



Wavelength International MEDIA RELEASE

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Industry: Specialist Medical Recruitment

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Wavelength International the 30th best place to work in Australia

– BRW 2011 Top 50 Best Places to Work

94% satisfaction rating from Wavelength employees, in the Great Place to Work Survey, resulted in 30th place, two years running.

“ A top 50 ranking is brilliant. To be in the company of such great businesses is inspiring. Becoming a business owner and entrepreneur seemed like a reasonable and almost easy step to take 12 years ago. We could see opportunities and set out to turn ideas into actions as a partnership of two. It was only through growth that the greatest lesson was learned - the most powerful lever you have in business is the team you form around you. The vision and initial effort of founders can carry a business a long way but not all the way, and not indefinitely. So in the end talent is the key. We have found that to attract, retain and develop your talent you need to genuinely be different. And that's what we are trying to do. ”

Dr. John Bethell
Co-founder and Director
Wavelength International

BRW's Top 50 Best Places to Work list has become an annual achievement benchmark that hundreds of organisations aspire to, and a 94% satisfaction rating from Wavelength employees, in the Great Place to Work Survey, contributed to a score which ultimately secured 30th place.

For the second year in a row Wavelength International has made the grade, despite an ever increasing competitive landscape. This increase in competition means that candidates and clients have to contend with a more fragmented marketplace, demonstrated by the plethora of places one can list and search for jobs. “We are addressing these issues through a real commitment to quality and service” says Claire Ponsford, Co-founder and Director of Wavelength. “Clients and candidates

want to have confidence and assurance that their recruitment specialist understands their business needs and we have many checks and balances that help to ensure this happens with every customer engagement”.

A bit about Wavelength International

John and Claire co-founded Wavelength International 12 years ago in 1999 and have successfully grown the business across permanent and locum recruitment and migration services in Australia, New Zealand, the UK, Ireland and Singapore. “Achieving double-digit growth year-on-year has been as a result of being very clear about how we provide value to our clients – we provide a consultative environment where we offer our expertise at every step in the recruitment process.” says John.

Wavelength continue to offer its own employees a feast of benefits, including free breakfast, subsidised fitness classes, flexible working hours, a creative, casual and fun working environment in addition to monetary incentives linked with productivity and performance against key goals. “Our understanding of working environment dynamics and culture coupled with our ability to identify talent translates to the way we service our clients and candidates”, says Claire “and this is one of the core values we pride ourselves on”.

Healthcare Employer Survey

Beyond their core service offering Wavelength continue to look for ways to anticipate employer sentiment and anticipate movements in the market. In a recent survey published by the company, a Healthcare Employers Survey, findings suggest that employers continue to have stronger demand for medical practitioners than the current pool of talent is able to provide. Claire says “We think that if we can continue to better understand the pain points of our clients then we can more easily and effectively meet their staffing needs”.

About the directors

Founding director John Bethell is a qualified medical doctor who graduated from Aberdeen, Scotland in 1990. John subsequently moved to Australia to work in the Queensland and NSW hospital systems before moving into recruitment.

Co-founder Claire Ponsford has a background as a medical personnel manager in the British NHS and was directly responsible for recruiting senior doctors for her employer – the South West Regional Health Authority. She subsequently worked in the Workforce Planning Division of the NSW Health Department prior to commencing a career in commercial recruitment.

For further information, detailed director bios and interviews or further detail of the recently published Healthcare Employer Survey please contact Bianca Walton, Marketing and Communications Manager on 02 8353 9031 or bwalton@wave.com.au