

Extrastaff enjoys home grown success

Extrastaff has been providing recruitment services in South Australia since 1965. Owned by the Rowan family since 1990, Extrastaff is hitting its stride in the post GFC corporate climate.

For years the Rowan brothers, Declan and Piers, have driven the business through difficulties such as the GFC to create a platform for growth. Extrastaff now has branches throughout Australia and in New Zealand providing services tailored to the local area.

"We ensure our staff working in Extrastaff branches are local to the area and have expertise and a strong understanding of their local job market and broader community," says Extrastaff MD, Declan Rowan. "To service clients properly, you must be entrenched in the local area."

Extrastaff's growth also stems from its customer service approach, where it functions as an extension of the clients' own HR team.

"Relationships with our clients are paramount and we are proactive in our approach to relationship development. By staying in touch with our clients, understanding the finer points of their business and the culture and keeping abreast of industry changes, our service remains relevant and gets the best possible result," Declan says.

These guiding principles have helped Extrastaff secure long-term relationships with prominent SA businesses such as Balfours, Codan, Robern Menz, San Remo and Uniting Care Wesley Port Adelaide, to name a few.

One client is ZEN Home Energy. Currently enjoying tremendous growth under founder and CEO, Richard Turner, ZEN has been an Extrastaff client since its beginnings a few years ago.

"The first staff member we provided to ZEN Home Energy was in 2008 when they had a team of two and we provided the third person. Of course now they are much larger and we provide a combination of permanent and temporary candidates to fill a range of jobs across the organisation," Declan says.

Extrastaff Marion Branch Manager, Megan Simpson, has worked closely with ZEN from the beginning. She believes the two businesses' mutually supporting growth comes down to relationships and understanding client needs.

"It was clear from the start that Richard's vision and passion was going to make the company successful; you could see they were going to go far," Megan says. "In 12 months, they were really headed upwards."

"Richard looks for staff with an interest and enthusiasm for the renewable energy industry. If we



Extrastaff MD, Declan Rowan

don't find someone who shares the same values and is enthusiastic about the industry, they simply won't fit in.

"We have been involved since their growth began so we have a thorough knowledge of their business and their HR requirements. They have confidence in us as we've demonstrated a thorough understanding of what types of people will suit their business."

Richard Turner credits Extrastaff's services as a key ingredient to ZEN's success.

"Their assistance early on helped us to create a solid foundation upon which to grow," Richard says. "They helped us to recruit a core team which helped to grow the business at a rapid rate."

The renewable home energy industry is relatively new and set to enjoy considerable growth, as the community embraces environmentally responsible approaches to energy use. For Extrastaff, this further increases the importance of understanding the needs of the business.

"As ZEN Home Energy has expanded, roles have become more specialised within their operation," Declan says. "It has also created new jobs and specific roles that didn't exist because the industry didn't exist 10 years ago."

The challenge for Extrastaff is to provide staff who can embrace the fast-paced, dynamic culture while bringing appropriate expertise to the role.

"We are seeing more people skilling themselves for the green energy sector where their CV may have a green energy focus, be it training or projects they have worked on in the past," Declan says.

"There are also a few more green energy focused courses now and there will be jobs in the future that don't currently exist."

The strong working relationship between Extrastaff and ZEN can also be attributed to parallel business principles.

"ZEN's business model is very much community-focused, which fits well with our local focus and branch networks," Declan says.

"The excitement of seeing a business with similar values growing from humble beginnings to a significant size and knowing we've contributed to that growth is incredibly satisfying.

"As the industry itself continues to grow and make positive contributions to the economy and environment, Extrastaff is also looking forward to making even more contributions over this growth period."

