

# Boost the bottom line

Building up your bottom line is probably not the first thing that comes to mind when considering student workplacements. But after further consideration and first-hand experience in working with students, the impact of such activity on a company's bottom line has been enough to make many an employer smile.

The benefit of workplacements for students is unmistakable - they develop skills and competencies to carry for life. But the truth is it's not just the students who benefit. Workplacements offer a whole host of business bonuses that combine to contribute to a healthy bottom line - both directly and indirectly.

To start with, student workplacements streamline recruitment processes. Having the chance to preview students in the workplace and identify talent before making the decision to employ saves time and money on advertising costs and interviewing.

*"We now use structured workplace learning as the core strategy for recruiting casual staff. Its saves us resources in hiring and has resulted in us getting motivated casual employees who are interested in the retail industry. "*

Linda Steventon, HR Manager, Target, Newton, South Australia

Companies involved in student workplacements also find their public image and credibility is greatly enhanced - an asset that can make all the difference in a competitive marketplace.

*"From a business perspective, sustainable development is now a mainstream management issue for any company that believes it has a future in the 21st century. Sound environmental and community performance is part of doing good business. "*

Paul Anderson, Marketing Director and CEO, BHP

Profitability can also increase when supervisors are sparked by students into rethinking their own jobs, and improving their training and supervisory skills, all leading to greater productivity.

As thousands of employers across Australia can testify, the myriad of benefits delivered by student workplacements often combine to give companies a real bottom line advantage.

