



DRAKE
— RETAIL —

DRAKE RETAIL

CAPABILITY STATEMENT

Drake Australia

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OUR VISION:

Remaining true to our original vision as efficiency experts, we believe organisations perform at their best when they're staffed with the right people, driven by the right processes, and supported with the right technology.

From talent attraction to outplacement programs, our team are dedicated to your long-term success, combining specialist capability, a tailored Recruit-To-Fit methodology, and a commitment to service excellence.

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Our story

As the market leader in Australian recruitment for over 70 years, we understand that any company is only as good as the talent they employ.

With competition for leading talent building, the cost of employee turnover associated with a poor hiring decision render attracting and selecting the right talent for your organisation crucial.

Our dedicated team of recruitment experts possesses a deep understanding of the Australian talent landscape. We tap into an extensive network and employ proven methodologies to source top-tier candidates that perfectly match your role and requirements. We have a dedicated team of retail recruiters who have an unmatched candidate referral network, industry knowledge and proven recruitment methodology to supply high calibre staff to the retail sector.

National coverage

We have 14 offices across each mainland State and Territory, Drake International are strongly embedded within communities throughout Australia.

Introducing the Drake Retail team

Operating throughout Australia and specialising in permanent and contracting retail recruitment, Drake Retail have developed extensive networks across every major population centre, demonstrating a proven track record of attracting hard to find Retail talent in both Metropolitan and Regional locations.

Working with a select band of clients, our specialists assist in defining, developing, and growing our clients' brand position in the human capital sphere, allowing them to identify the best available talent.

Each assignment undertaken by our team is completed in conjunction with our client's key stakeholders, working to understand strategic selection criteria, cultural requirements, and outlining existing market trends.

Our approach to market is targeted, select, and disciplined. Having the capacity to assess key talent before making formal approaches, we look past candidates' resumes to analyse their capability and organisational fit.

Founded on a collaborative approach, our methodology is centred on traditional search and selection techniques, influenced by global best practice, and utilising a combination of traditional and technology-based assessment tools.



Our areas of service

In today's rapidly evolving business landscape, the traditional approach of building a deep bench of retail talent is being redefined. To thrive and reach their full potential, retail organisations must adapt by staffing individuals with the right skill sets, precisely when and where they are needed. This necessitates incorporating a broader strategic workforce plan that integrates a dynamic mix of full-time employees and flexible, project-based team.

We recruit across the following service areas for our retail clients:



Permanent recruitment



Temporary recruitment



Executive search and selection



Contracting



Market analysis



Special projects

Whilst high-performing permanent employees in retail remain integral to productivity, flexible contract and temporary workers provide essential support by controlling costs, filling skill gaps, and supporting strategic business initiatives in an ever changing retail market.

Our recruitment capabilities

Our team has the capability to deliver our talent acquisition services across the following areas and roles:



