



5 Steps for a Successful Corporate Relocation

TIPS TO ATTRACT AND RETAIN TALENT
FOR THE AUSTRALIAN WORKFORCE

A book for employers and recruiters

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Why This Book Came into Being

It is a well documented fact that around 86% of relocations fail due to “family constraints”.

I have seen, first hand, the impact of how a positive mindset leads to a positive relocation experience for families and corporates alike. This work must start in advance of arrival.

Companies who understand the impact of an employee not having the best arrival experience are putting strategies in place well before the employee arrives. This level of care is vital; early correspondence and managing expectations should not be left until they arrive on-shore, especially when you consider the financial implications of an international move.

On average, to relocate an employee would cost around their annual salary. That is not money worth wasting, never mind the impact on the business and even the relationship with that employee.

This is why, in partnership with the French Australian Chamber of Commerce, I created this handbook. I have a three fold of experience that I share with you--1) as someone who has moved her own family around the globe, multiple times,

2) as an author and 3)having built two relocation businesses to help people move and flourish in Australia. I have gained an immensely intimate knowledge of how and why people move.

COVID-19 put the global mobility under the spotlight not only to ensure employees were quickly evacuated but also to address their mental well being. Gratefully much of this has continued. This has resulted in many new global mobility practitioners in new roles or with responsibilities that have an impact they might not be fully aware of when moving a family, partners or anyone to accompany the employee. This book is a starting point, a taster of what needs to be considered when moving people to Australia. We do hope you find it of value.

Best regards,

Robyn Vogels
Director
Personnel Relocations



Attracting Global Talent

Why Do You Need To Attract Global Talent?

Migrants play a crucial role in companies by leveraging their diverse skillsets, cultural insights, and global perspectives. They can often contribute their expertise in areas such as market expansion, cultural exchange and navigating global trends.

Besides these, global talents bring a wealth of diverse perspectives, which can increase creativity and innovation in your company. They can fill skill gaps that might be challenging to address with local talent alone, giving yours a competitive edge, especially when expanding into new markets.

Furthermore, their international experience can stimulate economic growth, facilitate cultural exchange within your company and the host organisation, and provide invaluable insights and connections for if you are aiming to penetrate international markets.

Migrants are also generally a younger more agile workforce than our current Australian workers. Many of them are highly skilled with postgraduate qualifications. These are all skills Australian business need to be able to stay ahead of trends and penetrate international business.

Over the past seven decades, Australia has

welcomed over seven million migrants. However, in today's world of global mobility, those seeking experience abroad have many options, with Australia being just one of them.

In essence, we need not to assume that Australia is the only option. There are downfalls, even though we may not like to admit it.



5 Tips To Attract Global Talent

1. Communicate effectively

This is important on a number of levels, which we will try to unpack in this concise booklet. Here are our communication top tips:

- People digest information in different ways, so share information in a variety of ways
- Be consistent in your communication across all relocations
- Ensure there is transparency between all stakeholders - inter/intra departments, employee, and contracted service providers
- We see people feeling far more vulnerable and nervous when they are not sure what to expect. So communication on every level of the relocation process is of the utmost importance.

2. Be inclusive

Relocating employees is not just about the individual but also about those who might be moving with them, such as family members or partners. Actively involve and engage these individuals in the relocation process, ensuring they are well-informed and feel a part of the transition.

Also, showcase your company's inclusion and diversity programs. By highlighting these initiatives, you send a clear message that your organisation values and respects cultural differences. Offer resources, workshops, and events that cater to diverse groups, ensuring that everyone feels welcomed and understood.

3. Offer legal and compliance support

This is obvious, but remember it gives a sense of comfort to your employee that everything is “above board”, so share this information with them early on.

Legal support should include:

- Tax support to understand their tax obligations during their time in Australia
- Visa obligations, restrictions or pathways they may be presented with
- All legal requirements to carry out their work in Australia

4. Provide work-life balance in Australia

Australia values a good balance between work and personal time. It's important for your company to support this. While it's good to focus on career growth and learning opportunities, it's also key to make sure your employees have time for themselves and their families.

