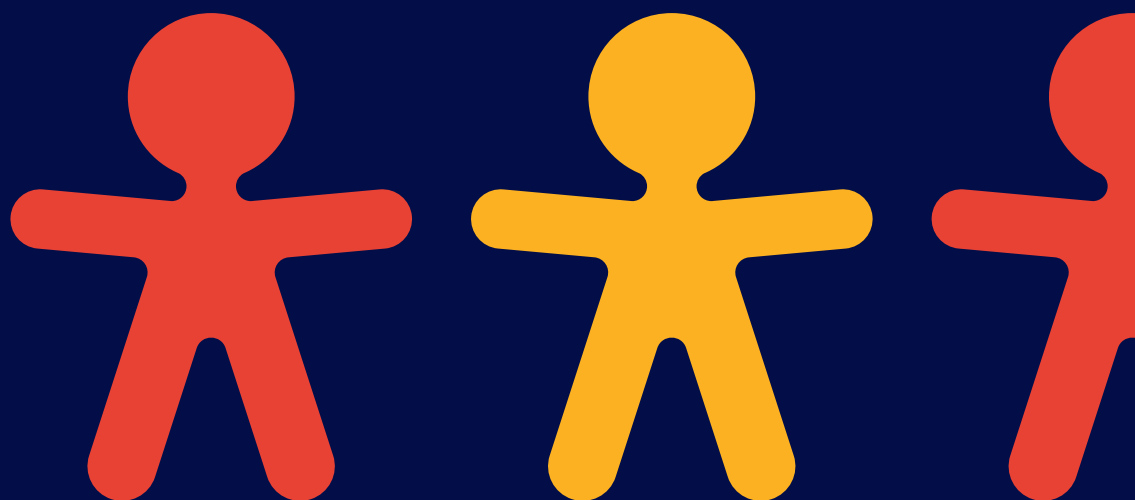


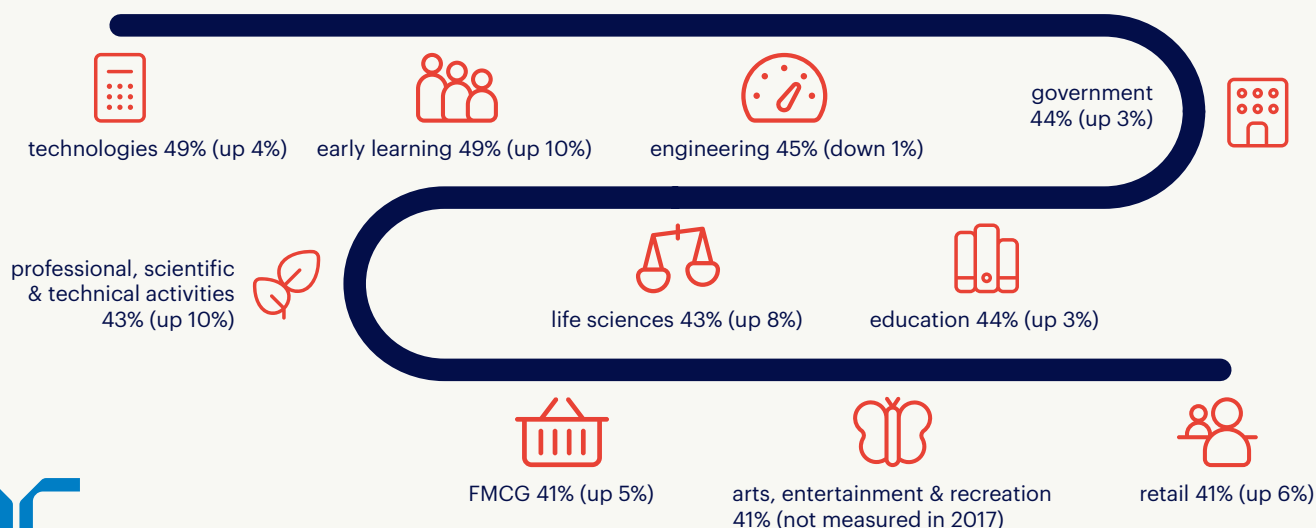
# employer brand research 2018.



## what makes employers attractive in Australia?

9,555 respondents

### the top 10 most attractive sectors



# what Australian employees want when choosing an employer



**1st**  
work-life balance  
54%



**2nd**  
salary & benefits  
52%



**3rd**  
job security  
49%



**4th**  
pleasant atmosphere  
39%



**5th**  
good training  
37%

but employers are perceived as focusing on other aspects



**1st**  
financial health



**2nd**  
latest technology



**3rd**  
job security



**4th**  
good reputation



**5th**  
career progression

## the opportunity gap

Employees/job seekers rank the below factors with higher importance.

Employers are perceived to rank the below factors with lower importance.

