

The Sigmar Job Creation Initiative Feedback Survey – Report

“WE HAVE **IDEAS** THAT COULD **CREATE** THOUSANDS OF JOBS...
NOT LET’S MAKE IT **WORK!**”

SPSS



May 2010
www.jobcreation.ie

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Executive Summary

In April 2010 Sigmar teamed up with SPSS Ireland to investigate attitudes and perceptions of Ireland's executives towards the Sigmar Job Creation Initiative.

After officially launching the initiative in April, Sigmar wanted to gather the feedback of the main stakeholders of this project to drive the recognition of these initiatives national wide.

The Sigmar Job Creation Initiative is a 10 point plan comprising practical recommendations from employers. The prime objective of each initiative is to create jobs and remove barriers for jobseekers.

The 10 initiatives are:

Initiative 1 - Appointment of Job Creation

Initiative 2 - National Job Seeker Database

Initiative 3 - Enterprise Placement Scheme

Initiative 4 - Open Data Initiative

Initiative 5 - SME Graduate Programme

Initiative 6 - Self Employment Initiatives

Initiative 7 - Export Ireland Initiative

Initiative 8 - Piece Work Initiative

Initiative 9 - National Recruitment Body

Initiative 10 - Employee Innovation Initiative

Sixty one (61) employment leaders participated in the survey out of a total of one hundred and eighty five (185) people who received the survey link via email. An overall response rate of 33% was achieved.

Top 3 initiatives:

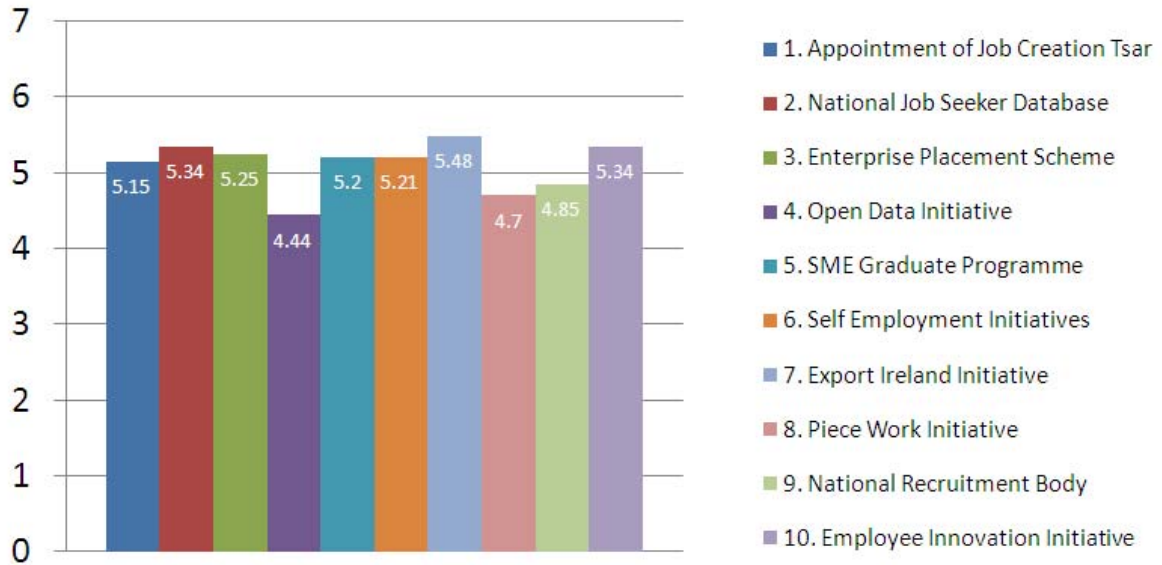
1. Employee Innovation Initiative (10.65)
2. Enterprise Placement Scheme (10.48)
3. SME Graduate Programme (10.43)

Methodology

The survey was conducted via the internet using the SPSS web survey tool – “Data Collection”. All delegates received an introductory email with the link to the online survey. A unique access code was allocated to each of the one hundred and eighty five (185) people who received the invitation. A few extra codes were generated to accommodate any changes in the delegates list. The online survey was active for two weeks, from 5th to 19th of May 2010.

