

## **MEDIA RELEASE**

### **HATTONNEALE LAUNCHES TO TAP GROWING PORTFOLIO CAREERS SECTOR**

#### **Skills shortage and ageing workforce forces more flexible work choices**

#### **Leveraging executive level expertise on a flexible basis saves costs in tough economic times**

August 21, 2008: Former Hudson CEO, Anne Hatton, and former George Patterson Managing Director, Jane Neale, have combined to establish Hattonneale, a business and executive search consultancy that focuses on the emerging portfolio career and virtual worker sectors to help address the executive skills shortage.

Hattonneale works only at executive and board level and introduces a unique concept to the Australian market – bridging the gap between traditional executive search and business consulting.

Anne Hatton, the former Australia and New Zealand CEO of global recruitment company Hudson said the concept for Hattonneale came from rapidly changing white collar workplace trends. “Australia now has the second highest rate of part time work in the developed world and the rate of part time work has almost tripled since 1966 to now represent 29 per cent of the workforce\*, of which 32 per cent are professionals,” she said.

“The professional workplace is characterised by demand outstripping supply, increasing turnover of executive talent and skills gaps across many sectors. Highly skilled and experienced executives are becoming more and more selective and are seeking portfolio careers and more flexible work choices.”

A portfolio career combines a number of executive roles, such as freelance work, contract and project roles board positions and executive coaching and mentoring with a number of different employers. When combined, they offer the equivalent of a full-time position, but offer more autonomy, flexibility and variety of business tasks.

Hattonneale connects executives seeking portfolio careers with companies who need short or long term executive level input and expertise.

“We provide companies with a competitive advantage by providing executive talent on flexible terms for interim or fixed-term engagements and we make it possible for smaller, growing firms to have access to some of the best corporate talent available,” Hatton said.

“Hattonneale offers flexible work options for a select group of successful executives who no longer wish to work fulltime such as consulting, contract, coaching, mentoring and advisory board roles.”

Jane Neale said that portfolio careers are a perfect career choice for baby boomers and women. During the next five years employment in the areas of management, finance and administration will grow by more than 20 per cent\*\* and women and older workers will help meet this demand.

## *Media Release cont...*

"A portfolio career is really about career self-management and is being embraced by a growing number of baby boomers who may be nearing the end of their careers but are still looking for challenges. These people can offer companies senior level advice that they would not have been able to otherwise afford," she said.

"Portfolio careers are also particularly attractive for business women, who may have left the workforce to have a family, but are seeking a return to corporate life that offers the flexibility they need."

By 2012, the number of workers aged 55-plus will increase by 14 per cent representing almost 250,000 workers, while women aged 55-plus will rise by 19 per cent, offering an attractive solution to the skills shortage.

In Australia, only about 10 per cent of Australian white collar executives are virtual workers but in the US there is an estimated 4 million virtual workers.

"The advent of portfolio careers and virtual workers does require a cultural shift in Australian business but the demographic and workforce shifts occurring right now cannot be ignored. Both approaches to work do not only have skills and experience benefits to companies, it enables them to broaden the recruitment pool and also provide a solution to protecting the balance sheet," Hatton said.

Among services to its clients, Hattonneale offers executive talent contracting, executive search and executive talent consulting. Services to executives of Hattonneale include advice for setting up their own company for a portfolio career, back office support services, career coaching and mentoring training.

Its clients include small to medium growth companies across a range of industry sectors from engineering and construction to fast moving consumer goods (FMCG), retail and professional services, in addition to selective larger businesses.

Anne Hatton was employed by Hudson, previously TMP Worldwide and Morgan & Banks, for 13.5 years. She commenced as a Recruitment Consultant in financial services, progressing through management to become CEO Hudson Australia and New Zealand for the last four years.

Anne has significant client acquisition and development experience with national blue chip companies, government and small/medium growth organisations.

Jane Neale has 20 years experience in the advertising industry including three years as Managing Director of Australia's largest advertising agency, George Patterson. In her years at George Patterson, Jane consulted on a vast range of blue chip multi-national and local clients. Jane led several restructuring and cultural change programs in her management roles and has significant team development and organisational change management experience. Most recently Jane has been a Board and Advisory Board consultant.

\*Productivity Commission Staff Working Paper "Part Time Employment: the Australian Experience" – June 2008.

\*\*IBIS World 2007

**ends.**

### **About Hattonneale**

Hattonneale is an executive talent consultancy that bridges the gap between traditional executive recruitment and business consulting. It connects its network of executive talent with quality, dynamic, growing businesses. Hattonneale's approach is bi-focal; it focuses equally on the needs of its clients and its executives. Its services include Executive Talent Contracting, Executive Talent Search (Permanent and Board Positions), Executive Talent Consulting (employment branding, recruitment strategies, coaching, mentoring, succession planning and career transition). See [www.hattonneale.com.au](http://www.hattonneale.com.au)

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