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From 300 applicants to the right hire: How SEQUAL achieved a 100% quality hire rate with Hero Foundation

100%

interview
success rate for
Hero Foundation
candidates

**Reduced
admin**

For Hero Foundation
candidates

**High
engagement**

And motivation from candidates,
driving performance and cultural
fit

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SEQUAL + hero foundation

Company
SEQUAL

Industry
**Business
Services**

Employees
180

Location
Brisbane, Australia

Favourite Features
Hero Foundation

About the business

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operating in the not-for-profit
ing, in-home support and
Queensland. With close to 180
operates in a highly regulated,
irectly impacts service delivery,

industry problem: finding people

“When we advertised a role, we would get about 300 applicants on average. But for our business, quantity isn’t as important as finding quality candidates with longevity in the role,” said HR Manager [Karin Rosen](#).

High-intensity supports, complex client needs and a transient workforce meant traditional recruitment channels were creating noise, not outcomes. Attrition, performance mismatch and short tenure increased operational risk and management overhead.

The solution

SEQUAL partnered with Employment Hero’s [Hero Foundation](#), a social impact initiative that connects purpose-driven employers with skilled, motivated candidates from underrepresented talent pools. Hero Foundation works alongside trusted training partners, including Generation Australia, to prepare job-ready candidates with the mindset, values and support needed to succeed in high-demand roles.

The Foundation team worked closely with SEQUAL to understand its service model, operational realities and expectations of frontline workers.

“When we partnered with Hero Foundation, it didn’t feel like a complex process, it was establishing a relationship that ticked all the boxes and everything we were trying to achieve.”

Candidates were assessed through SEQUAL’s standard interview process, ensuring no compromise on quality, compliance, or suitability.

“We don’t have to hire anyone who’s not suitable. We just bring them through the door for the interview process.”

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ve

ter in life, the pathway made all

*I was a perfect fit. Just knowing
valued means a lot.”*

strong service values, lived

ou, it gives the work real

meaning.”

The ROI

The impact was immediate and measurable:

- 100% of Hero Foundation candidates progressed successfully through interviews
- Stronger engagement and cultural fit, reducing early attrition risk
- Lower recruitment friction, with fewer unsuitable applicants to screen

“Our first win with Hero Foundation was when the candidate passed the interview and held the qualities we want to see in our Support Workers.”

Why it matters

For SEQUAL, inclusive hiring is essential for building a sustainable workforce in a volatile sector.

“Hero Foundation gives us access to candidates we might not have considered through traditional job ads or resume screening alone. Those candidates bring genuine motivation, strong values alignment, and a real desire to contribute. That’s where the value of the partnership really sits. You’re hiring people who are highly motivated and who make a meaningful contribution, whether that’s within the team or directly with clients,” said Karin.

Hero Foundation enables organisations like SEQUAL to reduce hiring risk, unlock overlooked talent and invest in people who are motivated to stay, turning inclusive recruitment into a clear commercial advantage.

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