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NEWSLETTER



MARCH NEWSLETTER

welcome

EMPLOYER BRANDING-HOW TO ATTRACT TOP TALENT

By Ryan Hauville

We live in a hyper-competitive global economy where businesses struggle for differentiation, profitability and maintaining a long-term sustainable operation. Right at the top of the tree in these competitive market conditions is the war for talent or the ability for an employer to attract top talent.

A concept was developed in 1996 in London Business School in the Brand Management journal which was phrased "Employer Branding".

The description provided at the time was:

"The package of functional, economic and psychological benefits provided by employment, and identified with the employing company... the way in which organisations differentiate themselves in the labour market, enabling them to recruit, retain and engage the right people. A strong Employer Brand helps businesses compete for the best talent and establish credibility. It should connect with an organisation's values and must run consistently through its approach to people management".

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In a more simplistic and concise definition – Employer Branding is what candidates and employees think about your company.

Fast forward over 20 years and this still rings true as a critical element in talent attraction and forming an overall recruitment strategy. Given its grounding in Brand Management school the concept has a strong marketing grounding and can be described as where a company's Marketing is closely intertwined with Human Resources.

When you start to consider the wide-reaching avenues that prospective candidates can access to develop a perception of your company it becomes increasingly apparent how important a consistent and strong message around Employer Branding is. Some obvious touch points on piecing together this include company website, social media pages, blogs, company rating websites, current employees, alumni... the list goes on.

Top talent is what every employer strives to bring into the business, and it is these high achievers and excellent additions to a company culture that are by far the most researched on a prospective employer. These candidates often want to see a human side to a business, how they socialise as a team, how individuals and teams are rewarded for success, what are the extracurricular activities enjoyed beyond core business. They also want to ensure that they will be surrounded by colleagues that they can learn from and develop with and in an environment that encourages ownership and can clearly articulate where their role will make an impact to the company's business strategy and growth.

These motivators suggest that one of the most powerful tools to promote a strong Employer Brand is via current employee advocates. Employee testimonials are more genuine, authentic and relatable for talent considering their future employer and can cut through all the rhetoric of 'About Us' and 'Values' pages on a website.

Thinking about Employer Branding often creates more questions than answers on where to start and what your key messages will look like. Further, how would your current employees describe the Employer Brand and would this description be consistent across the business?

I strongly believe it is a worthwhile exercise to start the journey of defining your company's Employer Brand and then reinforcing that across all your company marketing and the way in which you manage current employees.

Phillip Riley is an executive search and recruitment company that focuses exclusively on careers in the Renewable Energy and Power Network sectors. The businesses we represent operate in an extremely tight candidate market and are often experiencing periods of rapid growth in employee numbers.

These conditions reinforce the importance of standing above the pack as an employer of choice with a compelling, authentic and unique Employer Brand.

To hear more around strategies that Phillip Riley is implementing with preferred clients please sign up to our monthly newsletter.



"When there is a huge solar energy spill, it's just called a 'nice day'" - www.votesolar.org

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Q&A with Rystad Energy

This month we spoke to David Dixon at Rystad Energy.

1. Rystad were founded in Norway in 2004, tell us about the company's foundations and what products and services you provide.

Rystad is an independent energy research and business intelligence company providing data, tools, analytics and consultancy services to clients exposed to the energy industry across the globe. Our products on energy fundamentals, oil and gas markets, oilfield services and renewables strengthen the insight and expertise of our clients, thereby assuring quality decisions.

Our staff, tools and analytics help our clients in business development and portfolio strategy, market, and trend analysis, benchmarking and competitor assessment. Known for our up-to-date, complete, consistent and comprehensive product and service delivery, we engage with developers, equipment suppliers, financial professionals, E&P and oilfield service companies, and governments, focusing on global and regional oil, gas, power and renewable energy markets.

