



Increasing Diversity Spend in Australia

KellyOCG® helps a manufacturer boost engagement with indigenous-owned organisations.

THE COMPANY

An international manufacturer and distributor of engines and power generation products has engaged KellyOCG as its MSP provider for five years.

THE CHALLENGE

To meet corporate diversity goals, the organisation needed to increase contingent labour spend amongst diverse companies—particularly those owned and operated by indigenous people.

THE SOLUTION

KellyOCG developed a plan to engage more indigenous-owned-and-operated recruitment firms and worked closely with them to ensure their success.

THE RESULT

The amount of diverse spend has grown 5% year-over-year.

To meet corporate responsibility objectives, an international power generation products manufacturer with operations throughout Australia was looking for opportunities to expand its supplier diversity initiatives locally. The company recognised that by increasing its spend with recruitment agencies owned and operated by underrepresented groups within the indirect procurement category, it would be closer to achieving those goals. In addition, offering more opportunities for diverse suppliers would support the company's brand and place it in a better position when bidding on government contracts.

As a result, the company consulted with KellyOCG, its long-time MSP provider, to develop and implement a plan to increase the number of indigenous owned suppliers on its MSP panel.

In alignment with the company's diversity strategy, we immediately got to work identifying diverse organisations to add to the company's contingent labour panel. Along with our client, we jointly attended Supply Nation Connect, Australia's largest B2B event spotlighting indigenous-owned-and-operated businesses. At the event, we met with representatives from diverse recruitment agencies in an effort to give them more opportunities to secure contracts with our client. Many exhibiting agencies were very interested in joining the panel, and our team vetted the companies by reviewing their capabilities and conducting interviews with representatives on-site.

At the conference, we identified two indigenous-owned-and-operated contingent labour agencies for the client to partner with. We then assisted with onboarding by taking the firms on site visits and highlighting vacant roles the agencies could help fill. KellyOCG negotiated service-level agreements designed to ensure they would be successful in the positions.

While we were productively bringing the company together with diverse agencies, our effort did not come without challenges. For example, the organisation initially believed that increasing spend with diverse firms would automatically result in more diverse talent coming into the company. We had to educate the team about why this was not the case, and advised that a focus on bringing in more diverse talent could be a second phase. Additionally, the efforts were conducted under a “vendor-neutral” model, which meant KellyOCG could not show favouritism to any particular labour agencies on the pre-selected panel, and terms had to be as commercially beneficial to the agencies as possible.

Despite these challenges, our diversity initiatives have been fruitful: Since shifting our focus toward increasing supplier diversity in 2016, the percent of diversity spend has grown 5% year-over-year, with the KellyOCG-administered programme now accounts for 17% of the company’s diversity spend.

KellyOCG’s high-touch approach to onboarding proved advantageous for the company and indigenous-owned-and-operated agencies alike by ensuring programme terms were mutually beneficial and understood by everyone involved. By demonstrating efforts to engage with diverse agencies, the organisation has improved its business prospects and increased its chances to supply equipment for government projects.

By acting as an extension of the organisation’s procurement business in the MSP space, KellyOCG has helped successfully meet current diverse spend goals and positioned the programme for expansion if and when necessary.

Our Value



About KellyOCG

KellyOCG® is the Outsourcing and Consulting Group of workforce solutions provider Kelly Services, Inc. KellyOCG is a global leader in innovative talent management solutions.

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