



## **Star Magnets: How to Attract High Calibre People In Support of the Starlight Children's Foundation 13 June 2007, KPMG, Sydney**

In a panel session chaired by Syndicate Chairman, Peter Jollie AM, three outstanding speakers discussed how to attract and retain high performing staff.

Well-known demographer **Bernard Salt** offered an amusing look at Generation Y and how they differ from Gen X and the Baby Boomers. He spoke about understanding the motivations of each group and the need to communicate differently with each generation.

**Des King**, Managing Director and CEO of Caltex Australia, outlined the strategies employed and corporate culture developed in his organisation to attract top-notch employees.

**Stephen Johnston** (Partner, Korn Ferry International and author of 'What do you do for a living?') discussed the value of creating a sense of meaning for employees. He said 'Star Magnets' are those employers with a core set of values – they also 'walk the talk', communicate relentlessly, and reward good results.

KPMG National Chairman, **Doug Jukes** agreed with the panellists that the number one strategic issue is always people, and that more and more recruits want to know what it means to work for a company.

Questions covered topics such as engaging older workers for longer, the need to provide flexible working arrangements, work-life balance, and global competitiveness, with the speakers once again referring to importance of organisational values.

To close the event, NSW CEO Yvonne Howie presented Jill Weekes, CEO of the Starlight Children's Foundation, with \$3,000 raised by CEO Institute members and guests attending the event. The money will be used to support the Foundation's work with seriously ill children and their families.

This event was hosted by KPMG.

