



BvW Global

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**MYNETWORK.NET.AU LAUNCHES ONLINE JOB AGENCY
PROVIDING FREE JOB ADVERTISEMENTS TO COMPANIES**

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***Targeted Matches Between Job Seeker Skills and Company Requirements
Set to Increase Interview Success Rate and Reduce Employee Turnover***

Sydney - NSW, Feb 27, 2007 – myNetwork.net.au (www.myNetwork.net.au), a division of BvW Global (www.BvWGlobal.com), is set to take on the dominant market players by providing Companies free job advertisements and shorter Advertising-to-Successful Job Offer recruitment cycle.

Australian owned and based, myNetwork.net.au has launched its Online Job Agency. Built and operated by BvW Global, myNetwork.net.au dedicates its approach to satisfaction to both job seekers and companies by offering a system that create better matches between candidates skills and employers job requirements.

"There are a lot of frustration in the market with companies receiving candidate applications that do not match the job requirements. This is either caused by candidates applying for jobs with limited knowledge of the expectations, or candidates are being put forward by junior recruiters lacking the technical skills to comprehend what a company requires in terms of team dynamic, skills, process impact, culture; and matching those to the 'actual' candidate skills – there is much more than matching key words.

Unfortunately, the way that recruiters are remunerated often favours completing a transaction as opposed to establishing a lasting relationship between an employee and a company. As a result, the expectation levels are not met at both ends. This ultimately impacts the companies' profitability by not having the resource to perform the required activities at the required levels.

There are equally frustrations on the candidates that perform a job that was not really expected, either the expectation are too high, or they are too low, which will ultimately leads to that person looking for another job somewhere else" BvW Global Managing Director Christophe Barriere-Varju mentions.

While BvW Resourcing (a division of BvW Global) provides individualised recruitment service and skills consulting based on business process requirements, myNetwork.net.au is a DIY service that has two levels.

There is a completely free service where companies and recruiters no longer have to purchase advertisement space in the vicinity of \$120 to \$170 per ad or much more in the case of Newspaper advertising. MyNetwork.net.au provides this service FREE of charge.

This for example cost 100s of thousand of dollars to Recruitment companies. They do receive a lot of CVs, but "quantity is not spelled like quality" jokes Barriere-Varju. In turn, companies are charged a recruiting fee industry rate of between 12-20% to search for potential matches.

Much like the major online market players, companies/recruiters receive confidential candidates profile in their inbox, and job seekers receive potential job openings that might be of interest. However, the differentiator is in the "private network and relationship being developed by creating a filtering mechanism to avoid a dump of CVs." says Barriere-Varju.

The second level of myNetwork.net.au is a fee-based skills matching. Currently set at an introductory rate of AUD\$25 for both advertisers and job seekers, this is in fact a small price to pay to avoid a lot of frustration and potential long-term job dissatisfaction.

"What we have developed is an intricate and very specific set of skill matrices based on individual job function – the skill matrices go down to the root activities of a business process one must perform," states Barriere-

