

employer
brand research
2019.



what makes employers
attractive in australia?

10,861 respondents

survey methodology

Unlike similar surveys, we do not invite HR officers, staff members or experts to take part in the survey, nor do we allow organisations to apply or pay to be included – this guarantees maximum objectivity.

Participants are asked to identify the organisations they recognise and to indicate whether or not they would like to work for them.

They are then asked to evaluate the relative attractiveness of each of the selected organisations based on 10 key factors such as salary and benefits, work environment and job content.



1,000+
employees in
each organisation



10,861
members of the Australian
general public



150
largest organisation
in each country

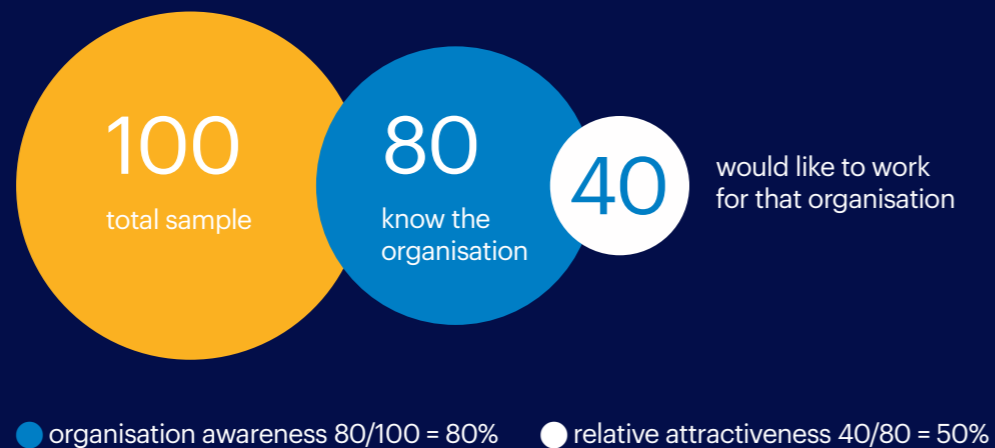


18-70
years of age



30
countries
worldwide

relative attractiveness explained



interviews are a two-way street



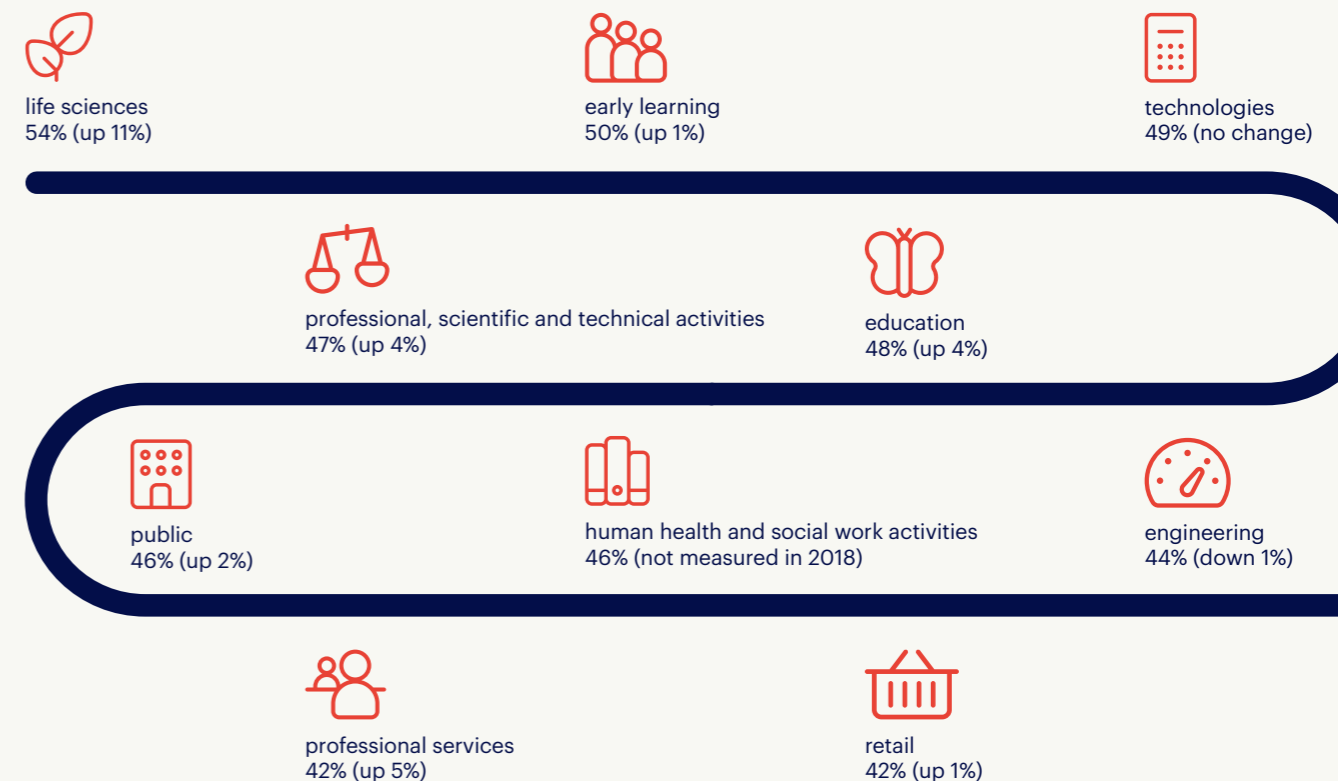
Over half of Australians share their experience of an organisation with their family (58%) and friends (52%) when applying for a role.

the link between employee experience and ROI

A significant amount of respondents (39%) strongly agree that their jobseeker experience with an organisation would influence decisions to purchase a product or service.

