

Staff Retention

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Research Purpose

The northern beef industry is the backbone of Australia's beef production, but it faces unique retention challenges:

- **Remoteness and isolation** of stations
- **Demanding physical work** and long hours.
- **High turnover**, particularly among younger workers.
- **Skills shortages**, with many pastoral companies struggling to attract and keep capable staff.

Key Learnings

6 Keys to Staff Retention

Leadership – Lead with clarity, consistency, curiosity and care.

Value – Recognise and appreciate contributions – Get to know them.

Belonging – Build a supportive team culture.

Transparency – Communicate openly and honestly.

Growth – Provide training and development opportunities

Community – Foster connection on and off the workplace.

Travel (Map or Photo)



Case Studies

Farmers and business owners in Zimbabwe realised that to keep skilled and loyal staff, they needed to invest beyond the workplace. They began:

Building schools – Providing healthcare facilities – Supporting local community

Impact:

Workers were able to **live with their families on or near the farm**, reducing the stress of separation.

Staff turnover decreased, as employees felt more settled, supported, and valued.

Farms developed a strong reputation for being community-focused, attracting workers who were seeking stability and belonging.

Recommendations for Industry

1. Know your Business – Define your vision, values, and culture. Be the workplace where people feel they belong.

2. Recruitment – Hire the right people for the right roles, aligned with your culture and team.

3. Leadership – Invest in strong, people-focused leaders that can lead with curiosity. Provide ongoing guidance and development.

4. Growth – Make staff development a priority through training, mentoring, and career pathways.

Thank you to my sponsor



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