Centre for Inclusive Employment and National Disability Services (NDS)

Lunch and Learn Session 16 September 2026

Rana Kordahi – Employment Services Training

Presenter: Rana Kordahi, Founder - Employment Services Training

Facilitator: Colin Entwistle, NDS

Colin: Hope everyone is good and well on this Wednesday. Looking forward to your contribution and connection in the session we're running today, which is our lunch and learn with Rana Kordahi, around effective employer engagement and reverse marketing for disability employment providers. Look, I'm just going to give everyone a couple of minutes just to get in. I know it's always a challenge at times for people as it was for me to get in exactly on time, so bear with me. We'll do that.

For those that don't know me personally, my name's Colin Entwistle. I'm the head of employment with NDS, and this is one of the Lunch and Learns that NDS run under our consortium arrangement within the Centre for Inclusive Employment. So again, we have the lovely Rana Kordahi here with us today to present and hopefully give you some great takeaways around all thing's employer engagement style. I'm just keeping an eye on numbers. I might shift into, if it's okay, Carlene, into the housekeeping slide. I think everyone's pretty well versed in how our online world works these days, but it's always great if you do get a chance to put your cameras on. It's always nice for presenters to get a connection to the audience. As usual, please keep yourself on mute if not speaking, but please keep your camera on if you're comfortable to do so and your connection allows you to do so. Feel free to add your organisation's name in brackets next to your name. You can do this by hovering over your name, clicking on more and selecting rename. Please use the hands up feature or wave to ask questions or contribute to the discussion. We do have some time after Rana's presentation to circle back, and we'll be monitoring the chat if you want to pop them in the chat as well and we'll facilitate that also. And again, yes, please contribute. We want this to be as interactive as the online platform allows us to do so.

With no further ado, a bit of a quick acknowledgement of country. So, I respectfully acknowledge the traditional lands that work across an Aboriginal and Torres Strait Islander custodians of these lands, all elders and leaders past, present, and emerging.

I acknowledge that the past is not just the past but is bound up in the present and I honour the rich and powerful connections Aboriginal and Torres Strait Islander peoples have with country as Australia's first people. I join you from Wadawurrung country in Victoria today and feel free to add in the chat where you might be joining in from today. Great to have you all coming along side us. I think the other element I was just going to say is yes, we'll have circled back and have some time at the end. This is one of the series of Lunch and Learns that we will be running. The session is recorded today as well and will go up on the Centre for Inclusive Employments hub for others to take stock of and learn from as well. The intent of these Lunch and Learns is a bit of a short, brief teaser in some ways to get you thinking and take away some key tips and tricks which you can incorporate into your workplaces and service delivery models. Thank you. Next one please. So, with no further ado, I would love to hand over to the lovely Rana who will run through her presentation on effective employer engagement and reverse marketing for disability employment providers. Over to you, Rana. Lovely to have you here today.

Rana: Thank you so much. And I'm joining from Gadigal Country here in Sydney and thank you for having me. So let me first see, because I can't multitask, I need to share my screen. One second. Okay. Oh no, you can see my... I just shared my email. Give me a sec. I need to make sure. Okay, here we are. Okay, so we've got shared portion of my screen. There we are. Okay. Let me... A few more seconds to set up. And here we are. All right.

Colin: Wonderful. Over to you, Rana. And I probably didn't... I think I missed a slide there at the very end, which gave a bit more lead-in detail to yourself. So please feel free to give a bit of a sense of your background given that you've been very active for many, many years in this space, so come with a lot of knowledge.

Rana: Okay, no worries. I did have a slide, but I did hide it, but I'll introduce myself.

Colin: Ah, is that what it was? Sorry.

Rana: That's okay. But I can still share a little bit about who I am in this slide. All right, so thank you everyone. I want to thank NDS and the Centre of Inclusive Employment for being so kind to invite me here for this Lunch and Learn. I'm really excited. So, what I'm going to be talking to you about is effective employer engagement for participants with disabilities. The topic is going to be centered around getting your foot in the door. Now, when it comes to employer engagement, as we know, there are many parts to it. If you are somebody managing a caseload, it'll be very different to somebody that's doing the reverse marketing and servicing many caseloads. But for this Lunch and Learn, I thought, in this short amount of time, I want to focus on something that can move the needle for employer engagement, and that is getting our foot in the door. And how do we get our foot in the door, and what is

the value that we can add when we are delivering our messages? Now often employer engagement can become about looking for vacancies, trying to match the right person to the right role, and that's okay, but when we are working with people with benchmark hours, they have specific strengths, but also some limitations and they have support needs. A mainstream role may not always fit into what we're doing, right? So, we need to think strategically, and we need to think beyond the SEEK ad.