**1st** work-life balance **9th**

**2nd** salary & benefits **6th**

**4th** pleasant work atmosphere **7th**



# top 5 channels used to look for a job

job search engines  
(eg. Jora)

job boards  
(eg. Seek)

personal connections/  
referrals

Google

company career site



1



2



3



4



5

## 30% of Australians plan to change employer within the next year

### top 5 reasons to stay



45%  
work-life balance



42%  
job security



42%  
location



40%  
salary & benefits



33%  
flexible working

### top 5 reasons to leave



41%  
limited career path



35%  
insufficient challenges



35%  
work-life balance



27%  
compensation too low



27%  
insufficient flexible working

# different profiles, diverse needs

## men

are most likely to

### look for

financial health when choosing an employer.

### stay

when an employer offers a sense of job security.

### leave

because of low compensation.

### remain engaged

by being open and flexible to change.



## top 3 EVP drivers



1 53%  
salary & benefits



2 51%  
work-life balance



3 50%  
job security

## women

are most likely to

### look for

good work-life balance when choosing an employer.

### stay

when an employer offers a pleasant work atmosphere.

### leave

because of a lack of growth opportunities.

### remain engaged

by flexible working hours.



## top 3 EVP drivers



1 57%  
work-life balance



2 52%  
salary & benefits



3 48%  
job security

## 18-24 years

are most likely to

### look for

good training when choosing an employer.

### stay

when an employer offers good training.

### leave

because of a lack of growth opportunities.

### remain engaged

by flexible working hours.



## top 3 EVP drivers



1 47%  
good training



2 45%  
work-life balance



3 43%  
salary & benefits

## 25-44 years

are most likely to

### look for

good work-life balance when choosing an employer.

### stay

when an employer offers good work-life balance.

### leave

because of a lack of recognition or awards.

### remain engaged

when their new suggestions bring fresh ideas to the organisation.



## top 3 EVP drivers



1 57%  
work-life balance



2 54%  
salary & benefits



3 49%  
job security

# different profiles, diverse needs

## 45-65 years

are most likely to

look for

job security when choosing an employer.

stay

when an employer is conveniently located.

leave

because of a lack of poor leadership.

remain engaged

by being open and flexible to change.



### top 3 EVP drivers



1 54%  
job security

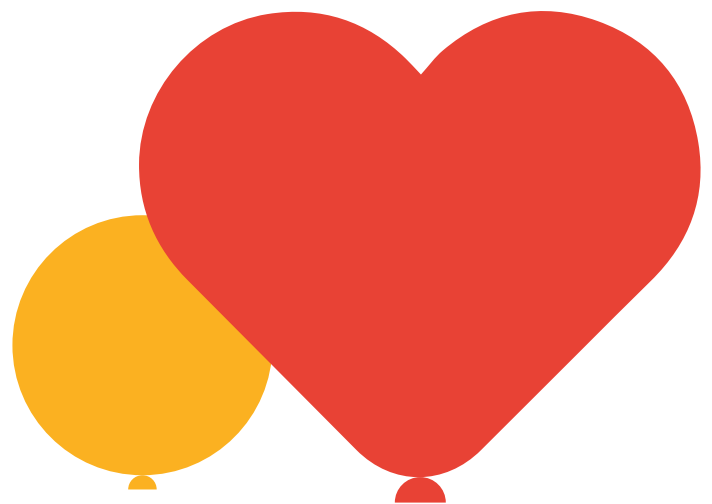


2 53%  
salary & benefits



3 52%  
work-life balance

## why employer branding matters



### 200%

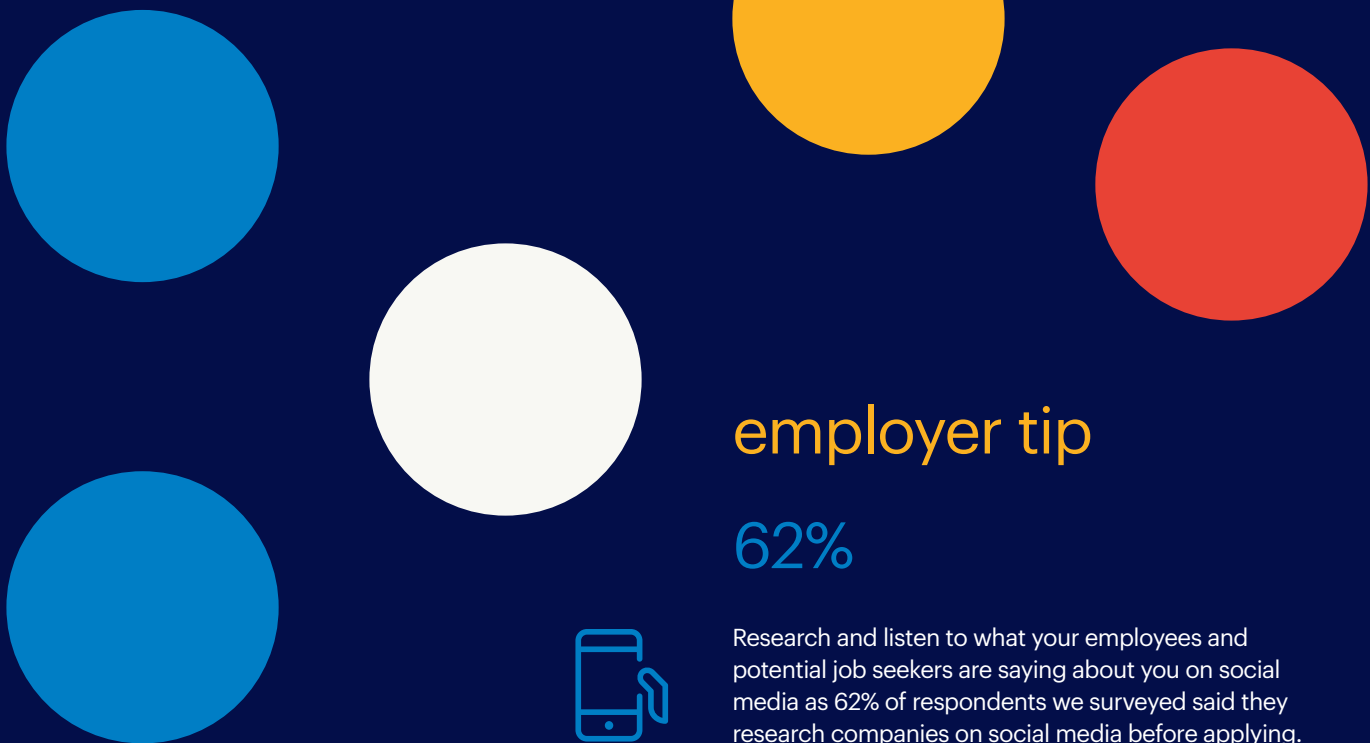
Companies with positive brands get twice as many applications as companies with negative brands, and they spend less money on employees.