To do that, offer flexible work hours and support working from home when possible. Encourage your international employee to take breaks and use their vacation time. Maybe even partner with local groups to help newcomers find fun activities or places to visit in Australia.

5. Offer relocation support

This could be the tipping point in a top candidate choosing your role over another offer. Reassure the employee (and family) that there is help and guidance close by.

This could include a relocation consultant, a migrant mindset coach and financial support to help ease the transition.



Unlocking Success

WHY YOUR EMPLOYEE'S MINDSET MATTERS

If you are reading this book, you are most likely in Human Resources or perhaps a person who really wants to do right by the person you are about to move across the world.

You already understand that the benefits of having an engaged employee, one who feels valued and cared for, includes

- Increased profit by as much as 21%
- Enhanced customer satisfaction
- Strengthened morale and employee engagement

The motivation your business has to attract overseas talent could be to fill the skills gap, increase your global perspectives or increase global market opportunities.

This is also why you should not assume that arriving in Australia is easy.

Relocating is one of the biggest stress factors and a life changing event for anyone. The key word to focus on here is “stress” which is often overlooked by the corporate who is perhaps distracted by other KPI’s, objectives and profit margins.

On the Holmes and Rahe stress scale, there are 43 life events that cause stress and lead to illness. Whilst there is no specific rating for an international relocation, if we take a few key ratings that an employee and their family would experience during a relocation, it would equate to a score of around 300, which is an 80% chance of the stress leading to illness.

This is why mindset matters and why we should give every attention to helping the employee and accompanying family the highest possible support during an international relocation.

The Holmes-Rahe Life Stress Inventory

The Social Readjustment Stating Scale

Instructions: Mark down the point value of each of these life events that has happened to you during the previous year. Total these associated points.

LIFE EVENT	MEAN VALUE
1. Death of spouse	100
2. Divorce	73
3. Marital Separation from mate	65
4. Detention in jail or other institution	63
5. Death of a close family member	63
6. Major personal injury or illness	53
7. Marriage	50
8. Being fired at work	47

What are Employees Really Looking for?

Just because you like Australia, doesn't mean everyone else does. And just because you understand how Australia "works" does not mean a new arrival will just "get it".



The main point we are making here is that we can no longer assume that everybody wants to move to Australia and that companies do not need to make lavish offers to lure people to our clean air and white beaches.

There is so much more consideration given to a move than just "better work prospects" or even "higher salary".

Let me share a couple of circumstances.

What's normal

A Cape Town CFO didn't see the attraction of living in Melbourne. Which is unusual considering he was living with a young family in a country ranked as the 5th most "dangerous crime" then while Melbourne was the world's "most liveable" city.

He could not afford to send his children to private schools in Melbourne. Living with crime behind 6-ft

“We, as natural carers, need to recognise the perhaps unspoken signals that someone is not comfortable, before it is too late.”

walls was his “normal” even though for Australians, it was not so much.

So he declined the invite to move here.



The pandemic

COVID-19 taught us that we can be locked down and it might not always be easy to get a flight back home, should they need to urgently. Ageing parents is a major concern for families. Losing that bond between grandparents and grandchildren, might just be too much.

Disabilities

Children with a disability could pose an issue due to visa restriction on the family obtaining support for the child. Any delay in processing and assessing the child could impact the child's development.

From our experience, unfortunately, potential candidates often hesitate to share personal stories with their company. It's not always just about the money and the package. Sometimes, it might not align with their culture, or they may feel that revealing too much could jeopardise their job opportunity.

We, as natural carers, need to recognise the perhaps unspoken signals that someone is not comfortable, before it is too late.

Are Expats Brats?

Expats that arrive in Australia, often have a number of international moves already under their belt. They know the drill and they know what they can ask for under their relocation package. They can have a tendency for “We can ask, they can only say no.”

