



Referee Report Form

ACT Public Service

Instructions

1. This form is part of the Recruitment Selection Package.
2. This form may be completed in MS-Word or on a printed copy.
3. The completed form together with any other documents required as part of the Recruitment Selection Package should be:
 - a. forwarded to SSC Recruitment Services, 40 Allara Street, Canberra ACT 2601; or
 - b. faxed to SSC Recruitment Services (6205 3204); or
 - c. scanned and emailed to jobs@act.gov.au.

Written Referee

This report contains a summary of comments provided by an applicant's referee in support of the applicant's ability to meet the selection criteria. A copy of the completed referee report must be made available to the applicant.

Verbal Referee

This report may be completed by a member of the Selection Advisory Committee or authorised representative (e.g. scribe). A copy of the report must be provided to the referee for verification and signature. The Selection Advisory Committee will provide the applicant with the opportunity to view the referee report and make comment.

Note: The numerical recruitment rating scale should be used (refer to page 4).

Applicant Details			
Family Name: Holly		Given Names: Chris	
Details of Position Applied For			
Agency: TaMS		Division: Enterprise Services Network	
Branch: Australian Capital Tourism		Section: Marketing	
Position Title: Digital Content Officer	Classification: ASO 4		Position Number: 16867
Referee Details			
Name: Darryl Butler		Position Title: Director	
Phone: 0403 793 422		Organisation: Itchybrain Productions	
Email: darryl@itchybrain.com.au		Relationship to Applicant: Friend and business colleague.	

Referee Comments for Selection Criteria

Criterion 1: Experience in researching, sourcing and writing relevant content for digital marketing initiatives and publishing through content management systems to digital channels, predominantly web.

Rating: 5

Comments: Chris has done a lot of work with researching, sourcing and writing - mostly for print medium. He is very exhaustive in his pursuit - leaves no stone unturned. He is very lateral - comes up with lots of ideas; In fact he is exceptional in this regard

He has web publishing experience through Dreamweaver and maintaining his own website. He has also written copy for clients of mine.

I don't know about his use of content management systems. Chris has always been keen to hear how my CMS is going - comparing it with what he uses, so he must have some experience to compare it with.

Chris is always my first choice when a client wants high end work done.

Chris has done some research work for me in a previous business on what my clients like / dislike about my business. The questions he devised were very thoughtful. He puts a lot of effort into making the client feel at ease in terms of rapport, and confidentiality.

Criterion 2: The ability to apply PR and marketing principles to writing web copy and maintaining consistency with an established brand marketing strategy.

Rating: 5

Comments: When I met Chris I had a business with a strong recognised brand and communication strategy. I felt Chris honoured this and took it to the next level for us. He was writing newsletters as a high-end marketing approach - using unusual format, printed expensively - all intended to make a high impact. In terms of marketing, he helped give the newsletters a life they might not have had.

Writing web copy - I did get him to write for my clients who were creating new websites. His writing had a consistency with their material but also gave them an opportunity to grow their marketing and grow how they perceive themselves before communicating it to prospects.

Chris has a real interviewing style - he comes prepared with really good questions, with interesting angles and clever ways to inspire thinking when obtaining information from people. He asks thoughtful questions, prepared in advance.

He is a remarkable person in this way. He is always very respectful of my role. He's not an ego - he will honour a brief and put it first. He comes back with really good drafts, so that there's not a lot of distance between the first draft and final copy.

Criterion 3: Experience in using a Content Management System (CMS) to publish website content. A understanding/level of proficiency with industry-standard graphics- software such as Adobe Photoshop, and web editing software such as Adobe's Dreamweaver.

Rating: 4

Comments: Chris has a lot of experience with Photoshop - he is more advanced than I am & I've been using it for 15 years! He shows me things.

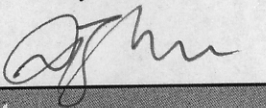
He uses Dreamweaver to publish his personal business website, for holimage.

I don't know his experience with CMS, but he is always using sophisticated software interfaces - so I'm sure he is able to use your in-house CMS from a technology point of view. I think he would be competent, based on his competence with Photoshop and Dreamweaver.

Criterion 4: The ability to effectively liaise with a range of internal and external stakeholders.

