

NEWS RELEASE



RECRUITMENT FINALIST FOR 2008 TELSTRA BUSINESS WOMEN'S AWARDS

Since their inception in 1995, the Telstra Business Women's Awards have celebrated the achievements of some remarkable Australians across the country. Past winners have included some of Australia's most talented business leaders, whose career paths and individual achievements continue to inspire business people and the wider community.

This week in Adelaide, Telstra announced the 2008 South Australian finalists to include Nicole Underwood, General Manager of Entrée Recruitment. With over 4000 entrants, Nicole is one of six Finalists for the Hudson Private and Corporate Sector Award as well as the PricewaterhouseCoopers Young Business Women's category, which recognises the achievements of women under the age of thirty four. A previous state Finalist in the 2002 awards, Nicole said "it has been a vigorous process involving submission papers, reference checking and a series of panel interviews".

Nicole has lived and breathed recruitment for more than 10 years and established Entrée Recruitment in 2001 only 6 weeks after September 11 when most Recruiters were static or downsizing. Nicole entered the market with a very clear strategy on how Entrée would deliver a different service offering. Currently, 90% of all permanent business is retained boasting an impressive 98% success rate on all placements across business support and accounting. Other successful strategies have included partnering with selected clients for repeat business, a temp loyalty rewards program and clear account management guidelines which have resulted in temp retention rates of 99% and growing her business by 75%.

Nicole's recruitment career thrived after spending 3 years with publicly listed firm Recruitment Solutions where she was hired and mentored by Greg Savage and Ross Clennett to establish their Adelaide branch.

Since Nicole commenced operations in 2001, she has tripled staffing levels by offering a range of initiatives covering flexible working arrangements including part-time, internal teams and working from home. Nicole, a part-timer mother herself, has a strong belief in work/life balance and with this approach has achieved one of the industry's highest consultant retention rates.

"I certainly feel the awards have provided a unique and insightful opportunity to reflect on the past 7 years and how far the business has come" Nicole said. "The old saying that people are a company's greatest asset has certainly been proven in the awards process – my results and achievements are a direct reflection of the quality and commitment of the staff at Entrée Recruitment".

The winners of each category will be announced at an awards presentation luncheon to be held on Thursday the 30th of October 2008 at the Hilton Adelaide.

FURTHER INFORMATION:

Please contact Entrée Recruitment on (08) 8100 8877, email mail@entree.com.au or visit www.entree.com.au or www. <http://www.businesswomensawards.telstra.com>