



# THE V-EDITION

JANUARY 2018

## VCSO WISHES YOU A HAPPY NEW YEAR!

As we take a big leap from 2017 and welcome the new year, we say goodbye to a year full of achievements and hard work. We look forward to building and expanding into 2018.

2017 was a terrific year for VCSO and all our clients. It saw us launch five new locations, expand into 3 states, introduce new and upcoming IT products and welcome new staff members and clients to VCSO. As we enter 2018 we wish you and your business exciting new momentum, purpose, determination and a thrive to succeed.

From everyone at VCSO we would like to wish you a safe, happy and prosperous New Year.

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## DO ATTRACTIVE WORKPLACES ATTRACT BETTER STAFF?

A business is made up of several important components but one of the most critical is its talented staff members. Attracting talented employees should be of the utmost importance to every business but what are your optimal employees looking at when they choose their next position? According to a recent study regarding workplace attractiveness this is made up of four factors; culture, workplace facilities, salary and good technology.

### Is it worth giving your office a face lift?

It is widely known that higher salaries have the highest influence over candidates when choosing one workplace over another. However a recent study conducted by Hassell (2014) found that the lure of higher paying positions could be outweighed with a combination of organisational culture and workplace facilities.

*“The most effective way to offset a low salary is to offer a more appealing workplace culture, facilities and technology which will attract 37% of candidates, despite offering a lower salary” (Hassell, 2014).*

This study suggests that investing in workplace design and organisational culture is essential to attracting new talent. This technique if employed correctly will be a more cost effective option that will propel the competitiveness of your business in the recruitment process.

### What features are people looking for?

This study found that providing additional facilities beyond an attractive work space was a critical influence on candidates when choosing between jobs. They found that car parking was the most commonly looked for feature, followed by food and drink outlets and then by access to outdoor areas. For specific applicant's, speciality features such as bike storage & childcare facilities also increased the attractiveness of a workplace.

## What is the optimum workplace layout?

Throughout this study, Hassell found that open-plan desks with partitions was the most preferred method of working and was rated more desirable over employees having their own allocated office. Shared unallocated spaces were found to be the least appealing option.

## The importance of a creative/ modern work space in recruitment

Whilst extra facilities have the biggest influence on decision making other than wage, this too can be offset by a creative and modern work space. Throughout this study the need for creative, colourful and inspiring work places stood out. In general people want to work in an environment that will not only inspire them but enjoy being in everyday. In fact, a creative modern space is three times more attractive to potential employees than a grey corporate space, regardless of how the work space is laid out.

## How VCSO can help you recruit the best talent

At VCSO you walk into luxury office space, our breath taking views, state of the art ICT technology and modern contemporary designs are sure to inspire you to greatness. Having an office at VCSO means that you will attract the best talent for any position. **Why pay more for a single staff member when you can have it all for less? Work in some of the most exclusive office spaces in Australia and see where we can take you.**

Our role at VCSO is to help your business grow. When renting one of our serviced offices you can easily move into a bigger or smaller space as you grow or downsize. With our serviced offices we take the stress out of owning an office and help to kick start your business success.

To find out more or to book a tour at one of our locations please visit [www.vcso.com.au/](http://www.vcso.com.au/)



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