



Case Study

Asuria (formerly PeoplePlus)

The Challenge:

Conduct an executive search for a suitably experienced Vocational Education and Training (VET) Executive Director to lead Asuria's Registered Training Organisation (RTO) and Skills Division.

Asuria is a multifaceted, innovative human services organisation with operations in Australia and Europe, employing over 300 people. It offers a range of frontline public services including employment and welfare, training and allied health, with a view to matching people's skills to meaningful employment.

Having worked with Parkhouse Bell on other assignments, Asuria appointed us to conduct an executive search for a commercially minded Executive Director to lead its RTO and Skills Division. By tapping into Employment Services jobseekers and new Government funded opportunities, the newly appointed entrepreneurial Executive would be tasked with modernising and diversifying the existing RTO and expanding its footprint in the VET sector. The new Executive Director was to be the authority on Australian Vocational Education and Training, ASQA compliance frameworks and operational matters. As the go-to person for sector knowledge and trends, and in line with the executive culture, the new Executive had to be commercially focused, innovative and have a proven track record in growing a national RTO.

Parkhouse Bell commenced an executive search by reviewing suitable candidates in our networks, advertising on job boards and through social media channels, carrying out market mapping exercises to ascertain people of interest in similar RTOs, and talking to many VET sector professionals. We created a Candidate Pack for suitably experienced and interested candidates to review, detailing role and company information, that was well received by all who considered it and that captured the essence of the excellent opportunity available to join Asuria.

As time was of the essence, we submitted an interim shortlist of suitably experienced candidates after two weeks, allowing the interview process to commence. A further shortlist was sent for review at the end of the four-week point, with a total of ten candidates presented. Five candidates were then interviewed, with three moving to a second interview. Psychometric testing and references were completed on two candidates and a successful candidate was appointed thereafter.

The new Executive Director, Skills commenced in the role in late June 2021.