So, for this session, I'm going to talk about how can we think beyond vacancies and really connect with the participants' capabilities and connect them with the genuine need of the business. Okay, so when it comes to effective employer engagement, there are four principles I want us to keep in the front of mind when we are marketing our participants. Number one, start with tasks, strengths, and interests, not job titles. Why is that? Because when we start with roles, job titles, these are already predetermined. They are usually advertised. And sometimes from my experience as well of doing the role, many times I will get the vacancy, I might even get the job interview, but it did not fit the person with the specific abilities or specific needs. Number two, stop chasing vacancies. Okay, now, why do we chase vacancies? Because they're easy. You pick up the phone, there's a vacancy, you talk to the employer, the employer gives you the vacancy, but what ends up happening? It's very competitive, right? So, I'm not saying don't chase a vacancy if it's right for that person and they fit that job, right? Even if they have benchmark hours, we can still negotiate or sometimes do something called job sharing where we can split the job in half. However, there are many people that might not fit the specific SEEK ad or the vacancy that's in the window, right? So, we have to think beyond, and how do we do that? We need to move away from who's hiring to what's not working. Of course, we're still going to look at who's hiring, but if you start thinking of what is not working in this business, then it gives you clues as to where your participant might be able to add value. And finally, we need to position our participants and services as a solution to the business problems.

So, how do we do that? We need to think of two types of needs. Existing needs. What's an existing need? You have somebody that's hiring, expanding, they're growing, someone has left, and there is an immediate need, and that's great. And we can still negotiate the hours and the wage subsidy, et cetera, for our participant to fit into that job. But also, there's emerging needs. There are jobs that might come up in a month time, three months time, six months time, because an employer has a pain point, they have a gap, they have a problem. The budget might exist, but the job has not been advertised yet. So, we need to be five steps ahead and be thinking beyond the instant vacancy. Okay, so for this part, what I'm going to do, I'm going to read you a case study because I want us to start thinking about what this will look like for an employer and the participant, right? And I like to share stories in case studies because sometimes when we're thinking it's like, "Okay, this looks good in

theory, but how can it be applied in practice?" I might ask some questions, so I do want you to use a chat if that's okay, when I ask the questions to interact, just because for timing-wise, and then I want to hear your voices towards the end when you have questions or comments. All right, so Wayne, 32, and this is based on actually a real person, just a few minor things have been changed, who was able to get a particular job in this industry or business that I'm going to be sharing about soon. So, Wayne is an IEA participant in regional New South Wales who is rebuilding his life after a serious car accident. He briefly worked in construction, but an accident resulted in the amputation of his leg, ongoing leg and lower back pain, depression, and the loss of his job has completely destroyed his confidence. But after a bit of rehab and continuing to adapt to his prosthetic leg, he's now stable to look for a job, and he's got benchmark hours of 15 hours per week. He needs to change careers completely, and he wants to work in bookkeeping, admin and work that suits his interests and physical capacity. In 2025, Wayne completed certificate four in bookkeeping accounting through TAFE, recently undertook 90-hour placement at the community centre, impressed staff with his reliability, organisation skills, attention to detail and calm, professionalism, confident using digital systems, understands basic compliance and thrives in structured environments, passionate about cars, informally skilled in vehicle maintenance, and enjoys being in workshop settings. And finally, he likes to lift weights three times a week recreationally, but with limits to support his recovery. So now I'm going to open up the chat. Let me actually... I need to open up my chat window so I can see. All right, so I've got a few questions for you. What type of businesses in your local area could benefit a person like Wayne, could benefit from a person like Wayne?

Colin: This is your chance for participation, folks. So please drop a few into the chat or alternatively pop your hand up and great to get some interaction.

