



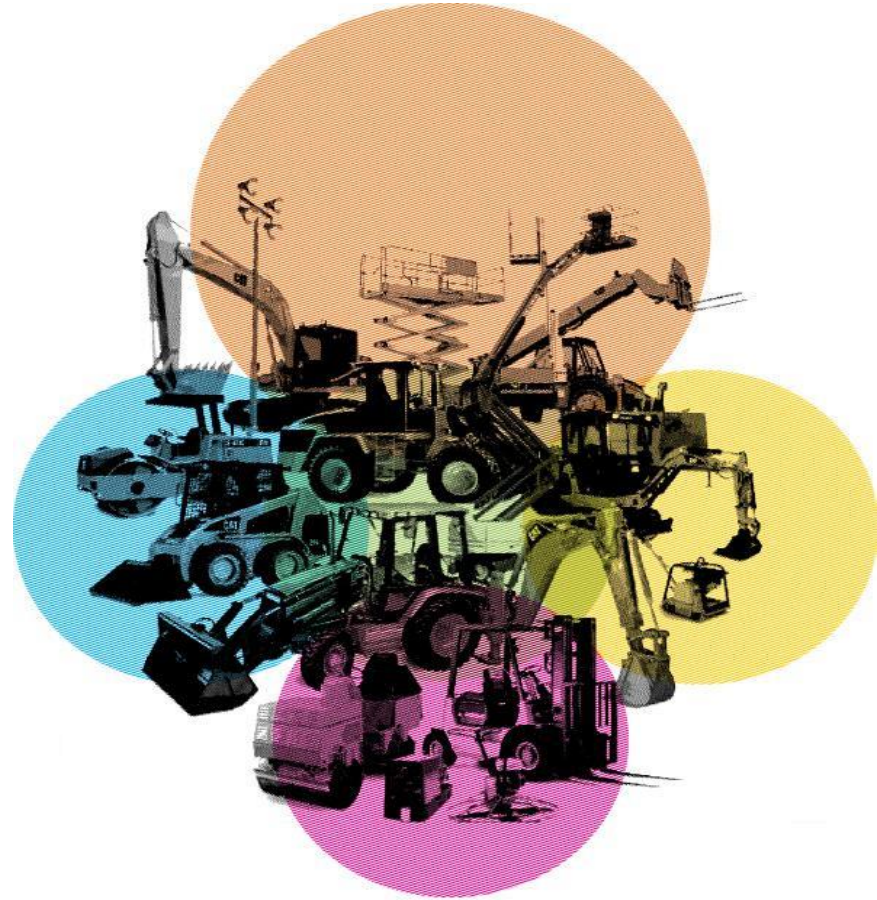
EUROPEAN
RENTAL
ASSOCIATION

HAE Careers in Hire

How do we build the workforce?

Paul Gaze - CEO

Hire Association Europe Ltd.



Please react on Twitter, [@era_rental](https://twitter.com/era_rental)

Agenda

HAE and my journey

Background to the challenges facing the industry

Skills, Standards and Sustainability

Attract, Recruit, Develop, Retain

The Hire Skills Agenda

Highlight sector credentials

Background to the challenges facing the industry

Significant demand for skilled and unskilled labour

Employment costs are significant and the churn rate of employees within the sector is too high (20-25%)

Once in the sector people are often recirculated / or poached between employers

Changing demographics

Awareness of sector

BREXIT

How do we navigate the environment to support members and deliver services



The objective is to make our members be the best they can be (Healthy and Successful)

