

How to attract youngsters to the graphical industry



Marcel Lamain



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Introduction

GOC is an institute for professional education, economic and organization research, and career guidance in the paper, print and communication industry in The Netherlands.

GOC was founded more than 90 years ago by the employers organizations and the labor unions.

GOC is staffed by high skilled personal with a long experience in the industry.

GOC is the main authority of knowledge about trends, technology, skills, economy and labour market of this industry in The Netherlands, and a supplier of knowledge to the Dutch government, the commercial banks and Intergraf.



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Tight labor market and demand for staff

In the Netherlands the graphic industry faces bottlenecks in searching and recruiting employees

Decreasing numbers of companies next to simultaneously decreasing numbers of people employed caused downward interest in jobs in the industry.
Less employment opportunities.

Causing a decline in education too, for the more traditional jobs within the industry.
Last year in the Netherlands only 37 youngsters were educated at a vocational qualification level 2 or 3.

Even the (possible) reservoir of unemployed graphic staff is drying out

RESULT: a structural shortage of graphic- technical professionals



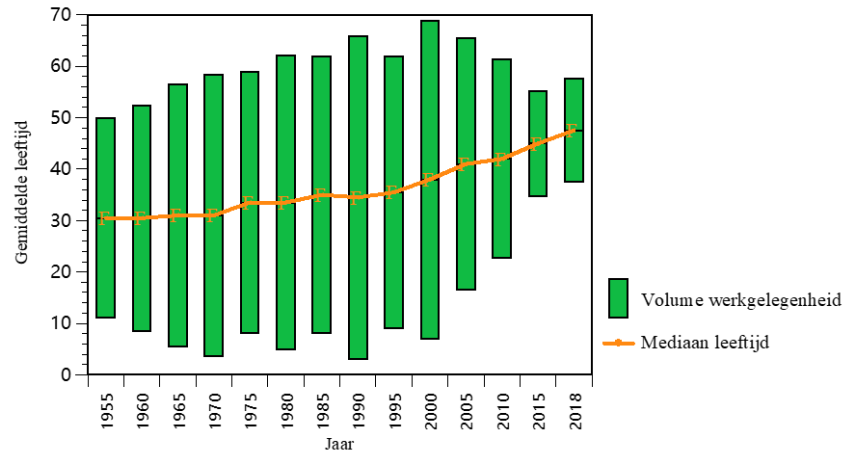
Tight labor market and demand for staff

Demand for staff in the next years will increase, due to ageing of the workforce

- Average age:
 - 2008: **42**
 - 2018: **48**

Grafiek 2 Toename gemiddelde leeftijd en krimp totale werkgelegenheid

De lijn vertegenwoordigt de mediaan leeftijd, d.w.z. dat 50% jonger en 50% ouder is.
De staven vertegenwoordigen de omvang (volume) van de werkgelegenheid.



Bron: data van ASF, bewerking door GOC

Tight labor market and demand for staff

Increasing number of vacancies

2016	221
2017	304
2018	430

Due to ageing of the workforce these numbers will possibly increase further on
Mostly wanted are printers and finishing employees.

The expected employees who will reach their retirement age in the next 2 to 3 years will number up to 300 or 400 people. Mostly traditional skilled workers.

RESULT: the pressure is on !



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Actual situation

An aging workforce and a lack of interest in the (new) jobs available in the sector is fragile to the paperprinting sector.

Youngsters must be tempted to join in. By addressing them and make them aware of the fact that jobs are not only printing or afterpress ones.

We need people who want to be employed in the industry



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What's done in the Netherlands

In cooperation with the A&O Fonds Grafimediabranche, GOC started a project to recruit apprentices for a dual educational program (4 days a week work, 1 day training/education a week) to meet the shortages of skilled employees in the sector

By starting recruitment through the common channels:

- Governmental employment offices (UWV)
- Unemployment benefit agency
- Commercial agencies, payroll-companies, etc

The most obvious places to find people looking for a job

BUT: a stressed labor market, where all sectors are looking for staff, the graphic industry wasn't a first choice, candidates actually where not to be found.



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What's done in the Netherlands

Late august this year, 2018

GOC made a change, within a regular survey on the labor market, we asked companies what are the main channels through which nowadays (young) people are willing to applicate for a job.