2. What do you see as the renewable sector's biggest opportunities and threats as we enter a new decade?

Short term (2020-2024) – Utilising remaining grid capacity

i. Opportunities

1. Scale – still yet to see utility PV assets connect to the higher voltage transmission lines (275 kV and 330 kV). This will cost more, however these lines typically have higher capacity and less competition from competing PV projects. This results in more resistance to MLF changes.
2. Transmission upgrades – Essentially group 1 ISP upgrades including QNI/VNI upgrades, Project Energy Connect and yet to be approved Humelink. Transmission upgrades will enable more renewables on the grid to share between states.
3. Coal Retirements – Liddell exiting the market removes ~9000 GWh/yr from the NSW. To put this in context this is ~76% more generation than all utility PV in the NEM combined in 2019.
4. Government Auctions – Queensland RE400, ACT Reverse Auction
5. Off Grid Sector – The Off Grid sector in Western Australia alone uses 20,000 GWh/Yr of electricity, the majority of this is sourced from gas and diesel. Supplying even a fraction of this with utility PV/Wind is a multi GW scale opportunity. Projects of such scale are starting to be announced e.g. Alinta's Chichester solar farm (60 MWac), FMG's Iron Bridge Solar Farm (150 MWac), Rio Tinto's Koodaideri (34 MWac) and the Agnew hybrid project (18 MW wind, 4 MW, PV, 13 MW/ 4 MWh Li-Ion & 16 MW gas turbine).
6. Cost reductions – Expect panel / inverter / tracker / turbine technology to keep improving and thus reducing the CAPEX (\$/Wac) of facilities. This will result in lower LCOE facilities in the future. Further more low interest rates remain a positive to for the industry which is CAPEX intensive.

ii. Threats

1. Transmission – Need to build out on AEMO's group 1 projects ASAP to de-bottleneck the network
2. System Strength – Individual assets being required to solve system strength issues in isolation is not an efficient outcome for the market. We need a coordinated approach to how we solve this issue as we transition from a grid of rotating mass (coal) to one of inverter based technology.
3. Commissioning process/risk profile – Attributing commissioning risk to a company (e.g. EPC) that lies outside of their control is a fundamental flaw in project delivery.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)Medium term (2024-2030) – Firmed renewables and new potential demand centres*i. Opportunities*

1. Batteries (Firmed PV/Wind) – Firmed renewables will be a key theme of the 2020's once several thresholds for utility scale batteries are crossed. Batteries will enter into various markets as costs begin to reach parity with alternatives, initially these segments have been FCAS and off grid applications, further into the future will be peaking services and arbitrage. However battery costs need to reduce significantly before this is economic.
2. Hydrogen – One of the rare energy topics where federal and all state governments seem to be supportive, which has resulted in grants being awarded to pilot projects to kick start the industry. With Hydrogen's many uses including (but not limited to) transport, industry (feedstock e.g. Ammonia), heat and power it has to be the potential to be an extremely valuable export. If the cost of electrolyzers and transport can be reduced in line with the CSIRO's National Hydrogen roadmap then this would result in a multi GW scale opportunity for the utility scale renewables sector, which would supply the cheapest source of energy.
3. Energy intensive industries/Transport Electrification – More speculative but worth considering are energy intensive industries processing of Iron Ore and Alumina. As stated by Ross Garnaut "There is potential for expanding Australian electricity demand by more than 200 per cent over the next decade or so to meet the needs of minerals smelting and electrification of transport." This new demand would be met with low cost Wind / PV
4. Coal Retirements – Approximately 10 GWac of coal is expected to retire between 2029 and 2036, this will be replaced by Wind / PV, which needs to be built prior to the exit of these facilities. AEMO's Draft ISP has already stated between 30 – 47 GWac of new utility scale wind / PV is required to replace 15 GWac of coal exiting by 2040. Another significant opportunity for the industry.

ii. Threats

1. Transmission – Need to build out on AEMO's group 2 projects to continue to de-bottleneck the network
2. Uncertainty over cost reductions for batteries / Hydrogen supply chain
3. Policy uncertainty

3. What other companies do you admire in the industry and why?

I admire those companies willing to take some risk with respect to technology or project objectives to move the industry forward such as Neoen with the Hornsdale Power Reserve, H2U with H2 gas turbines at Port Lincoln or the multiple companies working towards developing a green hydrogen local / export industry in Australia. It must be exciting to be at the forefront of these innovative projects that will be key to the energy transition.

4. Tell us what the best thing about working at Rystad is?

The ability to talk to companies throughout the whole value chain of the renewables sector, Developers, EPCs, Equipment suppliers (turbines, inverters, trackers, panels, batteries etc), Financiers, consulting firms, government, networks etc.

Data research and analysis appeals to my engineering side.

