



# HOLDING ONTO YOUR BEST PEOPLE

## *why staff retention matters more than ever*

In Queensland's residential construction industry, retaining high-performing staff has never been more crucial. As the state navigates labour shortages, increased project demand, and economic fluctuations, the ability for companies to hold onto experienced, skilled workers is directly linked to profitability, client satisfaction, and long-term business stability.

At Define Talent, we partner with builders and suppliers across the Sunshine State daily, and one message is clear: recruiting the right talent is only half the challenge—keeping them is the real test.

## THE CURRENT LANDSCAPE

The residential construction sector in Queensland has experienced significant growth over the past few years, bolstered by interstate migration, government stimulus, and ongoing demand for new housing. However, with this growth comes pressure: tighter timelines, increased material costs, and a national shortage of skilled trades and support staff.

Compounding the issue is the highly competitive nature of the market. Employees with construction experience—especially those in client liaison, estimating, drafting, project coordination, and supervisory roles—are in high demand. This environment puts staff in the driver's seat when it comes to career options, making retention strategies a non-negotiable part of business planning.

## WHY STAFF LEAVE (AND WHAT TO DO ABOUT IT)

At Define Talent, we've seen consistent themes around why professionals leave roles in the industry:

- Lack of career progression
- Unclear communication or misalignment with company values
- Burnout from poor work-life balance
- Inadequate recognition or support

To address these issues, companies need to go beyond surface-level perks and get to the heart of what employees want: purpose, connection, and opportunity.

## PRACTICAL STRATEGIES TO IMPROVE RETENTION

### 1. Offer Career Pathways

Even in smaller construction firms, there are opportunities to provide growth—whether it's upskilling through formal training or offering exposure to other departments like estimating or project management. Regular development conversations show your team you're invested in their future.

### 2. Be Proactive With Culture

Company culture isn't about the Friday BBQ (although that helps). It's about how leaders show up, how mistakes are handled, and how people are supported. Strong culture comes from consistency, fairness, and transparency.





### 3. Flexibility Where It Matters

While site-based roles may have limited flexibility, back-end office and hybrid roles such as Client Liaisons, Draftees, and Admin/Accounts often don't require a strict 9-to-5. Offering flexibility—even a day or two per week—can significantly improve morale and retention, especially for working parents.

### 4. Competitive (and Fair) Remuneration

Pay is rarely the only reason someone stays—but it can be the reason they leave. Ensure your salaries align with market expectations, and consider benchmarking roles with recruiters (like us) who live and breathe construction hiring in Queensland.

### 5. Celebrate Loyalty

Tenure should be recognised. Whether it's through service awards, public appreciation, or just a heartfelt thank you, small gestures make a big impact.

## THE DEFINE TALENT PERSPECTIVE

At Define Talent, we work with residential builders across Queensland—ranging from boutique operations to large national players. What sets the successful ones apart? They treat recruitment and retention as part of a long-term people strategy, not just a hiring transaction.

We believe that retaining your team begins well before day one. It starts with hiring the right fit, onboarding with purpose, and nurturing a workplace where people feel seen and supported.

In a market where skilled staff are gold, investing in your team isn't a cost—it's a competitive advantage.

## LOOKING FOR SUPPORT?

At Define Talent, we partner with you to attract, retain, and grow top-tier talent for the long term. Reach out today to start the conversation.



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