of Mouth	Local area	Since 03/2016	N/A	N/A	NSW	0	0	N/A
Business Consultant	Jobactive	Since 04/21/2016	\$850	Our Other Company	NSW	15	0	See Above

I declare that the information I have provided in this document is, to the best of my knowledge, true and accurate and I am aware of the penalties for providing misleading or false information to the Commonwealth.

Signature: 

Name and position of authorised person: Mr. N.A.Sharrock Date: 05/19/2016

**End of Report**

## Appendix

*Our Other Company*



**Email:** [greetings@ourothercompany.com](mailto:greetings@ourothercompany.com)  
**Address:** Unit 706, 7/F., South Seas Centre, Tower 2,  
75 Mody Rd, Tsimshstui, Kowloon, Hong Kong  
**CR No.:** 2295388

**We are a business outsourcing firm that caters for all your  
business research, development and progression.**

**Invoice #** [REDACTED] **To.** [REDACTED]  
**Client.** [REDACTED]

**Terms:** 50% on engagement – 50% on completion  
**Date:** 02 May 2016

<u>Description</u>	<u>Amount</u>
Recruitment Campaign	\$850.00
<b>Total</b>	<b>\$850.00</b>

## CareerOne Receipt- Order #4307803

Welcome Nicholas Sharrock,

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Your order will be available within one hour.

Once your order has been approved, you can access your [CareerOne for Advertisers](#) account. Your account offers access to all CareerOne's recruitment tools and personalised information that will help you find and hire the right candidates.

Your Username: Nick.Shar1184 | [Forgot your password?](#)

### Your Order

Quantity	Product	Price
1	30 Days Job Posting Inventory Posting Location: Australia-CareerOne	\$170.00
<b>Subtotal</b>		<b>\$170.00</b>
<b>GST Amount</b>		<b>\$17.00</b>
<b>Order Total:</b>		<b>\$187.00</b>

**Payment Method: Visa**  
**Order Number: 4307803**

#### Account Information

Nicholas Sharrock  
Our Other Company  
Unit 706, 7/F., South Seas Centre, Tower 2  
Mody Road  
Tsimshatsui, Kowloon 2372 Hong Kong  
[recruitment@ourothercompany.com](mailto:recruitment@ourothercompany.com)  
731800621

#### Billing Information \*\*\*

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[recruitment@ourothercompany.com](mailto:recruitment@ourothercompany.com)  
731800621

If you have any questions, please Contact CareerOne. Service Desk Representatives are available to assist you during the following hours:

Monday-Friday: 8.30am-5.30pm

Thank you,  
**The CareerOne Team**