### 50%

Half of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.

### 10%

Companies with bad reputations pay 10% more per hire.



## employer tip

62%



Research and listen to what your employees and potential job seekers are saying about you on social media as 62% of respondents we surveyed said they research companies on social media before applying.

## understanding your power

Your employer brand is the most powerful tool you have in attracting and retaining the people that can make your organisation a success.

It's not something you can dictate to the market, it is a conclusion the market draws based on the information you provide, the experience of your employees, and what the broader market says about you when interacting with your organisation and employees.

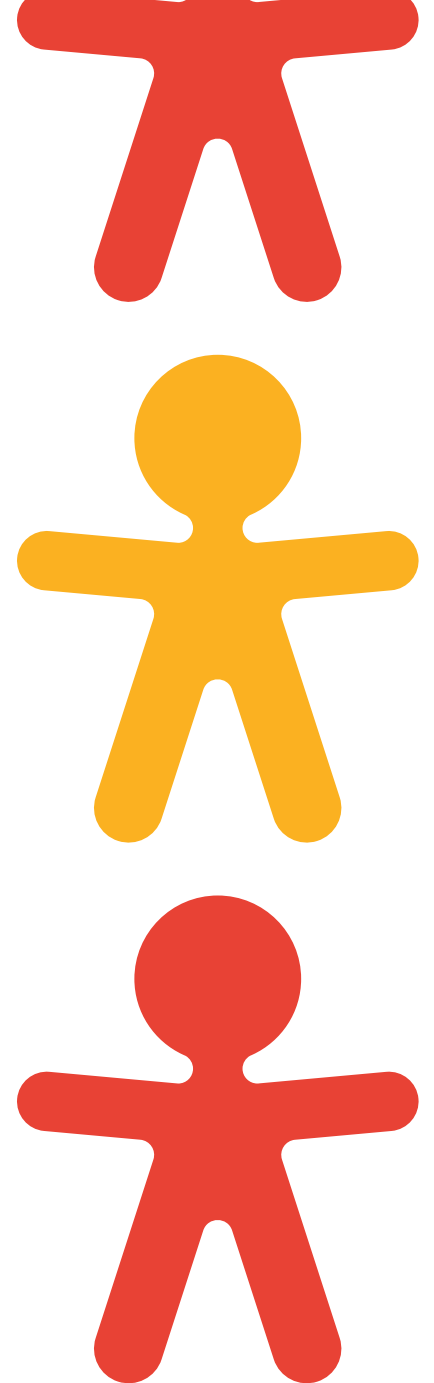
The challenge for most organisations is that they have a view of the strength of their employer brand which doesn't always align with the market perception.

Our EVP and employer branding consultants can help you understand your organisation's strengths and gaps, as well as giving you strategies to turn your brand into the most powerful attraction and retention tool you have.

Go to [randstad.com.au/hrc/](https://randstad.com.au/hrc/) to find out more or call your nearest office to speak with a member of our HR consulting team.

## find out more

If you would like to discuss the relative attractiveness of your sector or company, or how you can use the research insights to drive more effective workforce strategies in your organisation, visit our website [randstad.com.au/employer-brand-research](https://randstad.com.au/employer-brand-research), contact your Randstad Account Manager or email us at [employerbranding@randstad.com.au](mailto:employerbranding@randstad.com.au)



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permanent and temporary recruitment



outplacement



recruitment process outsourcing (RPO)



inhouse services



HR solutions



workforce management solutions



managed service programs (MSP)



technology solutions