When offering a relocation package, incentive, or support, the amount—whether in terms of monetary value or physical support—can vary. This often depends on the motivation behind attracting the individual. For expats, the process can be more transactional. In contrast, a new candidate or first-time mover might be inexperienced, uncertain about what they can or can't request. I believe this uncertainty contributes to expats sometimes being labeled as brats, pushy, or entitled.

The reality is, in our experience, many just want some flexibility. If you are global organisation who has a global framework, what works in American, for example, might not be the same in Australia. So offering some wiggle room is crucial.



Case studies

Car hire across states

One company had a policy that car relocation across states in America was not an option; their company business shared state borders anyway. Relocating employees would therefore drive their cars themselves or buy new ones when they moved.

The same policy did not work for a relocation we managed from Sydney to Perth. The New York global mobility manager had totally underestimated the size of Australia and felt the employee was being unreasonable. If you are not familiar with this distance, it is just a few clicks short of 4000kms.

Cross-cultural training

A family faced a similar issue where their company provided cross-cultural training as a standard inclusion. Whilst this training is essential, the wife needed the step before that: learning to speak English. Unfortunately, there were no English lessons on offer, and the company showed no flexibility in this regard.

Most often, these requests are not cost based. Still, they are hugely important for the integration and settling a family in the right way.

This can come with a warning. People speak, compare and discuss their relocation package, so make sure what you offer one, has a solid reason behind no making the exception for another.



Enhancing Wellness

According to a 2021 Future Workplace study, improving employee wellbeing is critical to developing workplace resilience and is growing in demand. The study reveals:

73%

of employees feel more valued and productive if they receive relocation and intergration support

71%

of Job Seekers expect prospective employers to offer wellbeing and mental health benefits

68%

of Senior HR leaders rate employee wellbeing and mental heath as a TOP priority



To enhance wellness during a relocation...

Engage with a relocation professional to manage your employee relocations. These professionals often offer a personalised services including

- Streamlining the relocation process
- Managing policies and budgets
- Offering in-depth and high-touch support for families
- Leveraging a robust network of alliances for additional assistance
- Providing migrant resilience coaching and cross-cultural training

These all free up internal resources whilst not compromising on the employee experience.

Personal Circumstances to Consider

Generational Considerations

GEN Z

Born 1997 TO 2012

Pros:

- Easy to relocate.
- Usually no children, leading to quicker moves.
- Can gain international experience to share upon return to the "home" company.
- Ideal for short-term assignments.

Cons:

- Might struggle with cultural adaptation.
- Lacks depth of experience to contribute locally.

GEN Y

Born 1981 to 1996

Pros:

- Offers a good depth of experience to share in both countries.
- More thorough and considered approach, suitable for long-term or permanent relocations.

Cons:

- Can be slower to relocate due to the inclusion of family and the comprehensive nature of the move.
- Requires a more detailed planning and consideration, especially when family is involved.

GEN X

Born 1965 to 1980

Pros:

- Ideal for high-level executives.
- Gen X, often being empty nesters, are flexible and open to change, making them suitable for longer assignments.
- Approximately 72% are dual income holders, indicating financial stability.

Cons:

- Can be costly to relocate high-level executives.

Relationship Considerations



Dual income

71% of people considering relocating will place a large portion of their decision on the ability for their partner to work - visa constraints, language or cultural and cost of living. These highly skilled people you are trying to attract often have an equally highly skilled partner.



Partners

Companies have the opportunity to attract exceptional talent from the LGBTQ+ community, but to do so, relevant and appealing offers must be made. Take time to get to know your candidates or employees in order to better understand their needs and provide a welcoming environment.



Ageing parents

Australia is far away, so being able to get “home” quickly is a serious consideration for global assignees

Building Effective Relocation Packages



Not all relocations are the same, which can make it difficult to find a relocation offering that universally covers everyone's needs, whilst maintaining company policy and budget constraints.

One key factor to consider is the motivation

behind the move. It is not unusual for us to work with HR teams who have a highly motivated employee, willing to move without being coerced into the relocation.