Rana: Yeah, you can share even... If you have something to share, put your hand up and we can unmute your mic. Okay, mechanic. Yeah, possibly. Back office in a garage, Kevin said, or mechanic. Yep. Great. Samantha, local councils, bookkeeping, accountants. Let me make this bigger because it's going a bit fast. So, we've got local... Oh, local gym, that's a first. I like it. Local gym, yes, I'm sure he would love to work there. Fleet management, Kaitlin, automotive repair, a male bookkeeper in a car shop, mobile fleets. Great. Awesome. I do have one more question. What business problems could Wayne help solve? That's another question we have to start thinking about when we are thinking beyond the advertised role.

I'll give everyone a bit of a prompt. This is the focus on a strength-based approach and what you feel Wayne could add value with based on his skill sets and background.

Yeah, so fleet management. Sophie, thanks. Catalina, bookkeeping, accounting, admin. Perfect. Yes, so that definitely can help with staff management. I like digital organisation, office manager, Kevin. It's moving a bit faster and it's a bit small, so I'm sorry if I missed your responses. Multiple skills may be versatile in a company. Rachel, perfect. All right, so when we are looking at someone like Wayne, we have to move beyond what role can he fit into, to thinking about the tasks that someone like Wayne can do and the business problems that Wayne can solve. Okay, now let's look at the employer's side. We've got here Mike's auto repair in Tamworth. Actually, let me read a little bit about him, then I'll go into his... Let me close the chat for a sec, because I only use one window, so... All right. So Mike runs a small mechanic shop in Tamworth, regional New South Wales with one staff member. For 12 years, he built trust through honest service, servicing farm utes, family cars, and fleet vehicles. But behind the reliability, there's a lot of strain. Mike handles everything outside of the workshop, bookings, parts, invoicing, compliance and customer calls. There's no admin support, no digital systems, and no time to chase unpaid invoices. "I fix cars all day, then do paperwork at night," he says. The workload has led to missed deadlines and several admin errors, forgotten bookings, late compliance reports, late GST lodgements, and misfiled invoices. Mike admits fatigue is affecting his focus and is starting to impact his customer experience. Okay, so I do have one or two questions for you. What inefficiencies and pressure points does Mike have in his business? Let me open up the chat. Not enough staff, admin.

Colin: Sometimes, we need to allow people enough time to think and then jot it in, I think that's why they come as a bit of a rush too.

Rana: That's okay, because when I run webinars, I give them around 30 seconds or 60 seconds to type in their questions, so it's all good. Time management, one man show. Rachel, yes, absolutely. Work a mile, work overload. Julietta, no support to be able to run business. Colleen, lack of systems. And even the GST lodgement, I'm a small business. I've gotten fined three times with GST lodgement, right? Because it's not about lodging, it's about me getting all of the information there. And once I got someone, and I have someone working for me for four hours a day, once I had somebody come in and do that and help me with social media and just a few other things, I can actually focus on what I'm good at and not work through the night. And now I can definitely not do that because I've got toddlers that need me from 5:00 PM until bedtime, right? So, I definitely need somebody to support me in the business. Okay, customers coming in, want an appointment immediately, but he could be tied up with various other jobs. Absolutely. Okay, so now we've spoken about the participant world and the employer's world. Let me just shut this chat. One second. Let's think about how can we get our foot in the door? So far, we've spoken about the key principles. We need to start with tasks, strengths and interests. We need to stop chasing

vacancies. We need to think beyond who's hiring to what's not working, and we need to position the participant and our services as a solution to the business. Okay? And I've shared with you two case studies, one for the employer, one for the participant. So now it's time to get our foot in the door. How does that look like? It could be, we could be emailing them, knocking on their door, cold calling them, trying to talk to them on LinkedIn, whatever it is, we need to have strong opening messages that are not generic, because once you have a generic message, people switch off. When it's not relevant to the business, it's not relevant to their world, and it's all about us and how amazing we are and what's in it for us, people switch off.