State and National Managers



Store Managers and Supervisors



Buyers and Merchandisers



Sales Team



Special projects



Human Resources



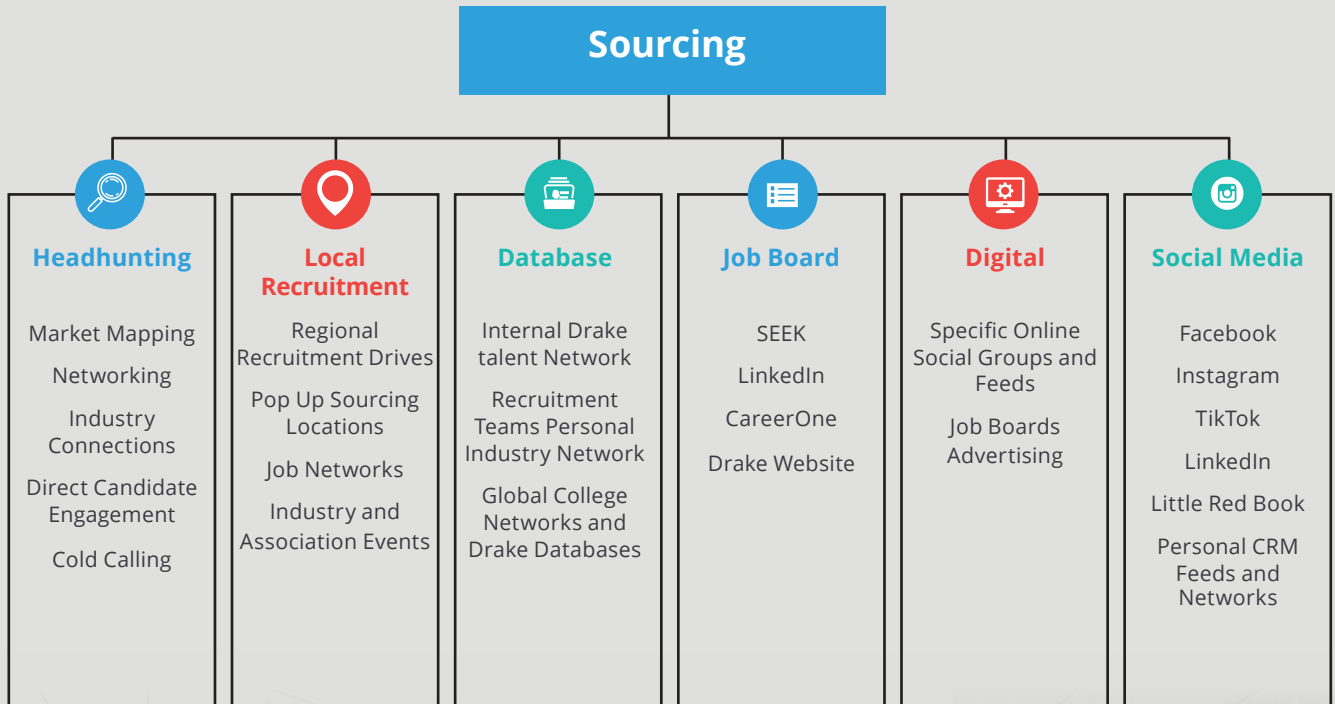
Operations and Procurement



Sales and Marketing

How we find talent?

There is no greater benefit than having a talent partner who truly understands your specific industry, your job market, and with extensive sourcing channels.



Why choose us?



Specialist Consultants

Each specialist Retail recruitment consultant has in-depth experience within the sector. Other key skills include a professional demeanour, consultative approach, excellent interpersonal skills, strong networks, and a commitment to ethical service.



Taking the Brief

Our approach seeks not only to match applicants with an agreed position description but understand the strategic objectives of our client's business to determine the skills, competencies, and experience necessary to achieve them.



Building Strong Talent Networks

Our team strive to become true career partners to their network connections, following career journeys closely to determine when talent may be open to new opportunities.



Approaching High-Quality Candidates

Our approach to sourcing high quality applicants focuses directly on prospects within the passive candidate market, rather than solely relying on inbound applications.



Multiple Candidate Sourcing Channels

There are multiple mediums and platforms that we use to source and attract candidates. Our specialist's attraction strategies comprise over 7000 connections in Retail.



In-Depth Evaluation Process

Each step of the evaluation process is carefully planned and executed to ensure a comprehensive assessment of each applicant in line with key evaluation criteria.



Managing Employer Brand

Confidentiality and brand management are critical and our consultants take all precautions to ensure that the employer brand is represented in the best possible manner, and sensitive information is not divulged.



Offer Negotiation

Our experienced Consultants help determine a realistic salary band and will actively participate in salary negotiations with shortlisted candidates.



Behavioural Assessment

All candidates in our recruitment process are assessed using either the P3 or T4 tool, which produces a well-rounded, highly accurate candidate profile. Adding behaviour assessments to your recruitment process can be the missing element that helps differentiate between two candidates that might appear very similar on paper.

Our success stories

01 Case Study



An international jewellery brand that is a major worldwide fashion retailer needed recruitment support for a specialised sales team. All candidates needed knowledge of the watch and jewellery industries in addition to collaborating with clients to create unique pieces. Additionally, all candidates needed to possess a high degree of CRM skills. Drake created an effective and detailed recruitment brief. Our team's expertise in the field and strong network allowed us to effectively place a number of candidates in flagship stores across Australia. The client's feedback on Recruitment Manager Lee was that she was "tenacious, comprehensive, and provided deep insights on suitable candidates, with great communication." We are still working together with this client.

02 Case Study



A global luxury fashion brand with multiple stores in Australia and New Zealand urgently needed Drake Retail's assistance in filling key positions, from Store Managers to the sales team for the opening of stores in two states, all roles had an immediate start date. With the support our committed team, we were able to fill all of the open positions within a short timeframe and are still collaborating with the client. The client expressed appreciation and gratitude and was quoted as saying, "Drake has filled roles we had struggled with successfully. We value their assistance throughout the hiring process and their time, patience, and support."

03 Case Study



A premium international brand, a top global fashion retailer, had specialised job vacancies that they were unable to fill. We joined forces with the HR, store manager, and operations manager to understand the role requirements, despite other agencies' advice that the location would result in a limited talent pool. As a result of our team taking time to fully understand the role demands, we were able to fill two of the three positions. Our "strong communication, constant support, and prompt presentation of qualified candidates" were praised by our client. They started opening more senior positions for Drake Retail to support them after being impressed by our service and commitment.

