

# Relocation Connection

*Keeping you in touch*

Quarter 2, APRIL 2010

## WELCOME

*Autumn is knocking at the door already. I hope quarter One of 2010 has been successful for you. It certainly has been for us; we were notified that Personnel Relocations has been **shortlisted** for the International award of “**Rising Star in Relocation.**” You can imagine our excitement as we look forward to rubbing shoulders with some of the big names in International Relocations in London on the 6<sup>th</sup> May. See more about the RE: Locate magazine awards on page 4 of this newsletter.*

*Robyn*



## In this issue

### Engaging your top-level staff.

We look at two recent surveys to help you evaluate and compare your company's position on a global scale.

Transatlantic CEO comparison	Page 2
Highlights of the HSBC Expat Survey	Page 5
FAQ on the RE: Locate Awards	Page 4

### The relocation of an employee and their family can often add up to as much as three times the annual salary.

This cost, coupled with the vast experience they bring with them, makes it obvious, that you want to keep them, and keep them happy.

This edition will also help you to compare Australian companies, so you know if you are in the ballpark with international trends of expat engagement.

Read more on page 2





## Comparison 1996 to now

### Without a University degree

1996 : 37.4%

Now : 4%

### With International experience

1996 : 42%

Now : 67%

### Average Age:

1996 : 55 years

Now : 52 years

### Internal promotion

1996 : 72%

Now : 66%

### Super CEO's (under 45 years)

1996 : 6

Now : 12

### Women

1996 : None

Now : 5

## Transatlantic comparison of Top Business Leaders

Dr Elisabeth Marx has been analysing and studying the backgrounds of the CEO's of the top 100 FTSE & Fortune 100 Companies since 1996. She has recently revealed her findings into a comparison of the top business leaders. Giving us an insight into their rewards, progress and differences.

The UK and Europe revealed their CEO's are more likely to be:

Of a Foreign nationality with extensive International experience

As compared to the US counterparts who are older, have been promoted from within their company, and have longer tenure.

## International experience, is it imperative?

Only 33% of leaders in the US, have more than 1 years international working experience. Given the presence of so many global companies in the Fortune 100, is the lack of global experience necessary? What are the implications? Dr Marx interviewed over 200 executives, who all believed their international experience had :

- Improved their confidence,
- They could better handle difficult and unpredictable situations
- Their understanding of cultural nuances had reinforced their ability to think strategically.

There is already a gravitation in the financial industry for services to move from New York to London, could the US be at risk of losing their top CEO's who yearn for the international stimulus?

## HSBC Expat Survey, how does Australia fare?

If you are looking to recruit from overseas, or, perhaps trying to convince an employee to relocate, these highlights are what they can look forward too. It's not always about the money.

### ECONOMIC REPORT

Australian expats found they incur higher everyday costs, lower salaries but, they were still saving more than in their home country

- Over 63% of respondents reported earning less than US\$100 00 per annum. Despite this, 70% said that they had more disposable income.
- Increases in costs were noted in food, accommodation, utilities and healthcare.
- 60% of expats have increased their savings, and 54% own a property here.

### LIFESTYLE REPORT

Overall, Australia ranked 2<sup>nd</sup> in the world for lifestyle, the top spot went to Canada. Top reasons people enjoy Australia are:

- The weather
- Family Life
- Entertainment
- Quality of Housing

### OFFSHORE OFFSPRING REPORT

Looking at where is the best place in the world to bring up children. Australia is voted best place in the world for brining up children, the mixture of outdoor entertainment, education and healthy eating, puts us top of the log.

83% of children found it easy to make new friends and adapt to the schooling.

48% of families reported that the quality of their family life had improved, the global average for this was 38%.

However, the expenses associated with having children in Australia were 47% higher than the 25% Global average, mostly due to the high cost of childcare, and the children's social activities.

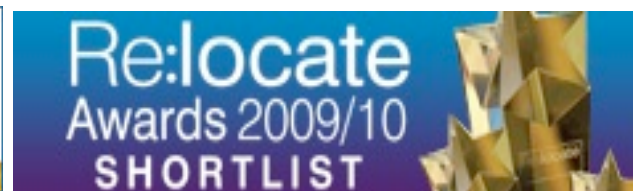
For our full report head over to our website [www.personnelrelocations.com.au](http://www.personnelrelocations.com.au)

## RE:LOCATE AWARDS 2009/10

**When you've got, shout about it. So we did, right across the globe.**

RE:Locate Magazine was so impressed with our "Fresh approach to Relocation" that they have shortlisted us for "Rising Star in Relocation" award.

We are proud to be the only Australian company shortlisted across all 7 categories.



### The answers to the questions everyone is asking us:

#### **Who organizes the awards, who are "RE:Locate"?**

*Relocate* is an international portal for HR professionals and relocation specialists. They provide information on all aspects of relocation, from policy, financial and legal issues to short-term assignments, recruitment and immigration, through their printed magazine and online resources.

#### **Who are the judges?**

It is a panel of 8 judges, whose expertise cover all aspects of Relocation and business Management, they include Alison Van Dalen, chairman of the ARP and director at Pricoa Relocations. Helen Walton, director for Global Mobility at Astra Zeneca. Susie Inwood who specializes in Expatriation, dual policy and operations for international assignments.

#### **Who else has been shortlisted?**

In the category of "Rising Star in Relocation", we are shortlisted with only one other company.

#### **Which other companies are shortlisted?**

Over the 7 categories, there are companies such as Move One Relocations, Cartus, Pricoa, Connel Group. They are a mix of international companies.

#### **When do you find out?**

The Awards ceremony will be held at the Institute of Directors Dinner, in London's Pall Mall on the 6<sup>th</sup> May.





**SAVE THE DATE**

**RE:locate Awards**

**6 May 2010**

More information, <http://www.relocatemagazine.com>

**What's on**

**May/June**

The theatre performance of *Fame* kicks off in May. Don't miss the Titanic exhibition at the Melbourne Museum

**Mothers Day**

**9 May**

Originating from ancient Roman times, this day is celebrated with flowers and gifts of appreciation for mothers.

**IN THE NEXT ISSUE . . .**

Summary of what is in the next issue

- The RE:Locate Awards Ceremony
- How to make the most of your relocation agent. Are you getting value for money?
- Budgeting your relocation costs



Email: [info@personnelrelocations.com](mailto:info@personnelrelocations.com)  
 Or feel free to call Robyn direct: 0449 769 439