

The Panel



Ben Falloon
Division Manager, Aequalis Consulting.

Over the past decade there has been a steady change in the workforce and the recruitment industry in general. In the quest for attracting and retaining talent, have we changed the boundaries of what activities should take place at home and what activities should take place at work? Technology and changing behaviors have blurred the divide.

Now that the workforce is changing constantly I find myself asking the question do we even need to go into the office anymore. The answer to this is yes, technology doesn't find people jobs, people find people jobs.

There is no doubt the workforce and social media/technology is changing the face of recruitment, however I am very nervous that the use of technology and social media will weaken core recruitment skills. Whilst managing a team it's become obvious very quickly that there's a trend of recruiters hiding behind the technology of facebook, twitter, linkedin, job boards etc, forgetting the real sell is the power of personality, the power of persuasion, the power of interaction, the power of a smile. The lack of personal interaction is becoming one of the major flaws of the recruitment industry. Call me old fashioned but the real goal of a recruiter is to develop strong relationships, real life relationships; social media is a step in building that relationship not an alternative. Last time I checked my top biller was the guy in the room constantly on the phone, constantly interviewing candidates and constantly on client visits, not the guy in the room with the most connects on linkedin or friends on facebook. And you can call me old fashioned because this was the case 15 years ago.

My opinion is that social media/technology remains a tool not a strategy and managing staff the old fashioned way will be one of the greatest challenges a manager will need to embrace. I have come to understand that people make a difference, the people that care, the people that are passionate; technology can't and won't ever replace this.

Ben Falloon joined Aequalis Consulting in 2007. As one of the initial members of the firm Ben has progressed to Division Manager and now leads the finance and accounting team in Sydney. Ben has a considerable track record working for clients within the blue chip commercial arena and SMEs recruiting senior accountancy and support function roles on a temporary and permanent basis. Ben is instrumental to the long term success of Aequalis Consulting.

Aequalis Consulting is a highly respected Sydney and Melbourne based accounting and finance recruitment firm. It provides tailored strategies for small to medium and top tier enterprises across a diverse range of industries to attract retain the most talented professionals in the market, from chief financial offers to operational accounting roles.



Dale Penny
Director of Operations, Cubic Resources

For the next generation, the greatest challenges will not be too dissimilar to challenges faced today – identifying, securing and retaining talented recruitment professionals, securing high volume accounts, maintaining a thoroughness of process, capitalising on growth markets, identifying new technology; and using the voice not the fingers to get the job done. However, one of the greatest challenges faced by the next generation will be in their ability to balance the positive and negative impact of technology and social media on, what is effectively, a fast-paced sales industry.

The next generation of recruitment leaders will come from Generation Z – where ever-evolving technology will continue to change the way people communicate, socialise, learn, interact and trade. But will the direct result of Generation Z's ever-increasing obsession with technology and preference to communicate with pixels not vocals, result in less control of the sales process, and thus, make the job of selling harder?

Traditionally, the success of a recruiter, aside from the pipeline of business they have at their disposal, is as a direct result of the control they have over the recruitment process. The difference between billers is generally in the high biller's ability to work on what they know will make money. The more control the recruiter has over the process the greater chance they have of successfully filling the role.

The positive challenges will be in a business' or individual's ability to adapt and harness the power of the latest technology to increase exposure of brand, product and service,; better penetrate talent pools, increase speed-to-market and communicate to the masses. The negative challenges will be in the ability to avoid letting technology take over from the 'human' function of the role, maintain a grasp on the importance of talking to, and understanding, the customer, and, promote the development of personal, business relationships.

At the end of the day no amount of technology will ever replace good, old fashioned, chat, wit, charm, professionalism, personality, and passion.

Dale Penny has 15 years' recruitment experience. He started his career in London, and, after a move to Australia in 1999, has held a variety of roles within sales, training, and management.

In 2005 Dale joined the Cubic Group to open and run Cubic Resources – a technical and sales related recruitment business. Cubic Resources now employs around 20 full-time staff across Sydney and Melbourne, and provides a mature, flexible, enjoyable and rewarding work environment for its team.

Dale lives on the Northern Beaches of Sydney with his wife and two young children, has recently lost a lot of weight, and is a thoroughly nice chap!