

## AdSearch Proposal

*Proposal to Provide – Executive AdSearch Recruitment Services*

*For the selection and appointment of a  
Chief Executive Officer*

*Company*

*Shire of York*

*Presented to*

*Gail Maziuk*

*Human Resources and Compliance Officer*

*Date*

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*Prepared by*

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## Overview

Thank you for the opportunity of expressing our capability, enthusiasm and dedication in providing executive recruitment services for the Shire of York.

Beilby has built up a considerable level of experience in this local government area and we understand the issues and challenges the assignment creates. Beilby would apply this experience and a high-quality processes with the clear objective of assisting you to find the right candidate for your needs.

For this crucial assignment we recommend our 'AdSearch' methodology. This is a three-tiered approach combining targeted executive search activity with appropriate press/online advertising and our extensive database network. This approach is proven to deliver a wide range of quality applicants as it covers both active and passive candidates.

The reasons for partnering with Beilby offer real client value:

- Our level of experience with assignments such as this is second to none
- Our corporate branding attracts quality professional candidates
- Guaranteed prominent placement of advertising in The West Australian
- Psychometric appraisals provided at no extra cost
- A two year performance replacement guarantee

In order to ensure success, Beilby has fostered a client approach which is based on commitment from both parties. The commitment from you is Beilby is exclusively retained for this assignment, demonstrating your desire to invest in a partnership with high service levels. This commitment will save you time and effort by not having to handle multiple relationships or sift through numerous unsuitable resumes sent from less committed sources.

The commitment from Beilby is in the form of time, enthusiasm, dedicated resources, quality candidates and a satisfactory placement that not only matches the requirement of the role but, more importantly, is likely to stay because of the professionalism of the Beilby approach. Our commitment is to also fix the fee for the assignment so that all costs are clear and transparent.

Thank you again for the opportunity to present this proposal, we look forward to working towards a successful conclusion.

Yours sincerely

**Peter Casey**  
**Principal Consultant**  
**Beilby Consulting**

## Brief Company History

Now in its thirty-ninth year of operation, Beilby is a privately owned recruitment and human resource solutions provider and a member of the Corestaff Group. With offices throughout Australia and associates around the world through the CFR Group, we are extremely well equipped to provide services in executive search, advertised recruitment, contracting, human resource consulting, outplacement and psychological assessment.

We believe that our long-standing success in local and international markets is a product of many aspects. Some, such as our extensive local market knowledge, experienced specialist consultants and a tried and tested process are by no means unique, but others remain unmatched in Australia:

- Our knowledge and experience in local government
- Our extensive networks within the marketplace
- Our extensive and successful search processes - developed over time to minimise the risk of a poor hire
- Psychometric appraisals on all short listed candidates
- Our corporate branding attracts quality, professional candidates
- Our industry leading 2 year guarantee on placed candidates

## Senior Executive Searches

Beilby is strongly positioned for specialist assignments. We have worked on selection processes for many leadership roles, including a number within your own sector. Beilby consultants in our offices in Perth, Sydney, Newcastle, Melbourne and Brisbane have worked on over 70 roles with the title of CEOs, Directors or General Managers in the last three years.

Peter Casey has extensive experience working with local government, State government and statutory authorities. He has previously recruited for CEO positions with the Town of Port Hedland, the City of Belmont, City of Joondalup, City of Cockburn and the Shire (now City of Busselton). In terms of regional experience, Peter has had a long association with the Port Hedland Port Authority, having coordinated the recruitment of the last two Chief Executives as well as the positions of Commercial Manager and Maintenance Manager. He was also involved with the recruitment of the incumbent CEO at the (now) Mid West Ports Authority, Peter Klein and last year successfully conducted two assignments for that organisation, these being the General Manager Corporate Services and the Operations Manager.

In summary Peter Casey has worked successfully on executive level roles with the following Councils

- City of Wanneroo (eight roles at Director and Manager levels)
- City of Joondalup
- City of Belmont
- City of Cockburn
- City of Rockingham
- City of Subiaco
- Town (now City) of Busselton
- Town of Port Hedland

Referees who can attest to our credentials can be provided on request

## Methodology

With the very specific candidate requirements applicable to this assignment it is essential to use every means at our disposal to attract both active and passive candidates to maximise the attraction of quality applicants.

This leads us to recommend an approach combining targeted search calls, an advertising campaign in WA (with the option of national coverage) and the use of our national candidate database. The online job boards will be used at the same time as the press to gain maximum coverage of the potential candidates.

We will initially meet with you to gain a full briefing on the position. At this juncture, and if requested we can provide appropriate advice on the current Position Description and composition of the remuneration package. Our research team will then prepare a list of suitable organisations for targeted search purposes, and Peter Casey will approach the relevant personnel in those organisations. The search list will be supplemented with individuals identified by Peter's own network of contacts in the relevant industry sectors in Australia and through his extensive work in the local government and statutory authorities.

Our reputation and longstanding relationship with The West Australian has allowed us to position our advertisements in the most prominent and successful recruitment area of the paper, this being the very front page of the Professional Appointments section. The online job boards we employ will include the Beilby website, Seek, Career One, My Career and WJobs. We have found these sites provide the greatest level of coverage and are also the most successful in attracting candidates who are using the net to search for job opportunities.

Whilst we expect a high volume of response to this multi media approach we will vet all respondents and only continue with those candidates with the desired level of experience, credentials, attitude and personality to be successful in the role. The next stage consists of interviewing and psychometrically appraising candidates prior to introducing the most suitable individuals to your Selection Panel for interview. That introduction will be in the form of comprehensive individual reports, giving an overview of the candidate, their interest in the position, their strengths, achievements and availability, and their written answers to questions that address the key criteria for the position. Each report will also include the candidate's full CV and personality profile. Peter will also draft an interview questionnaire for the consideration of Panel members.

