



MEDIA RELEASE
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Wavelength International the 30th best place to work in Australia
Specialist medical recruitment firm makes BRW's 2010 Top 50 Best Places to Work list

Specialist medical recruitment company Wavelength International is one of the best companies in Australia to work for. It's just been named number 30 on BRW's 2010 Top 50 Great Places to Work list – one of just a handful of small businesses, and the only medical recruitment firm to make the list.

BRW's Top 50 Best Places to Work list was based on research conducted by the Great Place to Work Institute Australia, with almost 17,000 employees from 160 companies surveyed.

Dr John Bethell, one of the founders of Wavelength International, calls the award "an outstanding result in a challenging economic environment".

"To have received such an accolade is an honour, particularly as it is largely bestowed upon us through the testimony of our own staff," Dr Bethell says.

"At a time when the majority of recruitment businesses have seen their profit margins disappear and staff numbers dwindle in what has been an incredibly tough year for the industry, this illustrates why a nurturing work environment is so important for the maintenance of staff morale and performance."

During the downturn, when thousands of consultants left the industry and hundreds of firms closed their doors, Wavelength actually grew, both in size and overall revenue.

"This achievement is excellent recognition for the 50+ members of the Wavelength International team who have passionately and effectively realised our vision of being the best place to work and to produce the best work," Dr Bethell says.

"The award also reaffirms that we understand the importance of good retention strategy when it comes to running a successful organisation. As a recruitment company, we pride ourselves on being able to demonstrate to our clients that we actually practice what we preach."

Wavelength has grown significantly since it was founded in 1999. It has also carefully refined its strategy to concentrate on its core business – medical practitioners.

"We focus on this sector because we feel our work will ultimately benefit the broader community, and making a genuine contribution is at the heart of our mission," says co-founder Claire Ponsford. "Without our services, many struggling hospitals and remote communities would go without critical clinical staff."

“We live by the values of respect, trust, care and integrity, which underpin our dealings with employees, candidates, clients and other key stakeholders. We have created a workplace environment and culture that provides work/life balance, focuses on our employees’ health and wellbeing, and recognises the individual contributions of our employees.

“As Wavelength has grown, maintaining this exceptional workplace culture has been somewhat challenging. However, we’re committed to maintaining a company of motivated, caring, productive and quality-focused individuals who collectively ensure Wavelength reaches and exceeds its business goals.”

Some of the initiatives implemented by Wavelength include:

- A casual and creative working environment
- Free breakfasts, snacks and fruit
- Subsidised massages and fitness programs
- Flexible working hours and the opportunity to work from home
- \$100 birthday gift for each employee
- Loyalty reward points, which are allocated to employees on the anniversary of their first day with Wavelength International
- The ‘Culture Club’: this assists with ideas for future team events and provides feedback on the culture of Wavelength and on any HR or business initiatives
- ‘Yammer’: a new internal social networking system, which is used as a form of communication
- Quarterly reward days, the annual Christmas party and ‘Wavie of the Year Awards’, celebrating achievements
- Discretionary quarterly bonus scheme linked to targets set within individual employee performance plans
- Paid parental leave
- Ongoing training: this not only includes specific training relating to the medical system, medical procedures and processes, but incorporates a range of training programs focused on individual, team and leadership development
- ‘Send a Wave’: Online employee reward program, designed to create a positive culture and reward individuals demonstrating the Wavelength values. Each employee is given 400 points each quarter to use to send to their fellow ‘wavies’ and these points can then be redeemed to receive a broad range of gifts

“We pride ourselves on our innovative approach both to maintaining and improving our company culture and to the healthcare recruitment industry as a whole,” says Ponsford. “For example, Wavelength has implemented a series of webinars aimed at helping doctors make informed decisions about working locally or in New Zealand and Singapore. The webinars cover topics such as finding a job, registration and immigration processes, as well as providing informative insights from doctors previously placed by Wavelength in Australia or New Zealand.

“We’ve had a great response to the webinars, and we’re rolling out a similar initiative for doctors wanting to work in Singapore. We also have one scheduled for Canada in September.”

Over the past two years, Wavelength has won a number of awards including the Recommended Employer Award in the 2008 Australian Business Awards, and Best Boutique Agency for the second successive year at the 2009 Recruitment Excellence Awards.

To pick the list of best companies, the Great Place to Work Institute has strict entry criteria including completing a rigorous 'culture audit', as well as a staff survey which 47 Wavelength employees completed. Neither director undertook the survey.

Companies who make the Top 50 Best Places to Work list are selected primarily on the basis of their employees' responses to the Great Place to Work Trust Index, a proprietary employee survey developed by the Institute. Further information used for the selection process is provided by completion of the Great Place to Work Culture Audit, a two-part management questionnaire also developed by the Institute.

About Wavelength International – www.wave.com.au

Established in 1999 by founding directors Dr John Bethell and Claire Ponsford, Wavelength International is a boutique, Sydney-based medical recruitment company. Wavelength International specialises in recruitment, immigration and locum services for medical professionals and healthcare employers through Australia, New Zealand, Singapore, Canada and beyond. Wavelength's client base includes general practices, private and public hospitals, diagnostic clinics, medical repatriation organisations and medical defence / military facilities.

Since founding the company, the directors of Wavelength International have remained true to their original vision of founding an ethical recruitment company based on the principle of integrity. It has built a reputation for creating and delivering tailored solutions for the career needs of doctors for more than 11 years. The company is made up of specialist divisions including Junior Doctors, Registrar Doctors, Specialist Doctors, General Practice and Locum Services.

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