

Nomination: 5576

Claire Silver

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Inspiring Vacations

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Claire Silver

Category

C01 - C16 Individual > C08 - Employee Relations Professional of the Year

Individual Submission Format

Written Answers

a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required

As Head of Human Resources, Claire Silver has proactively driven initiatives to support employees and the wider business as Inspiring Vacations evolved from a modest travel start-up to a dominant player in the competitive touring industry.

Claire takes full responsibility to create and drive the people and culture initiatives, enabling the c-suite team to focus on doing what they do best - knowing that talent acquisition, employee engagement, professional development, payroll and operational HR are capably looked after. Claire is an optimistic, hardworking executive, and workplace coach. She is often referred to as the office-Mum who takes great care of the people, culture and environment.

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Inspiring Vacations truly values people; a key focus of Claire's is to drive employee satisfaction by creating a positive and invigorating work environment. The company has built a reputation as an employer of choice, boasting enviable staff retention. The fantastic work culture is evidenced by an employer NPS of 80.5% and customer/employer NPS of 80.5%.

Before joining, Claire spent 15 years in travel and recruitment leadership, as well as operating her own consulting business.

b. Outline the nominee's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

As the COVID-19 situation began to escalate in early 2020, there was enormous demand placed on customer service. As staff worked frantically around the clock, Claire set up numerous supports, including:

- A robust employee communication and support system, with transparent business communication and Q&As
- Personal, individual check-ins to ensure employee wellbeing and engagement
- Online events to support staff during arduous lockdowns in Melbourne: live trivia, laughter yoga, baking competitions
- Creating resource packs with emotional, financial, practical and government support.

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Recently, Claire implemented a traineeship program providing employees with valuable professional development and a qualification - while providing the business with **REDACTED** revenue.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

Inspiring Vacations is a market leader in attracting, developing and retaining talent. Claire's hard work underpins the company's success in creating a positive and progressive workplace that puts people first. Staff turnover in the sector is estimated to be about 50% – at Inspiring Vacations, it was 96% pre-pandemic.

As COVID-19 wreaked havoc on the travel industry, several competitors' businesses closed, or laid off the majority of staff, asking remaining staff to take pay cuts. At a time when redundancies and furloughs were rampant industry-wide, Inspiring Vacations put in place regular check-ins, career coaching and re-skilling.

Claire supported the leadership team to keep as many staff employed at capacity as possible. This involved upskilling staff to work in other areas of the business and establishing new revenue streams [REDACTED]

In a recent staff engagement pulse check:

- 28% of staff are now working in a different role and have gained new skill sets
 - 100% of staff agreed the company is committed to creating a positive and progressive workplace
 - 100% of staff agreed they were proud to work for Inspiring Vacations
 - 100% would recommend Inspiring Vacations as a great place to work.
- [REDACTED]

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

[REDACTED FOR PUBLICATION]

[REDACTED]

[REDACTED]

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

Yes

Supporting Document 2

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

Yes

Supporting Document 3

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

Yes

Supporting Document 4

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

Yes

Supporting Document 5

REDACTED FOR PUBLICATION

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Would you like to add an additional supporting document?

No

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