Peter will then arrange for your preferred candidates to attend Panel interviews. Peter can attend all interviews and act as facilitator. He will then conduct thorough referee checks on your choice of the front runners. We will conduct a minimum of two checks on the person(s) in question, usually with a manager or senior executives that he or she has reported to directly. We will then prepare a full Selection Report for consideration by the Panel before presentation to the Council.

At offer stage Peter will act as intermediary and assist you with any negotiations around the package necessary to get your chosen person on board.

Post acceptance of your offer, communication will be maintained with the successful applicant to defuse any counter offers and ensure a smooth job start.

### Search Process and Estimated Timeframe for Service Delivery

KEY PHASES OF OUR PROCESS	ESTIMATE OF DURATION OF ASSIGNMENT (days)																		
	1	3	4	5	12	14	15	18	20	22	24	27	29	31	32	33	TBA	TBA	
Client briefing. Assignment authorised and terms of engagement accepted by the Shire of York	Red																		
Organisation Profile, Position Description and Candidate Specification finalised and approved by client.		Light Blue																	
Beilby researches relevant markets & identifies a 'long list' of possible candidates. In addition we review our existing candidate data base.				Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Print and internet media selected and advertisement prepared for approval by client				Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Responses received and reviewed				Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Beilby conducts first round candidate interviews/teleconferences/psychometric testing.							Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Beilby presents client with Reports on agreed Shortlist Candidates. Discussions held and feedback received.											Green	Green	Green	Green	Green	Green	Green	Green	Green
Panel interviews.													Red	Red	Red	Red	Red	Red	Red
Additional meetings (if necessary) with preferred candidates and introductions to relevant client stakeholders. Reference checking and preparation of selection report.														Red	Red	Red	Red	Red	Red
Beilby facilitates Offer and Acceptance of Employment to preferred candidate.															Green	Green	Green	Green	Green
Beilby formally notifies all unsuccessful candidates.																Green	Green	Green	Green
2 Year Performance Guarantee is activated on date of commencement.																		Green	Green
If appropriate Beilby assists in conducting quarterly performance evaluations on appointed candidate.																			Green

CODE:

Client Input and approval requested
Beilby Consultant and Researcher to Action
Client and Beilby Consultation

Note: This guide provides a timeframe for the anticipated completion of the key stages in our Search process (approximately five weeks from commencement to Offer). Beilby will provide a confidential documented progress report to the Shire of York on a weekly basis and when appropriate meet with you to discuss candidates of interest.

## Required Investment

### **Our commitment – a competitive fee structure with no surprises.**

Our clients engage us on a partnership basis as they understand that the best result depends on more than a thorough search and selection process, it depends on both parties being truly committed to a successful outcome.

Our approach is to enter into a contract with you on a fee for service basis. Our policy is for payments at three key stages of the process, on our appointment, at agreement of the shortlist, and on acceptance of your offer by your chosen candidate. Being rewarded for the work that is done, on a progress basis, ensures that no shortcuts are taken, and that both parties 'own' the process.

Our rate for an AdSearch assignment is normally 22% of the remuneration package, which includes salary, vehicle and site allowance, superannuation and any other cash benefit. In this instance we are proposing a **substantial discount by way of a flat fee of \$24,600**, invoiced in three stages: one third on our appointment to the assignment, the second third on presentation of the shortlist and the final invoice on formal acceptance of the offer by the successful candidate. The only additional costs will be advertising recharged at the prevailing rate and pre-approved out of pocket expenses.

### **Estimated advertising costs are as follows:**

- **Professional Appointments, the West Australian 14cm x 4 (mono) \$4,150 (plus GST)**
- **Local Government Job Directory \$1,310 (plus GST)**
- **Seek \$ 180 (plus GST)**

Out of pocket expenses may include items such as out-of-state candidates' travel and accommodation costs, consultant travel costs, international call charges or videoconferencing fees; however no arrangements will be made by Beilby without your prior approval.

We look forward to partnering with you on this assignment and are totally committed to a successful outcome.

## Peter Casey - Principal Consultant, Executive Technical and Operations

Peter Casey started his career with the Federal Department of Employment and Industrial Relations where he spent a total of eighteen years in both Perth and Canberra, starting as an Employment Officer and rising to the positions of Employment Office Manager and Assistant Director in both metropolitan and country locations.. His work primarily focussed on the management and promotion of national labour market programs including apprenticeships, traineeships and industrial training.

In 1990 Peter was a founding partner of the recruitment company, Trott Casey and Associates. In addition to the provision of professional services to the private sector, this company was successful in obtaining substantial funding for the management of specialist employment programs for disadvantaged jobseekers.

Peter has now accumulated over thirty years experience in recruitment and HR consulting. He has worked for national companies such as KPMG and Talent2 and with seven years experience at Beilby he continues to focus on executive search and selection across a broad range of industry sectors. His clients include engineering consulting groups, contractors, State and local government authorities, ports corporations, EPCMs, building and construction companies and not-for-profit organisations.

Specific experience relevant to this assignment includes Peter's involvement with the search and selection for various CEO and Director positions for local government authorities in both metropolitan and regional locations. In terms of regional assignments, he has previously assisted in the selection of the CEOs for Geraldton Port Authority, Bunbury Port Authority, Port Hedland Port Authority, Town of Port Hedland and Aqwest (Bunbury). Long standing CEO placements in local government with which Peter has been associated include Gary Hunt at City of Joondalup and Stephen Cain at City of Cockburn.