1. Relations
2. Social Media

Tabel5 Kanalen van personeelswerving

Grafimediabranche

	Kanaalingezet bij werving	Laatste succesvolle aanneame via kanaal
Wervingskanaal	% bedrijven	
Via relaties	38,2%	28,8%
Sociale media	28,5%	14,9%
Uitzendbureau	12,7%	10,9%
Advertentie in (dag)bladen	13,0%	9,1%
Vacature sites	16,9%	9,1%
Eigen website	18,1%	6,6%
Open /spontane sollicitatie	5,5%	6,1%
Via eigen personeel	7,6%	6,0%
UWV	8,0%	3,1%
Werving- selectiebureau	3,6%	2,9%
Onder eigen personeel	5,0%	1,1%
School, stagiaire	2,6%	1,0% creëert toekomst
Detacheringbureau	0,7%	0,3%
Gemiddeld aantal kanalen	1,6	1

Bron: GOC Vacatureonderzoek

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What's done in the Netherlands

GOC started a focused recruitment campaign through social media
In cooperation with a dutch company : Adver -Online

At first nationwide, later on focus on specific regions,
actually where the vacancies are !!

Using a combination of jobnames, to attract and closely cooperation with
companies having vacancies making them play a part in the project.

We show them short job- videos, impressions of the workplaces etc.

Results are promising, in the short time from september 1th, we had around 180
applicants, and around 60 who are in an application procedure with companies.
By personal contact and assessments executed by GOC-staff, before presenting
the candidates in the companies




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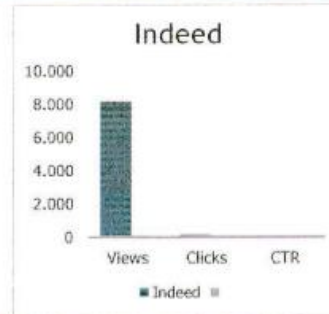
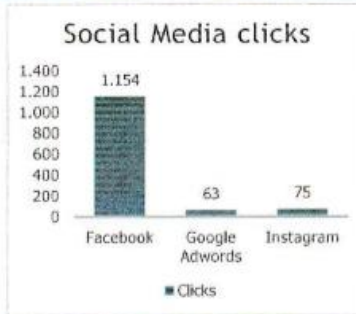
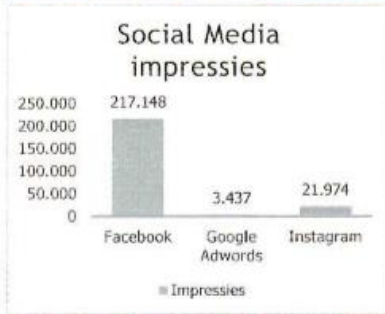
CTR = Click Through Rate, 1,9% (2% is really good)

creëert toekomst >

Results.....

PERFORMANCE OVERZICHT - GOC

 Aantal dagen live: 67



Leerlingen Grafisch / Technisch Operator - SOCIAL MEDIA

	Impressies	Clicks
Facebook	217.148	1.154
Google Adwords	3.437	63
Instagram	21.974	75
TOTAAL	242.559	1.292

-  Clicks **1.2K**
-  Social likes **1.9K**
-  Bereik **180.9K**
-  CTR Social Media **0.53%**
-  Leads **15**

Leerlingen Grafisch / Technisch Operator - Indeed

	Views	Clicks	CTR
Indeed	8.162	155	1.9%



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What has to be done in the Netherlands

However there are still companies looking for the ultimate suitable candidate. Young, skilled and experienced (preferably graphical) for the job, but they are no longer available.

So we tell companies not to seek any longer for the most suitable employee, but dare to fascinate and bind people willing to get a job in the graphical industry. One way is to give (young) people a chance and train / educate them

We have to catch up with modern times.

As a sector we must be all-in this together



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Therefore enhance the attractiveness of the Industry

Employers, employees, sector institutes, educators (public & VET)

- We need to come out of the shadows and promote our industry.
- We promote environmental consciousness.
- We inform on the effects of various regulations and laws. Where do we talk about printing and its significance in our everyday lives?
- We assume that everyone knows about printing..., and the need for it

- We all know what happens when you assume!

As an industry, we help companies promote their products and services, yet we fail to promote our own industry and the career opportunities available.



Thank you !



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