So how do we do that? Over here, previously I've shared about the case study. Here is a snapshot of the profiles that I'll be marketing about in regards to. Now, if you are a reverse marketer, you would have a cluster of people like Wayne, because what you would do, you would put them in clusters. You might not be specifically marketing about Wayne. You might have, okay, here are my admin and bookkeeping people. Here are my hospitality people, and these are the tasks that they can do, and then I will cluster the task together. Now the industry. I don't necessarily want to write a profile about every single small business because that will take a long time. I want to create a representation of what this means for automotive repair and maintenance, or what it means for hospitality, or what it means for manufacturing, because they all have different problems, different language, different priorities. So over here, I've got... For me to be able to create relevant opening messages, I need to understand a few things about the employer. What do they want and what are their pain points? And if I want to take it further, what is a trigger event in that industry or business? Okay, then I can start customising those messages. Now, one more thing, sometimes people are thinking, "Okay, I don't have time to sit there customising a message for every employer." You don't have to. You segment the employer based on the industry. For example, for automotive repair, I would use the same message for 30 automotive repair businesses I'm calling. Maybe I'll tweak it a little bit if there's a trigger event that has happened. For manufacturing, it's the same. So, I usually teach people to have five segmented messages and use those. Once you build those messages, then that's it. You're not doing a lot of work, and they just become natural to you. Okay, but the only thing you tweak is if you are marketing a specific person, then you would have that person's profile. And if you are a case manager, you would have your top three, top five, and that doesn't change either, right, unless the person changes. Okay, so before I share an example of what this looks like, what makes a strong opening method, what this looks like in practice, I'm going to share a few tips. What makes a strong opening message? It's no longer than 20 to 30 seconds. Now, I usually recommend 20 seconds maximum, but sometimes people want to say a little bit more. I'm going to ask you a question now, and I'd

love for you to put it in the chat. Why do you think it should be no longer than 20 to 30 seconds when you are approaching an employee, whether it's on the phone or face-to-face? And let me open up the chat. You want to grab their attention? Yeah, absolutely, Catalina. We want to grab their attention, and first impressions are made in 20 seconds. Chris, perfect. I love that. I might even use that slogan in a slide. First impressions are made in 20 seconds. I'm going to use that, Chris, I'll give you credit for that. Okay, so we want to grab their attention, and first impressions are made in 20 seconds, as Chris said. You can also trigger someone's fight or flight if you are talking for too long and you are coming across as too 'salesy.' If it's an email, 50 to 125 words, and believe it or not, even the shortest messages I've ever sent that sounded like as if I knew the person and they were quite natural, got me a better response than the long messages, emails that I've had. Relevant to the employer, business, or industry, and I know I keep on repeating this, but this is very important because that's how we get the attention. Connects to a likely challenge or a pressure or an unmet need and clearly communicates the values of the business. And give me one more..give me a sec. I need to just move something that is blocking my view. Okay, here we go.

Okay, and the final point I want to make is it needs to end with either a low-pressure question or a CTA, which is a call to action, especially if it's in an email, it would be a call to action. Now, the goal is not to get an employer to be like, "Yes, of course we want a... Yes, we want a vacancy, we want an interview," and yes, that's important, but your goal should be, when you are marketing, to get the employer to become open to what you're saying. If they're open, they're going to want to hear more about your participant or your services, or they might answer questions that you might have, to really understand their business needs. You want them to be curious enough to respond to your email or to be engaging in that conversation enough to even ask you questions. Okay, that should be number three. I just saw the mistake now. Okay, and number three is interested. But when I say interested, it's not interested like, "Yes, I'm interested, let's do it now." Interested in the conversation or interested in the next step. And it could be a big next step, like an interview or a meeting with you, or a micro next step, sending an email or a follow-up call. Okay, so I'm about to share an example of what this opening message could look like when we are thinking about Wayne and we are contacting a small business like Mike's, okay? But if you keep these four components of a strong message in mind, you can actually construct many different messages very quickly. Number one, a good message should start with a challenge or something relevant to the business. So, a challenge is like, "I saw, I read, I heard, I noticed that this is about the business. I've been speaking to others like you." Or if you've spoken to them, you might mention that challenge again. Specialty, what do you specialise in? Studies show that when we say we specialise in helping people like you, it's much better