Australian organisations need to assess their employee experience critically as this can have a direct impact on an organisation's bottom line.

the top 10 most attractive sectors



what Australian employees want when choosing an employer



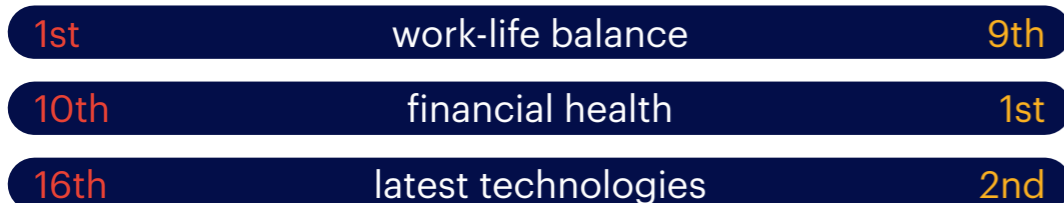
but employers are perceived as focusing on other aspects



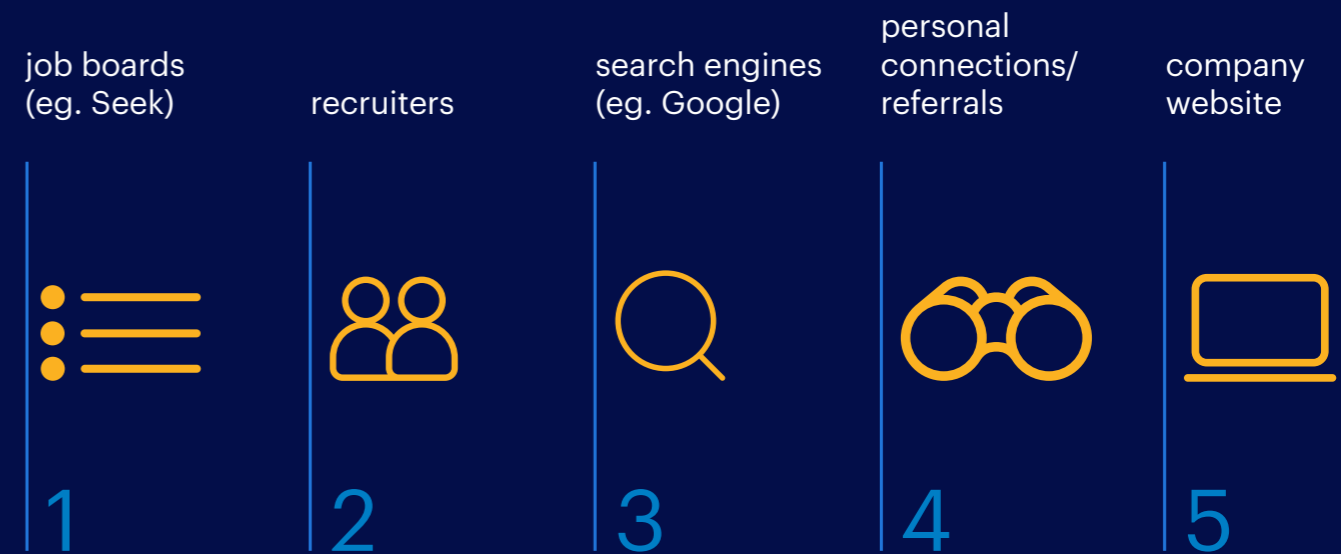
the opportunity gap

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

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



top 5 channels used to look for a job



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

top 5 reasons to stay



top 5 reasons to leave



different profiles, diverse needs

men are most likely to

seek

attractive salary and benefits when choosing an employer.

stay

when an employer offers attractive salary and benefits.

leave

because of poor work-life balance.



top 3 EVP drivers

- 1 54% salary and benefits
- 2 52% work-life balance
- 3 48% job security

women are most likely to

seek

good work-life balance when choosing an employer.

stay

when an employer supports good work-life balance.

leave

because of poor work-life balance.



top 3 EVP drivers

- 1 57% work-life balance
- 2 50% salary and benefits
- 3 48% job security

18-24 years are most likely to

seek

good work-life balance when choosing an employer.

stay

when an employer offers attractive salary and benefits.

leave

because of a lack of career growth.



top 3 EVP drivers

- 1 49% work-life balance
- 2 46% good training
- 3 42% salary and benefits

25-34 years are most likely to

seek

good work-life balance when choosing an employer.

stay

when an employer offers attractive salary and benefits.

leave

because of a lack of career growth.



top 3 EVP drivers

- 1 53% work-life balance
- 2 50% salary and benefits
- 3 45% job security

35-54 years are most likely to

seek

good work-life balance when choosing an employer.

stay

when an employer offers attractive salary and benefits.

leave

because of poor work-life balance.



top 3 EVP drivers

- 1 57% work-life balance
- 2 54% salary and benefits
- 3 48% job security

55-70 years are most likely to

seek

attractive salary and benefits when choosing an employer.

stay

when an employer offers attractive salary and benefits.

leave

because of a lack of interest and challenges in the job.



top 3 EVP drivers

- 1 56% salary and benefits
- 2 54% job security
- 3 53% work-life balance



the power of employer branding

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.

With Randstad's long and successful track record in delivering employer branding insights since 2000, our Employer Brand Research is the most comprehensive independent research on employer branding anywhere in the world.

It provides unique insights into the world of work and gives an understanding of employee and job seekers' drivers and motivations and can be utilised to shape your organisation's branding, talent attraction and retention strategies.

find out more

If you would like to discuss the relative attractiveness of your sector or find out 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 where you can select the type of research you are most interested in.

Alternatively, you can request a visit by reaching out to your Randstad Account Manager or emailing us at employerbranding@randstad.com.au