



Jobless rate low brings colourful high to ads

GARY MARTIN



DYNAMIC. Passionate. Digital native. Driven. Entrepreneurial spirit. With Australia's jobless rate at a 10-year low, there is intense competition for the most talented workers – and, in some cases, any worker at all. That's driven those tasked with the challenge of hiring new staff to use more colourful language in job advertisements to capture the attention of prospective employees. But get a job advert wrong and you will attract applicants who are not the right fit – and make the recruitment process an overly tedious and lengthy one. What is most frustrating is when those who hire new staff persist in dressing up even the most basic job adverts with double meanings, mistruths, vagaries and hyperbole.

Look out for a requirement to be a "fast learner". It could mean there is no budget for training or, even worse, that you will need to pay for training yourself.

An advert that mentions "the ability to multi-task" may indicate you will have several other jobs to do – not just your own. Exercise caution on reading the phrase "flexible approach" – likely to mean that employees will be required to be available 24/7 to take calls and answer emails. Alarm bells should ring on discovering the expression "results oriented" in any advert. The term is almost certainly associated with unreasonable performance targets.

Most job hunters will need little warning about the true meaning of the phrase "a competitive salary will be offered". It signifies that an employer will try to get away with paying you as little as possible. An effective advert will be one that finds the sweet spot between providing enough detail – so that job hunters can understand the role – and keeping the description concise.

It's worth remembering that taking some time to consider the language we use to describe the work we want done could well be the difference between finding or fending off the perfect candidate.

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Slow vaccine rollout gives us time to watch

MICHAEL MCGUIRE



PERHAPS there's an upside in Prime Minister's Scott Morrison's general incompetence in managing vaccination and quarantine during the latest wave of Covid that has shut down half the country.

We now have the chance to have a close look at some of the social experiments being undertaken by other countries, who are more advanced in their vaccination programs, in how they are handling the next stage of the pandemic.

Places such as Britain and France. Britain, in particular, is taking a high-risk approach. This week almost all pandemic restrictions in England were lifted. Scotland, Wales and Northern Ireland are moving more cautiously. No more social distancing, no more masks, nightclubs, cinemas and sporting stadiums are back at full capacity.

Full of typically populist bombast, UK Prime Minister Boris Johnson celebrated it as "freedom day", even as he

himself was just about to go into self-isolation after being deemed as a close contact of his Health Secretary Sajid Javid who has tested positive to the virus.

But it's a massive gamble for Johnson and the British. On the plus side, the British have moved much more quickly on vaccines than Australia.

Almost 70 per cent of Brits have received their first dose of a vaccine and 55 per cent have now had both. In Australia, the numbers are around 17 per cent for one dose and 12 per cent for fully vaccinated. Numbers which leave us ranked 38 out of 38 for vaccination rates in countries within the Organisation for Economic Co-operation and Development.

But the down side in Britain is the rise in number of Covid cases. Britain is currently knocking out almost 50,000 new cases a day. Yesterday, there were 73 deaths from Covid.

The theory is, of course, that vaccines will mean those who contract the illness will experience a much more benign version of the virus. The hope is that British hospitals will not be over-run, that its intensive care wards won't be filled to overflowing. That

the nexus between infection and serious illness or death can be broken. This is already looking problematic.

There were 752 people admitted to a British hospital with Covid on July 19, a rise of 21 per cent from the previous week and the highest since February.

Around 60 per cent of those admitted to hospital were unvaccinated.

There are also the unknown consequences of long Covid which leaves sufferers with fatigue and brain fog. So the fate of Britain is worth watching. It is a country with high vaccination rates and the world's biggest outbreak of the Delta strain.

Vaccination rates in neighbouring France are not quite as high, with just over 42 per cent of the population fully vaccinated.

But President Emmanuel Macron has announced tough new restrictions that will more or less exclude the unvaccinated from public life.

From August 1, anyone without a "health pass" will no longer be able to enter restaurants, cafes, movie theatres or travel long distances on trains. Health workers who are not vaccinated by September 15 face suspension or the sack.

The announcement created all sorts of backlash from political opponents but in the 48 hours after the Macron announcement 2.2 million French people signed up to be vaccinated.

Macron is not making vaccination compulsory, you can still say "non", but he is saying there are consequences for risking the health of your fellow citizens. Or as he phrased it, the idea is to "put restrictions on the unvaccinated rather than on everyone".

The Australian government's laggardly, complacent approach to vaccination may allow time then to consider the best evidence from around the world on how to deal with the long-term implications of the pandemic and the best way to come out the other side of it.

However, that will also mean Morrison and his government will need to develop a bit more awareness and capability than they have shown so far.

But there is an election not far away and recent polls have shown Australians are angry with how Morrison has handled this latest stage of the pandemic. So, if nothing else, self-preservation may sharpen his focus.

LOOKING BACK

10 YEARS AGO

There is no end in sight to the state's biggest joke - Queensland Health's payroll system will again rip off staff this week. A damning email obtained by The Courier-Mail warns some staff to expect their pay packet to include less than what they are owed because of another glitch.



50 YEARS AGO

Police in overpowering numbers yesterday drove demonstrators from near the Springboks' motel in Wickham Terrace in a wild, downhill rush soon after the South African Rugby Union players checked into the Tower Mill Motel. About 150 police charged the demonstrators.



70 YEARS AGO

Melbourne, Sunday - A 26-year-old research worker may have new hope for rheumatic disease sufferers. He is Dr Sam Rose. Melbourne University professor of physiology (Prof Wright) said that Dr Rose's experiments had resulted in some "dramatic relief".



THOUGHT FOR THE DAY

Pride is holding your head up when everyone around you has their bowed.
- Bryce Courtenay