



## Matilda Shines in Her Customised Role at Perth Zoo Retail

Matilda has a strong passion for animals, and this has been at the heart of her success in her customised role at the Perth Zoo retail store. Her story is a perfect example of what happens when the right opportunity meets the right person.

Her manager, Karen, shared: *“Matilda uses her initiative to keep busy and is now quite familiar with most of our product ranges.”* Matilda enthusiastically tidies and fills the puppets, demonstrating dedication, reliability, and genuine pride in her work.

### The Power of Customised Roles

At HDNWA, we believe that every person has unique skills and strengths, and with the right support, they can make a meaningful contribution to any workplace. Customised roles are key to unlocking this potential. These roles are carefully designed to:

- Match an employee’s strengths, interests, and abilities
- Fill gaps or tasks that may otherwise be missed in the workplace
- Give employees the confidence to learn, grow, and contribute meaningfully
- Improve team productivity, morale, and workplace culture



For Matilda, HDNWA visited the Perth Zoo, met with Karen, and explored small tasks that were previously being overlooked. Together, we designed a position that perfectly matched these tasks. Maxima referred Matilda, and HDNWA supported her through the screening and interview process, ensuring she felt confident and prepared.

### Impact on the Workplace

Matilda’s enthusiasm, initiative, and reliability have already made her a valued member of the Perth Zoo retail team. Karen also shared that once the post-school holiday period quietens down, Matilda will receive front counter training, giving her the opportunity to expand her skills and take on new challenges.

Matilda’s journey is inspiring, showing that with the right support, encouragement, and alignment with passions, people can thrive in roles that suit their strengths. HDNWA celebrates placements like Matilda’s and the positive impact they create for employees, employers, and the wider industry.