

# Interview

## How Wymap makes it happen as the sectors only specialist recruiter

John Park, Head of Business Operations – Freight & Trade Alliance recently sat down with Wymap’s Group Head of Strategy and Growth - Tiffany Craig, about what’s happening with the expansion of Wymap’s aviation recruitment service.

**1. John Park - Wymap Group has been running its recruitment services for several years now, can you give us some background.**

Wymap has actually been in the people solutions business since 2001, initially operating as Bailey Personnel.

In 2020, we rebranded to Wymap People. With nearly 25 years of experience, we’re the only recruiter that specialises entirely in the aviation services sector.

As the aviation industry evolves, we’ve seen the opportunities in the sector grow.

Airlines, freight forwarders and cargo handlers need skilled staff - sometimes they need an entire team on a casual or contract basis. We make that happen for them. Our expertise allows us to find the right people quickly, vet them and get them onboarded.

Over the past couple of years, we’ve also been changing our delivery model. We’ve expanded our recruitment operations from Sydney to Melbourne, Brisbane, Perth and soon, New Zealand. It’s made us more responsive to our clients in different locations and, as a result, the business has grown.

**2. John Park - What makes your recruitment process different to others?**

We know aviation inside and out. We know every role in the aviation supply chain, the skillset, experience, compliance, and accreditations needed to ensure the job is done right.

As Wymap Group operates across every major airport in Australia and New Zealand, we have the connections and the on-the-ground knowledge to understand the market in every major city and state.

It means that from the start, we understand what we need from applicants. It cuts time and our clients know that our standards are high.

Given we’ve been doing this since 2001, we’re also well-practised in how to onboard people and teams so they hit the ground running for the major airline operators. It’s experience that counts.

As we’ve grown, most recently adding Christchurch to Wymap’s operational scope, we’ve been expanding our Wymap People team to ensure we are well-resourced to not only find suitable staff and teams, but can onboard them efficiently as well.

**3. John Park - How has the industry changed over the years in terms of the skills needed and what challenges does that present to the industry, and Wymap People?**

We’ve seen an increase in demand for white collar roles. The industry has become more sophisticated and dynamic, particularly post-Covid. So, along with operational roles, Wymap People now also supports clients in white collar placements such as Professional and Technical, Automation, Executive and Finance and IT.

This means as well as our casual or contract recruitment, we’re doing more permanent placements, finding our clients the right long-term fit for talent.

We’re also seeing more women enter the industry, especially in white collar roles. This is a good shift, and the more we can demonstrate the diversity of opportunities that an aviation career can offer, the better.

We see it as part of our role to fly the flag for the sector. As more people understand how dynamic and interesting work in aviation can be, the higher the quality of candidates and talent we attract - it’s something we actively talk about and promote.

**4. John Park - Wymap has long used its ‘Make it happen’ tagline and has a strong reputation in the industry for doing just that. How do you ensure that carries over to the people you are recruiting?**

We understand the highly regulated nature of the aviation logistics industry, so compliance and safety are key from the outset in our recruitment process. Every candidate is thoroughly vetted to meet all necessary regulations and safety standards.



Beyond that, we look for individuals who share Wymap’s ‘we make it happen’ ethos. We look for people who not only have the technical expertise but also the mindset of taking initiative, solving problems, and going the extra mile to deliver results.

Our onboarding and training programs reinforce this mindset by instilling a culture of accountability and continuous improvement. We want every team member to be empowered to meet our clients’ needs while adhering to the high safety and efficient standards that Wymap is known for.

**5 John Park - How does Wymap support clients during major projects, especially regarding recruitment needs?**

This is where our experience comes in. Wymap’s many years of experience in aviation services means we truly understand the operational requirements for major aviation and freight service providers, particularly when they need to scale up and require bulk recruitment,

yet maintain the highest safety and compliance standards.

Flexibility is crucial, and Wymap Group as a whole excels at delivering that, along with our strong customer service mentality. Things can change and move very quickly so you need to be able to provide tailored solutions.

And that ability needs to take into account really different types of recruitment services, from permanent through to temporary or casual roles, and bulk recruitment.

For example, we’ve recruited for very specific roles like wheelchair support assistance staff and onboarded check-in staff, right through to running a bulk recruitment process for one of the world’s largest air service providers, who needed 250 staff quickly.

With that particular job, we managed it end-to-end, from the advertising to screening and onboarding, and did it all out of our premises, which meant the client could get on with their day to day, while we took care of the recruitment.

We were able to scale up and fast-track screening and onboarding to get the people needed, without compromising on standards needed for the client or the industry.

**Adapting to what the client needs, and where they need us in the process, and having that ability to scale, is what makes us different. We provide high quality people solutions that work, and we do it well.**



The BEST people for the Aviation Logistics Industry

We make it happen.




**Wymap**  
People

Contact us today

1300 996 271

bookings@wymappeople.com.au