



Employer engagement

When employers know and trust your service and see how it supports their business, they're more likely to offer jobs, tailor roles and invest in lasting partnerships that continue through the ups and downs of a person's employment journey.

Successful employer engagement is grounded in understanding and responding to business needs. Done well, it transforms employment service staff into 'trusted brokers', opening the door to higher quality employment opportunities and satisfying careers for people with disability. In this sense, employer 'engagement' can also be thought of as being employer 'responsive'.

Key strategies for success

Understand your local labour market

A strong working knowledge of local industries and employment opportunities strengthens conversations with employers, who value organisations that have taken the time to understand their operations before making contact.

Take time to connect

Creating high-quality employment opportunities takes time. Ongoing conversations, trust-building and persistence help establish credibility, strengthen employer confidence and create the foundations for sustainable employment outcomes.

Create value

Be clear about what your service offers. Focus on mutual benefit – how employing people with disability helps businesses meet their workforce needs and get the job done effectively.

Build effective relationships

Employer relationships build over time from early conversations to strategic partnerships. As trust deepens, employers can become collaborators and advocates, creating stronger employment opportunities and workforce inclusion.