However, there is a tendency to limit the "offer" or benefits to that employee as a method of cost-

“There is a duty of care when relocating people. The motivation to relocate an employee is essential for the business success so it’s necessary that proactive measures are taken to support the employee and their family.”

saving. But is it truly beneficial in the long run? Who really wins when the employee has underestimated how difficult and expensive the move is? They arrive, bewildered, stressed and a bit like a deer in the headlights.

There is a duty of care when relocating people. The motivation to relocate an employee is essential for the business success so it’s necessary that proactive measures are taken to support the employee and their family.



How To Budget an Employee Relocation

Companies often have a set figure in mind: they want a set budget with no surprises.

There are two main methods that you could consider: the CORE and FLEX model and the LUMP SUM payment.

When evaluating these models, consider these factors:

- The nature of your business (e.g., mining versus accounting)
- The hierarchical level of the employee
- Whether the employee is relocating with family or children
- And, as previously mentioned, the employee's or candidate's motivation to move.

The next section discusses the pros and cons of each.

Core & Flex

Pros

- Corporate has a controlled cost, with only slight variances.
- Offers a standard best practice, to avoid variances per employee.
- The employee has a tailored relocation plan to meet their needs.
- A clear framework for both parties, bringing clarity and reducing stress
- The corporate can introduce preferred suppliers to the employee, so they are supported effectively.
- Plans can be set up in advance for company wide deployment with tiered benefits according to the level of the employee.
- Employees may not see the value of certain services until it is too late, such as cultural training. The Flex model can have a semi-core level, with 3-4 options where at least one is compulsory choice.
- Encourages positive communications about the relocation

Cons

- Not always accurate budgeting
- Requires additional input from HR to determine the employee needs

Lump Sum

Pros

- Easy set up for the corporate
- Set budget with no deviation
- Very little input required from HR to prepare.

Cons

- Employee has little or no experience in relocating or what to expect, so there is a much higher failure rate.
- There are no preferred suppliers, such as furniture removals, to ensure the employee is not exploited
- There is little communication during the relocation process, the employee can feel overwhelmed
- The money can be spent on items, such as a TV, rather than mental preparedness which helps them more effective in their new role

How To Manage Expectations

The following is a selection of typical misconceptions that should be highlighted to anyone relocating.

This list is by no means exhaustive, but these are frequently asked. If you are preparing a handbook, add these topics, or engage a relocation service provider to support the family.

Workplace Misconceptions

Work culture

- Multicultural environment
- Flat hierarchy
- Work/life balance

Etiquette

Both within the office environment and outside the office. Some topics we are often asked about are:

- Tipping service staff
- Smoking
- Washing office cups





It's a big country

Many migrants underestimate the size of Australia. This leads to them not preparing effectively for activities, rentals or child care because they vastly underestimate travel times.

Misconceptions about Migrations Essentials

Rental expectations

Relocating employees should understand that securing a rental in Australia is not as easy as other countries. We do have a rental shortage.

Important paperwork

How they can access local services and which supporting documents should they keep with them.

What they are allowed to bring into the country

Another frequently asked question. From prescribed medicines to wood products or kitchen knives.

Payday

Pay day can be different, highlighting which day they can expect to be paid is important when the new arrival is trying to cover costs of set up direct debits.

Misconceptions about Australia's Regional Characteristics

Weather

Many people assume the whole of Australia is like Bondi Rescue on TV. Hot all year round. But it's not.

Safety

Is Australia safe? Are Australians racists? These are the questions we are frequently asked. Arm yourself with the right reply.



Thank you

I am dedicated to the wellbeing of families who are moving to Australia. If you would like to discuss any part of your relocation policies, plans or initiatives, you can book a free time with me using [my Calendly link](#).

About us

I am the Author of Your DIY Move Guide to Australia, the Founder of Personnel Relocations and Plan4Australia. I am also a volunteer with [Families in Global Transition](#), a member of [Relocate the Profit](#) and finalist of the [The Employee Mobility Institute](#) awards for Leadership Excellence.

FACCI is dedicated to promoting business and relationships between French and Australian companies, which makes our joint venture on producing this book sensible. Together we want to make sure everyone makes the right start in Australia.



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