preferred than we generalise in helping everyone. And I'll share with you an example of how this looks like very soon on the next slide. Solution. So, what is the solution that they might be able to receive from using your services or hiring your people or hiring someone or hiring someone like Wayne? And qualify need, ask a soft question. It's like almost a trial close question to gauge, is there an interest? Are they curious? Are they open to wanting to hear more? And this also soft question lowers the pressure rather than you just keep on talking or asking more intrusive questions. Okay, so let me share two examples. One is service led. I'm not going to mention Wayne yet because if I get them interested and curious, I'll be able to mention him in the next part of the conversation, right? So, this one, it's more a service led. So, this is more for if you are a reverse marketer, you're an employer engagement specialist, there's many terms to this title, and you don't have a specific person you've got, you've got a cluster of people that represent those tasks or that type of business. So, you'll start with... Here is an example I'm giving you for the phone, but you customise it to when you walk in the door or your email or whatever medium that you are contacting them through. So, the reason for my call is I've been speaking with a few workshops in your area, and some have mentioned they're struggling to keep up with repairs, parts ordering, and admin. That's exactly where we come in, we specialise in helping small businesses with free recruitment, support, plus access to hiring incentives of up to X amount. Now, you don't have to use hiring incentives. I say hiring incentives because wage subsidy sounds a bit vague, and I also do recommend using the amount of up to because that gives a clear indication of what this means, right? And this is based on hundreds of calls that I've listened to, coaching people, employment consultants, or reverse marketers, and seeing what's working and what's not. Which basically means having someone who takes the pressure off and can come in for just a few hours a day to handle invoicing, service logs, reception, or general workshop tidiness, which can free you up. Okay, now this is about 20 seconds, I think, 22 seconds, and then we have a qualifying question. Would it be worth having a quick chat to see if something like that would work in your workshop? I've also trialled these types of messages through LinkedIn. I've trialled them through email as if I'm the employment consultant, but I didn't have anyone on my caseload through my business, and I've had responses, especially on LinkedIn, by the way. Okay, and these are people I'm connected with, by the way. I didn't send to somebody that I don't...is not my connection on LinkedIn. Example two, participant led. Okay, participant led is I'm the employment consultant, I have a caseload, I've got my top three, and Wayne is one of the people I'm dedicated to job carving for in the next month, next two months, okay? So, it's exactly the same, the reason for my call, I've been speaking to a few workshop, et cetera, hiring incentives. The only difference is in the solution part; I talk about Wayne very briefly. There's a lot about Wayne I want to talk about, but I will save it until I get them interested, curious, and open to wanting to talk a little bit more. I have

Wayne, a candidate who has experience in bookkeeping and customer service and has a genuine interest in cards. He's available for a few hours a day to manage invoicing, service logs, and reception, freeing you up, and your mechanics to focus on repairs and getting the jobs out the door. Do you mind if I share a little bit more about him? Now, if you are a case manager, employment consultant, you can still use the first service led as well. If you don't want to... I don't want to say it's a hard sell, but if you want to open up more soft, because this is more soft, this is just kind of sharing a little bit more about someone, and it's up to you which way you want to go, but you can still use a service let if you want a more soft approach where you can talk about Wayne when you gauge interest. Now, let us deconstruct the message, how I broke it down. Challenge, the reason for my call, I've been speaking to a few workshops in your area, and some have mentioned they're struggling, et cetera. Specialty, that's exactly where we come in. We specialise in helping small businesses. It's that simple. We specialise in helping small businesses because it's a small business. If you are contacting HR and you're talking to diversity inclusion manager, you can say, "We specialise in helping diversity inclusion managers." So, people like to hear that you specialise in helping people like them or businesses like them or departments or those that have roles similar to them. Solution, free recruitment support, the access to hiring incentives, someone to take the pressure. And really the solution is everything, the solution to this challenge here. So, you think about what's a challenge, what's a solution to this specific challenge? And then qualify need, you ask a question, would it be worth having a quick chat or a question that you want to gauge their interest? Give me a sec. And that's about it. So far, we've spoken about the, the principles of going beyond the vacancy, understanding the task before the role, moving away from just focusing on vacancies and being an investigator and looking at who's hired, what's the problem or what problems they're having, thinking about what is the solution, how can the people that we're helping be a solution to that business. Also keep in mind, a lot of small businesses would love to have someone come in for two hours a day, three, four hours because they cannot afford somebody that's for full-time wages and sometimes they don't have a need. Even in my business, I don't have a need to have somebody for 40 hours a week because the tasks that I have are very specific and actually can be finished in two to three hours a day, right? So, there's a lot of businesses that have no idea that this service and hiring incentives and the job creation part is available to them. So, it's very important to be going out there and sharing this information with the businesses in your area as well. Okay, so here we are up to... Yeah, and thank you so much for your time and attention. Now we are going to take questions and comments, and I'll hand it over to Colin and his team.

