



PRESS RELEASE

RecruitmentHeaven.Com

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Contact: Christine Sutherland, CEO

Perth Firm Takes on SEEK – Free Ads for Recruiters

Perth Gets its own Job Site

February 2007 – Perth

Life has suddenly become a lot easier for Perth employers, recruiters and job seekers, with a fresh new site offering free recruitment advertising, and full job search facilities on-line, as well as a confidential “candidate bank” where top candidates can job hunt without being identified provided they’re sponsored by an agency.

The site is the creation of Perth entrepreneur Christine Sutherland, who identified “black spots” in the recruitment industry which were disadvantaging all parties through an accumulation of poor practices and growing misunderstandings about the value of professional recruitment services.

“Many employers in our booming economy are finding it difficult to attract or retain key people.” said Ms Sutherland. “As a result, without understanding the crucial role a professional agency can play, they’ve tended to avoid working in a committed way with one agency, and simply asked a number of agencies to let them know ‘if anyone suitable comes along’. This means hit and miss recruiting, and that damages everyone: the employer, the agencies, and the candidates.”

“Compounding the problem is the number of new agencies who are seeking to capitalise on what they mistakenly see as opportunity for growth in recruitment. Many of them are quite under-resourced and have little or no understanding of how to attract the right candidates, or how to help employers retain staff. Employers who experience these agencies get a very jaundiced view of what professional recruitment is all about.”

Ms Sutherland hopes that the many free services and resources available on the site will attract the whole community and lead to a much higher profile and level of respect for Perth’s higher-performing recruitment agencies.

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