Working with a great team locally and internationally

Working in a multi-disciplinary team (Oil, gas, coal, renewables, power and markets) to understand the energy transition.



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Year13

Did you know that 43% of Gen Z have no idea what they want to do after high school?

As Australia's leading digital career and life advice platform for young people, Year13 is changing this statistic. The platform exists to help its users make better decisions about their future by connecting them to a wide range of study, job and travel opportunities. It also serves engaging and relatable content to its 1.5 million annual users, supporting them during this transitional period and unifying them around shared youth experiences.

For their partner organisations, Year13 provides an effective process to increase engagement with the Gen Z market and improves customer acquisition for their business offerings.

Data drives everything Year13 does and over the past several years they have received over 35,000 survey responses from their youth audience. This has given young people a voice in highlighting the issues that matter to them most and allows organisations to gain an intimate understanding of what makes them tick.

Year13 compiles this research into their annual After The ATAR reports, as well as producing more focused papers on issues like Gen Z's changing online media habits and reducing university dropout rates. They have also conducted research on behalf of the NSW and South Australian state governments and other commercial organisations.

Join Year13 this month at their Youth Engagement Summit 2020 where they will be releasing their third After The ATAR report. Attendees will be the first to gain access to this data as co-founders William Stubley and Saxon Phipps explain the practical applications of their research, as well as examining the role passion and purpose play in finding meaningful employment.

The Summit promises a full day of data-driven insights and networking where you'll learn how to connect with Gen Z and understand how young people make decisions about their future.

Hear from special keynote presenters Sarah Tang (founder and VP of Freelancer.com Enterprise) and Ty Hayes (award-winning former Curtin University CMO). There will also be breakout e-sessions with expert panellists across education, employment and experiences.

Only limited tickets remain, so secure your place today!

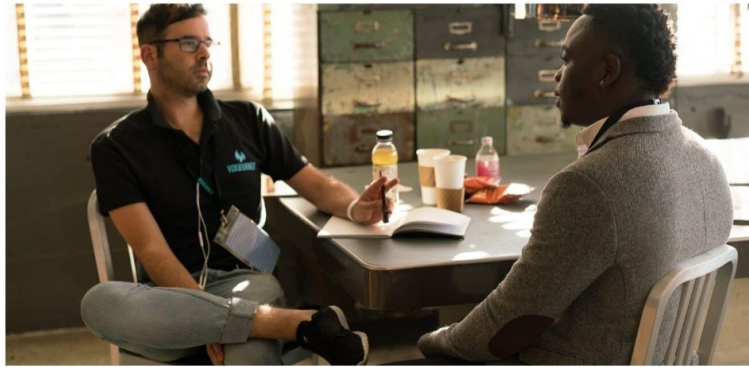
March 19 th , 2020 "The Venue", Alexandria

Please use promo code PR_YES20 for 20% off tickets.



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How to prepare for an interview



Making a good impression on a prospective employer at interview is so important. There are a number of steps you can take before the interview to make sure you go into the meeting with confidence and a positive mindset.

1. Analyse the job description - consider what the company is seeking in a candidate and make a list of the skills, knowledge and personal qualities they are seeking.

2. List your assets - Know your skills, qualities, certifications, experiences, professional qualifications, abilities and computer skills before you go into the interview. Have examples of your past to show your qualities - this will ensure that if you're asked to demonstrate a particular skill you will be ready. It is also worth considering what you're most nervous about being asked (e.g. a past firing, salary expectations). Assume what you are dreading being asked will be asked and create a plan for how you will handle it.

3. Research the company - this will help you ask pertinent questions of the interviewer about the company. This will also help you to ascertain if the company and culture are a good fit for you. A good starting point for researching a company is reading the company website in particular the "About Us" page.

4. Practice interviewing - Try to emulate the setting the interview will be in - for example if its a phone interview, get a friend to practice with you over the phone. Also practice your interview etiquette. Greet everyone you meet politely, enthusiastically and pleasantly. Be aware of your body language, shake hands firmly and make eye contact.

5. Get ready in plenty of time - this includes having appropriate clothing, being neat and tidy and being well groomed. Know the location of the interview and allow plenty of time to arrive. It is also good to know what to bring with you to an interview - a pen, references etc. It is also important to know what not to bring - coffee cups, gum, phones are a no-no.

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