Colin: Thanks, Rana. Again, folks, I'm happy to kickstart a question, but please feel free to either drop things in the chat or put your hand up and ask directly. I can say, Carolyn, yes, the slide deck will be presented and incorporated into the recording on the chat, on the centre when this is all uploaded. I'll ask a question, Rana. So for me, having been involved in the sector a long time also, I think you've really highlighted the need for establishing that connection and really selling the understanding of the business need and getting that grab, given a lot of employees will get approached by a lot of different people. So having that unique approach seems really important and really coming in with that solution-based mindset that you've got something real to offer that has benefit and that kickstarts the initial relationship that you want to then almost foster from there on in without going in too hard, too early, which can often be a significant trap in my sort of experience. I'm not sure if you want to add to that, Rana, but does that sort of capture it reasonably well?

Rana: Yeah, what stood out from what you said, too hard, too early, which a lot of people do, because I also work with salespeople outside of employment services and a lot of them, whether employment services or not, they go in too hard, too early and they scare people off. So, it's really just about getting our foot in the door is not like it has to be a yes, it's just getting that conversation started and then warming up that lead because the next call or the next interaction could become warmer and there could be opportunities. So, it's really nurturing and planting seeds that could grow in two, three, four months time from now.

Colin: Thank you. The other one I'll ask, given no one's put their hand up yet, is pre-planning. So, understanding sectors using, I guess, skills in demand, understanding the local labour market where opportunity exist. Can you expand on what the best approach is there? So, I often find that people can really be so focused on the individual within the caseload that they forget that almost the starting point needs to be really understanding of the labour market and doing that sort of backend research piece, which actually then enables the next step.

Rana: Yeah, so I think that you definitely have a point that we get fixated with the people and we forget about the labour market, but I do think it's important to think about the clusters of people that we have. So, for example, if I'm a manager at a site, I would cluster the different people that we have and then do research about those labour markets. So rather than, for example, if we don't have many people from hospitality, and that's a bad example because I always have people from hospitality, but hypothetically say we don't have people from hospitality, to do research in hospitality is a waste of time at that point. So, you can cluster them, meaning segment them into, okay, here are my admin people, here are my construction and warehousing people and so on. And then you can look at,

okay, who do we have the majority of and who's really ready to go? And then we start there. And the research can be done creating an ideal employer profile where you do it once. So what are their operational inefficiencies? What are they struggling with within the week in manufacturing? What do they want? What's their goals? How do they do their hiring? What are the different roles and tasks that we might need help with? You create that profile and you do it once and that's it. The research has been done for that industry. However, we continue to do research once we get our foot in the door and we speak to these people, and that level of nuance changes because now we have a relationship with that specific industry. So yeah, definitely we need to... It's not just about the people, it's also about doing the labour market research, which I think is missed a lot. Yeah, you're right. It is missed.

Colin: Thanks, Rana. I've got a question there in the chat. So, thanks Aaron. In your experience, are there particular smaller business or industries where the CSSQ has seen higher levels of success?

