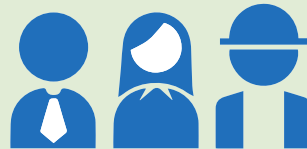


Case Study



# NORWEST RECRUITMENT PLACE DIFFICULT TO FILL ROLES

**Goldman Plumbing expanded into new markets**



## Headline Results

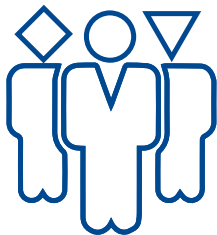
**100% job fill rate**



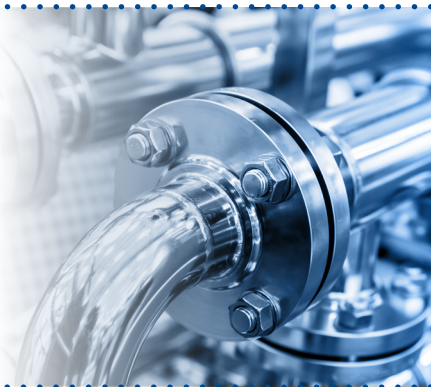
**75% retention of people we placed since March 2011**



**Diversified into hot and warm water sales due to our new recruit**



“Harry is tenacious in his approach and always provides great communication during the recruitment process”  
- Lauren Keeping, Operations Manager



## Case Study

### THE CHALLENGE

Goldman Plumbing Services is a national leader in the hydraulic and mechanical sectors and is dedicated to providing the industry's most skilled workmanship, impeccable performance and competitive pricing to domestic and commercial clients across the country.

Their business model provides a 24/7 on call service which is very demanding for tradesmen and employees.

Finding the time to source, screen and qualify candidates was a challenge for Lauren Keeping, the Operations Manager.

Goldman Plumbing require staff who can work collaboratively and contribute to their positive working culture.

In the past they would recruit vacancies via job boards such as Seek or ask for referrals from their employees.

As onsite training is limited, it's imperative that candidates are experienced before joining Goldman Plumbing.

"We need people who are well trained industry experts who can also work well with existing staff. This has been our biggest challenge." said Lauren.

### THE PLAN

We have been working with Goldman Plumbing for over 8 years and in that time have made multiple placements including Service Coordinators, Technical Sales Reps and Service Administrators with a 100% fill rate.

**The recruitment strategy was multipronged with a focus on talent attraction;**

- Reaching out to our NPWorldwide network - (a partnership of over 100 agencies nationwide)
- Referrals, head hunting and a database built up of 17 years in the local market
- Multiple job board posting
- Social and digital media attraction strategies
- Programmatic marketing targeted at job seekers within the plumbing industry

Goldman Plumbing was previously focused on sourcing employees from the solar hot water industry. Being a candidate short market, Harry Khan (Senior Recruitment Consultant) consulted with Goldman Plumbing and developed a plan to target people within the industry as well as outside of their normal reach. He supplied a varied shortlist where Goldman Plumbing had a strong mix of potential employees from a broad talent pool.

### THE RESULT

**Has working with Norwest Recruitment had an impact on your business?**

"Yes it has; let me give you an example. Mark our Managing Director wanted to expand our business into the hot and warm water sales market. We had been awarded the east coast distributorship for a product and needed a Technical Sales Director to achieve this goal.

Harry found a fantastic candidate that is not only helping us achieve our goals, but also one that really fits our work culture making it a wonderful working environment." Lauren said.

Norwest Recruitment continue to recruit for Goldman Plumbing and have recently recruited an Assistant Service Manager for their maintenance business; a highly pressurised role which coordinates plumbers in the field to fix maintenance issues for their clients.

Through this successful partnership, Norwest Recruitment have been able to improve Goldman Plumbing's business by finding them quality, skilled staff who have expanded their service lines and contributed to their positive team culture.

The staff Norwest Recruitment have placed are feeling at home and love coming to work each day, ready to face new challenges. Happy client, happy employees, happy customers.

## Case Study

### What they said...

“Harry has done a great job in finding candidates for us. He is tenacious in his approach and always provides great communication during the recruitment process. Harry takes time to understand work culture, and other relevant information needed to find the right candidates for us. He is definitely someone I would recommend using moving forward.”

**Lauren Keeping, Operations Manager  
Goldman Plumbing**



**HARMONIOUS  
WORKPLACE  
CULTURE**



To discuss how Harry Khan and the team at Norwest Recruitment can help you with your recruitment needs please contact us today.

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