Question 1

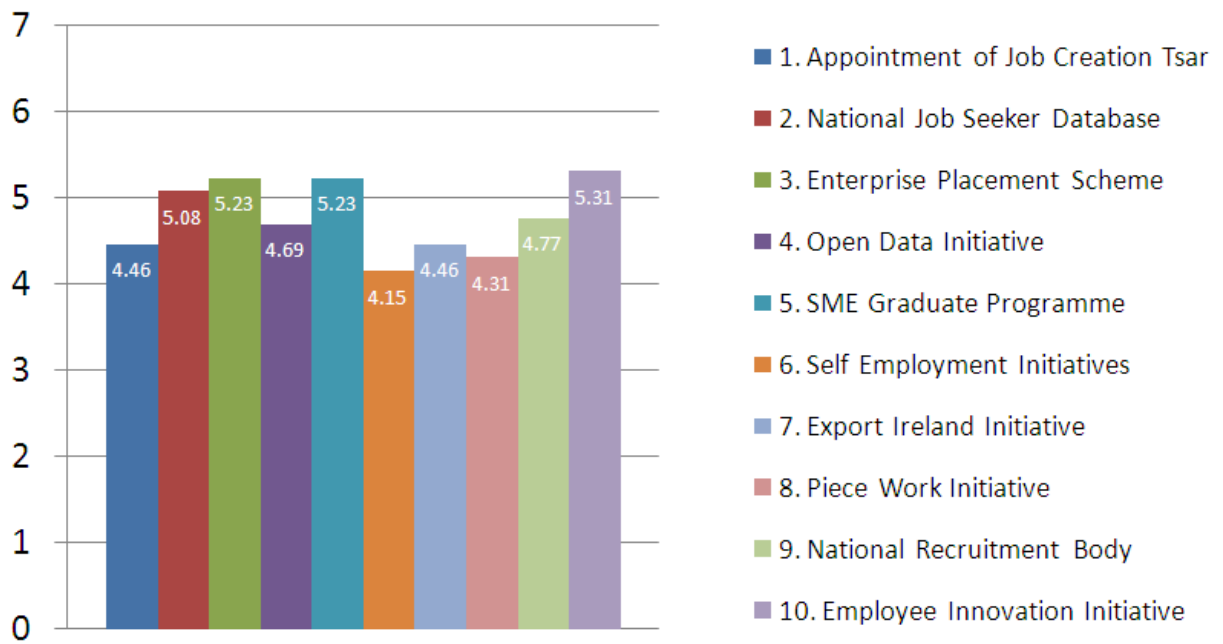
“How would you rate these initiatives in relation to job creation in Ireland?”
(Please rate on a scale from 0-Poor to 7 Excellent)



Question 2

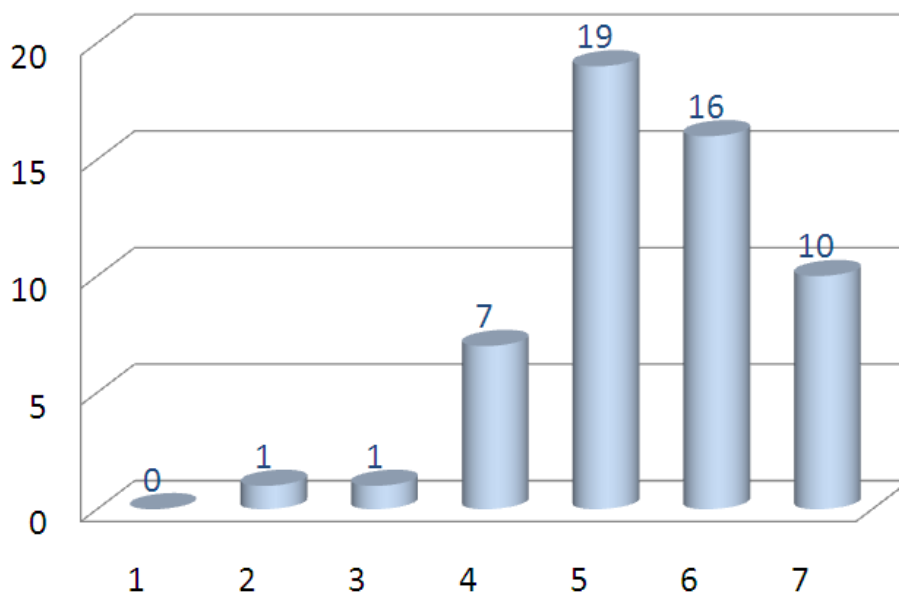
“As an employer how relevant is each of these initiatives to your organisation?”