Attract, Recruit, Develop, Retain

Promoted awareness of sector

Develop training materials

#Careers In Hire Campaign

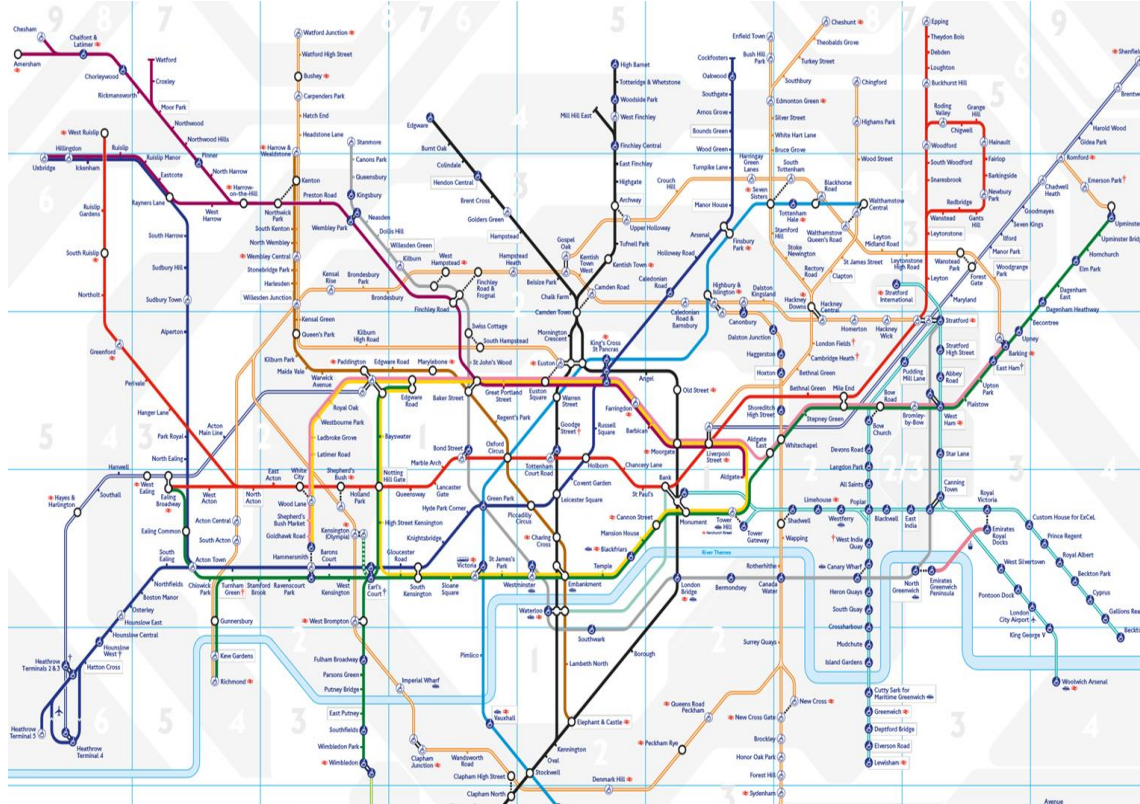
Developing the Talent Base and Pipeline

Hire Skills Pledge

Mental Health

ERA Convention 2023

HAE Careers In Hire



ENGINEERING

CUSTOMER SERVICE

TRANSPORT

SALES

IT

MARKETING

TRAINING

HEALTH and SAFETY

HUMAN RESOURCES

LEGAL

FINANCE

COMPLIANCE

 **Job opportunity**

SUPPLIER

CUSTOMER

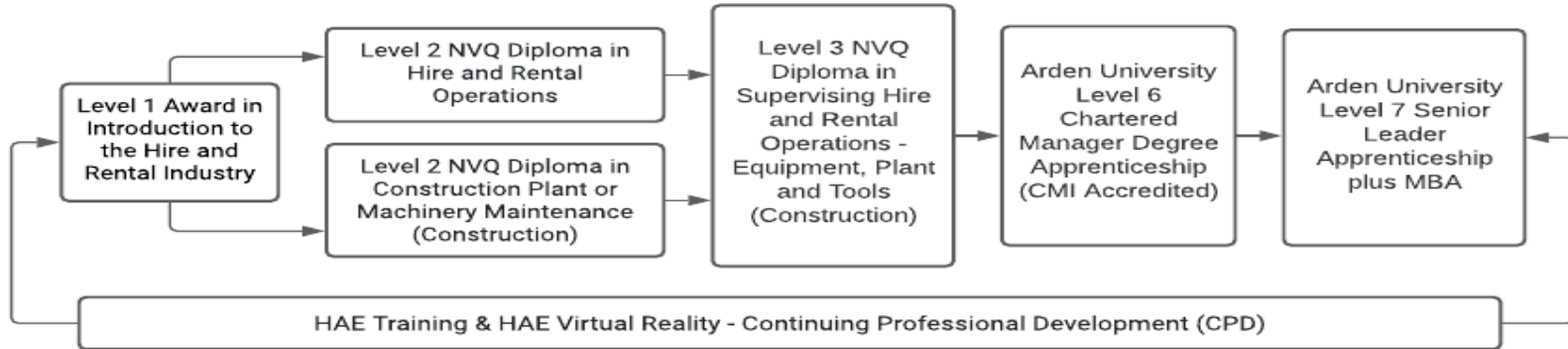
TRADE ASSOCIATION



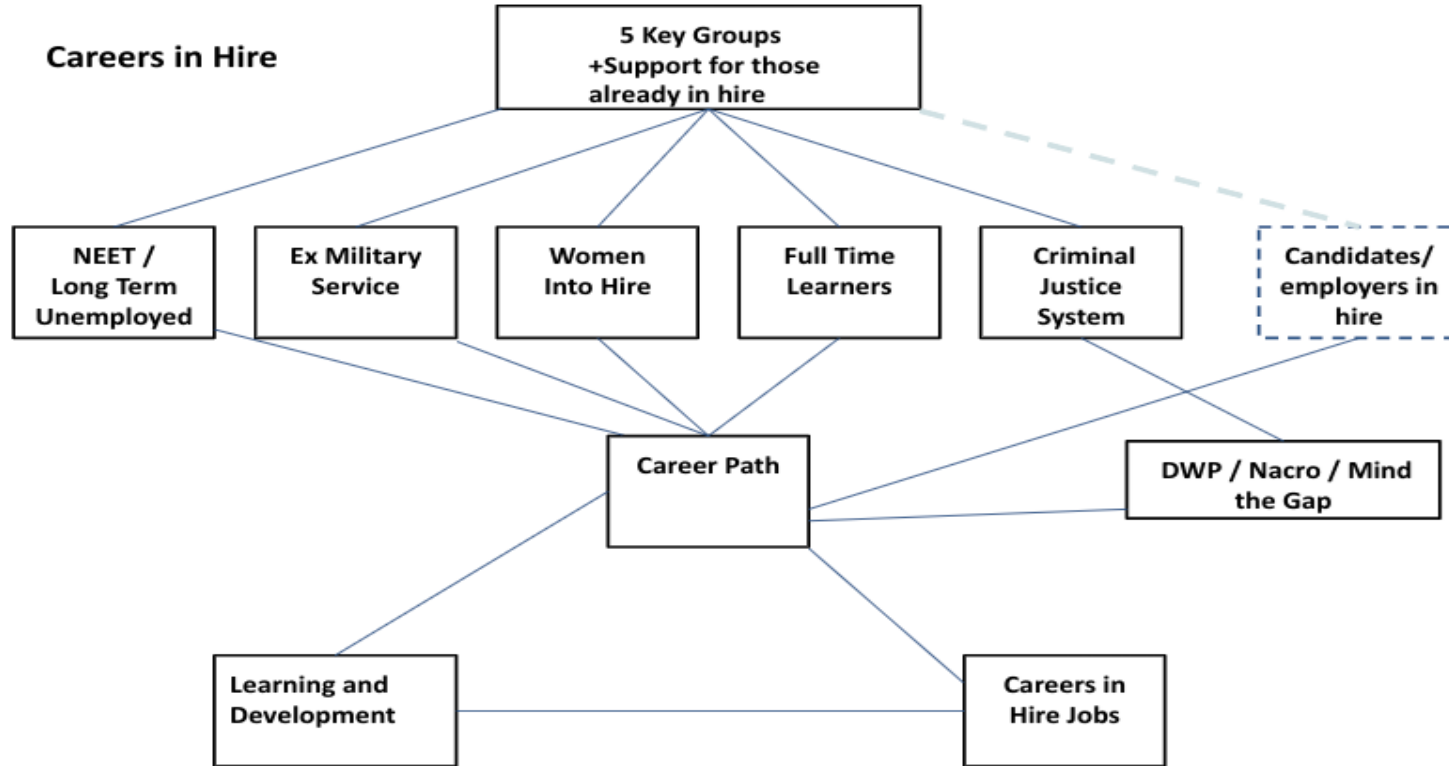
ERA Convention 2023, "INVESTING IN PEOPLE", Maastricht, 7 and 8 June

HaeEHa

Careers in Hire



Hire Association Europe Ltd 2021.



Developing the Talent Base and Pipeline

16-24 HAE advert - <https://vimeo.com/user43925535/review/698979365/8ef0ca95f4>

HAE carers advert: <https://vimeo.com/user43925535/review/698961962/95bcec9a7c>

The Hire Skills Pledge

- Strengthen the industry by creating a skilled and diverse workforce
- Raise awareness and inform people of the growing construction / event hire industry
- Adopted a similar approach utilised by CITB Go Construct / Build UK for the campaign:
[Go Construct](#)

Inspire people to consider a career in hire;

Discover what a career in hire is really like;

Experience the hire industry for themselves

Highlight Sector Credentials - #United For Mental Strength

**UNITED FOR
MENTAL STRENGTH**

Call to the Hire Industry to create Mental Strength

Connected. Supported. Focused.

Hae eHa
HIRE ASSOCIATION

#UnitedforMentalStrength

Summary

Background to the challenges facing the industry

Skills, Standards and Sustainability

Attract, Recruit, Develop, Retain

The Hire Skills Agenda

Highlight sector credentials

Any Questions?

Further Information

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