

# CASE STUDY



“The foundation of our employer branding strategy is based on continuing to innovate and make Riverlife an outstanding place to work. In saying that, we strive to recognise employees and to link them to the strategy of our organisation.

I have never seen a program like STAR Workplace before. The quality of the process, report and planning at the back end was more than I expected.”

“The STAR Workplace process was rigorous but simple to go through and the information was extremely practical for us to implement for the next 12 months.”

John Sharpe  
Managing Director  
Riverlife

## AT A GLANCE

### Client Profile

Riverlife Adventure Centre is a tourism business based on Brisbane with branches at Morton Island. Riverlife offers a range of exciting activities and adventures for people to enjoy while exploring Brisbane's natural environment and history!

Riverlife is the 2008 Lord Mayor's Business Awards Employer of Choice winner

### Challenge

Riverlife's Managing Director John Sharpe employer strategy included developing a young and innovative management team, all comprising of Gen Y's. The challenge presented to John was to ensure that the team at Riverlife understood the value of the culture and continue to evolve as an innovative tourism business.

Riverlife was managing employees in an effective way day to day, but without a proactive way of measuring and managing. The STAR Workplace Program allowed the management team to clarify their thinking around business strategy and how employee's day to day actions impact on strategy.

The Managing Director stated “We were looking for a practical solution to get us started and to monitor our progress. Benchmarking allows the business to continue to evolve while maintaining our culture.

### Solution

- STAR Workplace was chosen as it was research based, practical and relevant to a business.
- Simple surveys, with relevant questions about the workplace.
- Comprehensive report with priorities for risk, management and growth.
- Industry benchmark system to monitor our progress.
- Action plan for the Management team to follow and develop skills at the same time

### Result

- A proactive HR Plan which is a blueprint with goals to achieve in the next 6 months.
- A development plan for the management team

### Organisation

Riverlife Adventure Centre  
<http://www.riverlife.com.au/>

### Industry

Tourism

### Key Challenges

- Retention of Key Employees
- Workplace Improvement
- HR Planning

### Solution

**STAR Workplace Program**

### Key Benefits

- Clarity in employer and employee satisfaction
- Establishment of a joint goal for the next 6 months
- Proactive Action Plan for the next 12 months
- Development plan for the Management team
- Clear, simple business improvement plan
- Benchmark and monitoring system ongoing for the organisation

Call us for more information on the  
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joining the HR Coach Network**

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