Rating: 4

Comments: I've been in a position to see this with group meetings with clients & stakeholders within client groups. He is a naturally sharing person - trying to get everyone to have a say & balance what has been said. He gets a good balance from people who might usually be a bit more subdued and taking the tension from those who are a bit more upfront. I've seen this quite

	a lot. His phone survey work was a particularly good example of his liaison work.
Criterion 5: Demonstrated oral and written communication skills including presentation, interpersonal, liaison, negotiation and problem solving skills.	
Rating: 5	Comments: With problem solving, Chris has a really good balance of logic & creative, lateral thinking. That balance means he can seek concepts not obvious to others. He can communicate these verbally; He likes to get his view across - sometimes he'll have a high idea which might need some effort to bring it down. He is a born writer - his written communication skills have been honed for a long time He is always very diplomatic and respectful - an honouring type of person. He is great in a motivational, chairing, catalyst role.
Criterion 6: Demonstration of behaviours reflecting Australian Capital Tourism's values including teamwork, customer service, innovation and creativity, recognition and development and accountability.	
Rating: 5	Comments: Chris is a very responsible person. He prides himself on personal responsibility. He take things seriously. He respects people and loves to work in collaboration. He sees greater results through everyone having an input; Chris is top of the list in terms of interaction & creativity - he gets excited about those things. He is very personally oriented this way.
Criterion 7: Demonstrated understanding and commitment to the implementation of Equal Employment Opportunity (EEO), Industrial Democracy (ID) and Occupational Health and Safety (OH&S).	
Rating: 3	Comments: I'm not sure about this - I haven't worked with him in a capacity other than solo business; I imagine that since he is such a responsible person he would aim to fulfill these principles. He would be a champion of Industrial Democracy in the way he works. He is a person of such integrity that he would no doubt be competent against this criterion.
Additional Comments	
This role encapsulates what Chris could offer - the website development aspect; with responsibility for writing for the web medium. I know he is very interested in the immediacy of web publishing and the freedom this provides. There is a bonus in him being an excellent photographic image maker - he could bring these skills to this role as well. He could add value by involvement in this area as well regarding images and subject matter being communicated. This could be an important advantage from a marketing perspective.	
If Oral Comments Provided	
Comments recorded by:- Name: Mike Payne, Secretariat Australia Date: 21/07/2008	
Referee	
I certify that the above comments are a true and accurate record of my observations. Name: Darryl Butler Signature:  Date: 24/03/2009	
Applicant	
Name:	

Signature:

Date: / /

Recruitment Rating Scale

Rating	Description	Indicators of Performance
5	Excellent	
	The applicant possesses exceptionally well developed and relevant skills and abilities, and the appropriate personal qualities in relation to this criterion, and their performance is outstanding. This is only to be used in cases where exceptional skills have been demonstrated against this criterion.	Is able to perform at high level without direct supervision, for one or more reasons including: • excellent job knowledge • exceptionally reliable • considerable demonstrated ability in problem solving and the application of change • appears to deal instinctively and effectively with all matters relating to the position.
4	Fully Competent	
	The applicant possesses highly developed and relevant skills and abilities, and would perform consistently well against this criterion.	Would require limited supervision to achieve good results, for one or more reasons including: • reliability and responsibility • well developed (sound) job knowledge • able to suggest and initiate improvements • well able to deal with all of the routine and most of the complex matters relating to position.
3	Competent	
	The applicant possesses well developed and relevant skills, abilities and personal qualities and has demonstrated competency at the required level.	Would require routine/little supervision to perform at an acceptable level, for one or more reasons including: • reasonable/good job knowledge • makes few errors • generally reliable • would require guidance for more complex situations • could carry responsibility but would not seek it • could deal with all routine matters involving the position.
2	Requires Development/Satisfactory	
	The applicant possesses some skills, abilities and personal qualities relevant to the criterion, but is limited on others. The applicant would be able to temporarily perform the duties of the position <u>with close supervision</u> , but would require further training and development to meet the standard required against this criterion.	Would require close supervision to perform at an acceptable level, for one or more reasons including: • only basic/general job knowledge • could follow directions but would require frequent checking/follow-up • could deal with most routine matters involving the position • inconsistency with work performance.
1	Unsuitable/Unsatisfactory	
	The applicant is unable to demonstrate adequate skills, abilities and personal qualities in relation to the criterion. The applicant would not be suitable to perform the duties of the position relevant to the criterion, even on a temporary basis.	Would be unable to perform the duties and would require constant supervision, for one or more reasons, including: • limited job knowledge • frequent errors • poor work output • difficult carrying responsibility or solving problems • difficulty dealing with routine matters relating to the position.
N/A	Not Assessed	
	Where the referee was unable to comment on a particular criterion; or the Selection Advisory Committee was unable to determine whether the applicant met the selection criterion from the information provided; or referee comments were insufficient to make an assessment.	