Our national team of specialists

Our specialist team of industry experts:



PAUL MARSHALL

General Manager Drake Professional and Luxury Retail

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Paul is a seasoned professional with an unwavering passion for the luxury retail industry. With over 20 years of hands-on retail experience, his expertise shines through in managing stores for renowned luxury brands such as Louis Vuitton, Tiffany & Co, and David Jones, making him an invaluable asset in this niche.

Over the past four years, Paul's focus has been on recruiting for global iconic luxury brands, where he specialises in Retail, Executive positions, Human Resources, and Sales & Marketing.

His profound understanding of the intricacies and challenges associated with talent acquisition in the luxury retail industry has honed his customer-centric approach to delivering exceptional recruitment solutions. Paul's dedication to "recruit to fit" methodologies, firmly rooted in best practices, enables him to foster lasting partnerships while ensuring a seamless and positive experience for both clients and candidates.

Known for his tenacity in turning challenges into opportunities, Paul exudes energy, positivity, and a transparent communication style in every interaction. His ultimate goal is to help organisations within the luxury retail sector attract and select top-tier talent, ensuring a perfect alignment with their unique goals and culture.



LEE CHUNG

National Recruitment Manager

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Lee's journey in the luxury retail industry spans an impressive fifteen years, during which she has held various key roles, such as Store Leader, Client Relationship Manager, in-house Client Development Trainer, and recruitment support for prestigious luxury retail brands. Now, she has embraced a new endeavour with Drake International, specialising in sourcing the most sought-after candidates for her clients.

With an extensive network spanning across Australia and a thriving pipeline, Lee has become the go-to person for candidates seeking their next retail role and for clients in need of a recruiter who understands the key nuances of what is needed in the luxury retail space and delivers on promises.

Her warm and nurturing approach sets candidates and clients at ease. Lee takes the time to truly understand their requirements, and she is dedicated to supporting them throughout their retail journey. Lee's genuine passion for identifying top talent in this challenging candidate market ensures that the recruitment process is not only smooth but also enjoyable. For her, finding the perfect fit is both a mission and a pleasure.

In the world of luxury retail, Lee is an exceptional ally, connecting remarkable candidates with extraordinary opportunities and fulfilling the needs of her esteemed clients.



IVY WEN

Recruitment Resourcer

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Ivy is a consummate professional with an impressive track record of over five years in the luxury retail industry. Throughout her career, she has worked as a Senior Sales Associate for multiple internationally acclaimed luxury fashion brands. Now, she is a passionate retail recruiter, where she specialises in sourcing top-tier talent for diverse roles across Australia. Ivy's approach is fresh and dynamic, incorporating imaginative social media marketing techniques to attract and inform potential candidates and clients alike.

Ivy's expertise extends across a wide spectrum, having worked in the luxury retail industry that covered everything from ready-to-wear to leather goods. She also possesses exceptional skills in team coaching and training, nurturing the growth of those around her. Recognising potential in candidates and understanding the crucial importance of cultural fit and high standards, Ivy ensures that the individuals she selects are primed for success in this exclusive industry.

With a robust network of prospects at her disposal, Ivy ensures the best possible outcomes for every role she takes on. Her vast knowledge and experience in luxury retail serve as the foundation for her commitment to delivering unparalleled service to all her clients. Ivy's unwavering dedication and genuine passion ensure that she always goes above and beyond to provide exceptional support for all of her clients and candidates.



Diversity, equity and inclusion

Our Drake Government team understands that diversity and inclusion are key pillars of the APS and works to promote these values both internally and with our clients. Utilising an inclusive recruitment process, Drake Government works to actively mitigate bias and using inclusive recruitment practices, combining high-touch recruitment techniques, behavioural interviewing, and technology-based assessment tools to evaluate talent on merit.

Our industry connections and exclusive talent networks ensure that the broadest cross-section of candidates is considered for every public service role we fulfil.



- **Our Corporate Values**

Diversity and inclusion is a key corporate value our teams embrace and align their actions and decisions with each and every day.

- **Diversity & Inclusion Committee**

We have an in-house Diversity & Inclusion Committee which plays a pivotal role in promoting equitable practices, fostering a diverse workforce, and creating an inclusive workplace culture within Drake.

- **Reconciliation Action Plan**

Our 2023 Reflect Reconciliation Action Plan guides our team in building meaningful relationships with Indigenous communities, fostering respect, understanding, and advancing reconciliation in social, economic, and cultural aspects.

- **Diversity Survey**

We undertake an annual diversity survey to assess our current demographic composition, and tailor inclusion efforts, leading to a more equitable and representative workplace.

- **Indigenous Procurement**

We are members of Kinaway, the peak body representing certified Aboriginal and Torres Strait Islander businesses. This partnership helps us engage, create relationships, and conduct business with First Nation suppliers nationally.



- **Cultural Awareness & Unconscious Bias Training**

Our team undertakes a range of DE&I training to help employees navigate diverse environments with empathy and create inclusive practices for those we work with.

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