(Please rate on a scale of 0-7 where 0 is not at all relevant and 7 is extremely relevant)



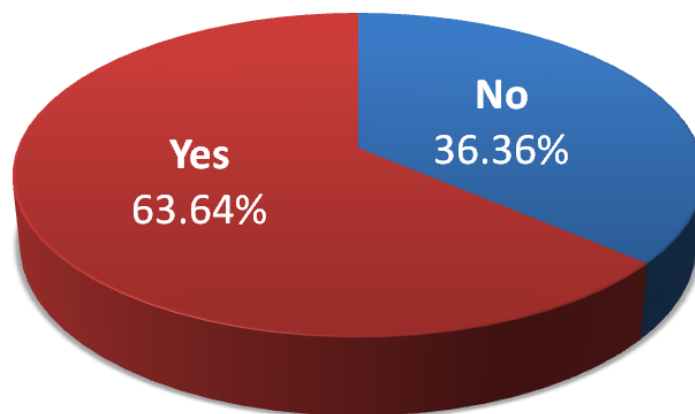
Question 3

“How would you rate the Sigmar Job Creation Initiative Plan as a whole?”
(Please rate on a scale of 0-7 where 0 is poor and 7 is excellent)



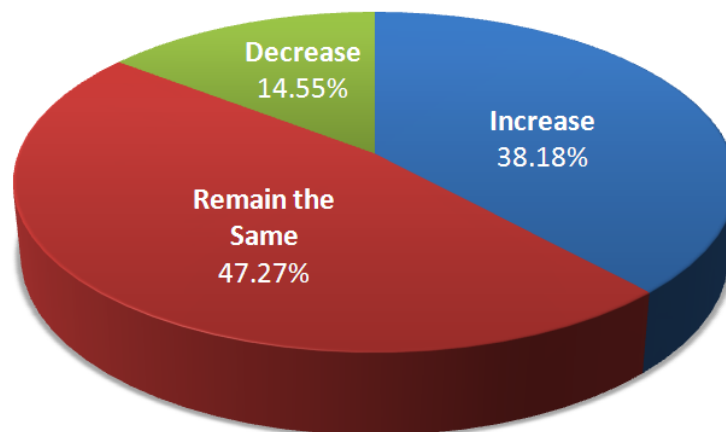
Question 4

“Would you be interested in participating in a future Job Creation forum?”



Question 5

“In the next 12 months do you plan your workforce to: Increase, Decrease or Stay the same?”



Comments

| Name | Title | Comments | Organisation |
|------------------|--------------------------------|--|---|
| Michael Cummins | Account Director | Great to see Sigmar willing to invest so much time and effort in this initiative. Well done! | SunGard Consulting Services (Ireland) Ltd |
| Alan Browne | Human Resources Director | I think Sigmar and Robert deserve significant credit for their efforts in developing and supporting this initiative. As we would have discussed, there is a need for growth in business to enable the generation of employment opportunities and many of these initiatives are trying to best position people and businesses to take advantage of growth opportunities as and when they arise in the economy in the future. In this regard this is an extremely worthwhile task. | Glanbia Consumer Foods Ireland |
| Jim Dolan | Human Resources Director | This initiative has already started at a time when some other bodies have a credibility problem - it should be pushed at this point and taken to higher levels. Some soundings should be obtained from the Trade Union movement in relation to what they think about this type of initiative. | ISS Ireland Limited |
| Louise Coulter | Snr HR Generalist | Very interesting ideas that have been proposed here, good to see some new ideas. | FINEOS |
| Nora O'Neill | | I feel that a positive and fresh look the employment situation is welcome, and I feel employment agencies are at the coal face. | Easydentic Ireland |
| Caroline McAniff | International Staffing Manager | Really didn't have time to read this in-depth but it looks like a wonderful initiative with fantastic individuals behind it who are full of new, creative ideas and will no doubt make this a success. | Welch Allyn |

Survey Participant Companies

| | |
|---|-----------------------------------|
| Aetna | Grant Thornton |
| Airtricity | Hertz |
| Ansamed | HSBC |
| Arjo | Institute of Professional Selling |
| Arvato Finance Services | ISS |
| BMS | K-Mac |
| BNY | KN Network Services |
| Business Excellence & Lean Six Sigma Consulting | Lir Chocolates |
| C&C Group | Mars Ireland |
| Cadbury | Mediaworks Ltd |
| CB Richard Ellis | Nexala |
| Central Bank | Nolan FS |
| Chambers Ireland | Norkom |
| CHEP | Northern Trust |
| Cisco | NRF |
| Cognex | OwensDDB Ltd |
| Daft | PineBridge |
| DelphiSungard | Roche Products |
| Depuis | Sage |
| Digicom | Schering Plough |
| Dimpco | Sigmar |
| Doosan Infracore | SoftCo |
| Elavon Merchant Services | SPSS |
| FÁS | Stocker Yale |
| Fineos | TopChem Laboratories |
| Flynn O'Driscoll Business Lawyers | Trinity college dublin |
| Generali | Vistamed |
| Glanbia | Welch Allyn |

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