Rana: Okay. I feel a bit stupid, but I don't know what CSSQ means. Oh,

Colin: That's your, that's your process that might have... Oh,

Rana: Okay. So, okay, my process. Okay. So that's the... Okay, sorry. I'm thinking like that's something from you because I've never had someone actually know my process and give it back to me. Okay. So, all right, it'll be surprising to you, but I've seen it work a lot with HR and diversity inclusion. And it's not even... In that, you don't even talk about wage subsidy. You say... I've read your CEO's letter to shareholders, and they mentioned that diversity and inclusion was a top priority for Kmart. And what we do is we specialise in helping diverse and inclusion managers be able to, whatever goal they have, and we can help you with X, Y, Z, whatever problems, or you can fill your diversity inclusion quota and give you information. We work... And I've even heard calls, because I've coached calls where they spoke to the diversity inclusion manager and when they mentioned the word disability, that really resonated with them. Now, another small industry are really small businesses like sole traders like me who are doing everything or very small. So, for example, they need help with admin, they need help with some bookkeeping, they need help with their social media. And I think that really works as well because they cannot afford someone coming in for full-time. And sometimes even having someone work from home and not having, because a lot of them don't have offices, that works well for them as well. So, I would target those types of very small, small businesses. Even with one person, a sole trader does definitely need help because I can guarantee they're doing everything, but they still haven't taken that step because they don't want to let go of control. So, they haven't taken that step to hand over some of the tasks to someone else.

Colin: Thanks, Rana. Another one, I'm conscious not everyone attending will necessarily be from an IEA provider. So, when you talk to incentives and wage subsidies, could you expand on other forms of incentives that people could talk to other than just wage subsidies?

Rana: Okay. So, it depends on the provider, but I guess, you know, the post-placement support, in-work support, if you are a marketer, you would... So, I used to work as a marketer in the UK, and also I've worked with marketers, and they did everything. So, they would, for example, in the UK, one of the marketers, when she got a contract with Pret A Manager. Pret A Manager is like the...how... It's like a coffee shop with Sandwiches, and it was... they had a location in almost every suburb. So, you can say, I don't remember, but did they have 80 stores at the time? So, she got in with them and she was able to create 50 roles with them. So, do you know how much help she was? She was so useful and valuable because she had pre-screening sessions. People were coming in. She was preparing people. She did all of the certificates... She made sure they had the certificates. She pre-screened all the resumes. So, the people in HR at Pret A Manager did not have to do all that. And it was free service. They didn't have to pay some recruiter. How much would that be? Like 50 roles? Like over $100,000. They didn't have to pay that. Her name's Janie LaRock, by the way, to give her credit if it ever gets to her.

Colin: So, I think a key takeaway there is to really have a think about what those incentives might look like and what, what your offering might be, including just being that, providing that specialist free recruitment source and how that might work for that particular business. The other one I dropped in the chat was even job access and relating to things like workplace modifications and reasonable adjustments and things like that. But really underpinning that through the expertise you're bringing in your offering to them. Because sometimes I think the sector gets really bound in it just being a wage subsidy. And that's not always what you have to offer. So you got to think about things a bit more creatively.

Rana: If in my cold calling framework, because I run calls... So I didn't show you the cold calling framework. So it's like you open up, you introduce yourself where you're from, you say that hook, which is the CSSQ framework. You ask a question and then you go into more of the services that you offer or the person. So you will talk about everything that you've just mentioned there. But I try to save it until... Because if you try and share everything in the beginning, it's just a bit overwhelming, so you have to think about what is their problems, how can we solve it based on when we're doing, job creation of the task and inefficiency that they have and how we can actually help them with those. And then we go into that part of the conversation as well.

Colin: Thanks. Thanks, Rana. I'm very conscious we've hit time and I get so engaged. I forget about the time element. Look, thank you very much. Did you want to pop your details in the chat, Rana? I think that would be really, really valuable and important for anyone that might wish to reach out and have a bit more in depth. It's quite a complex area and you've got a lot of experience and knowledge to share. So - Yeah. Please feel free to do so.

Rana: All right. Give me a sec so I can pull my email.

Colin: Wonderful. I might get Carlene to jump back and pop it in a bit of a close. I do really want to thank everyone for their attendance today. NDS is running a couple more lunch and learn sessions in October, so please stay tuned for those. They will all be advertised either through or both of NDS social media channels. They'll also be advertised on the Centre for Inclusive Employment's hub site. So please make sure you go in there regardless, there's of a wealth of information on the Centre for Inclusive Employment hub. So maximise that, and there's always great takeaways. Again, thank you, and especially a big thank you to Rana for your time, interesting and insightful presentation on effective employer engagement. Thank you all. Thanks for coming and look forward to seeing you at our next one.