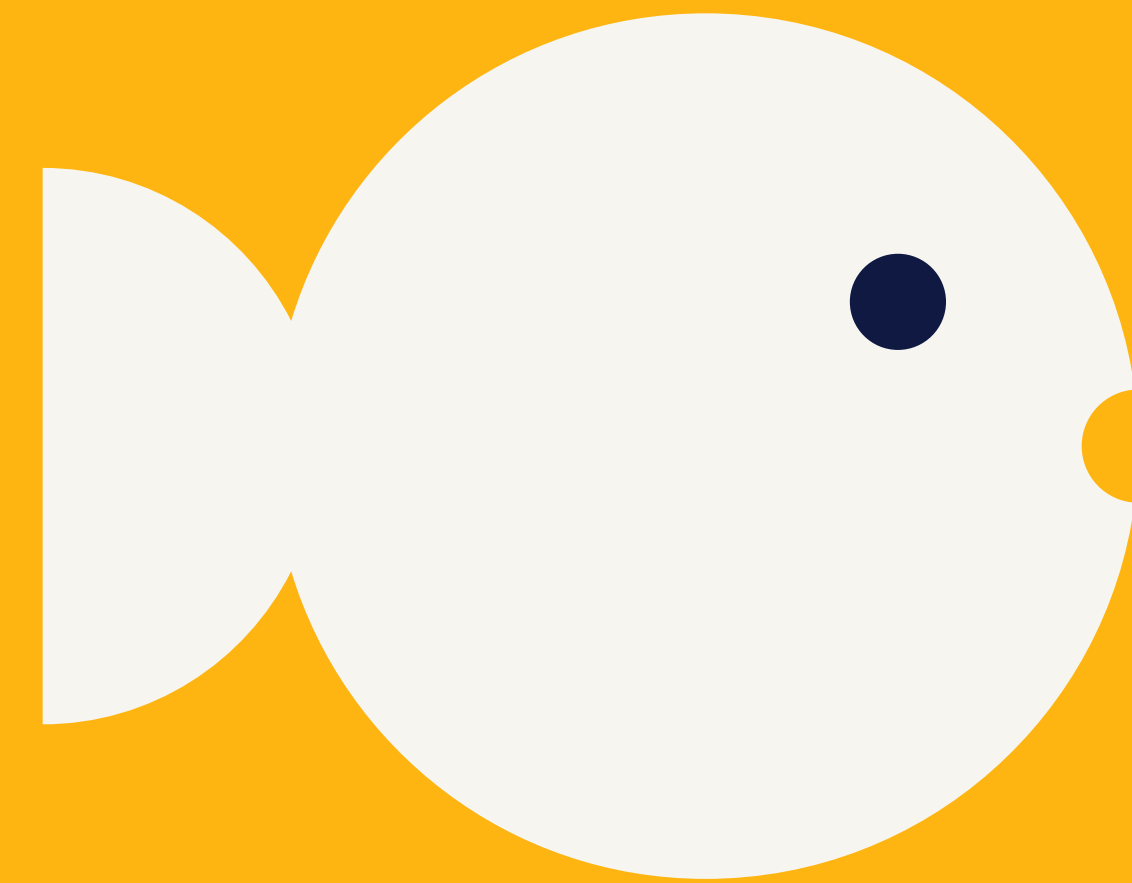
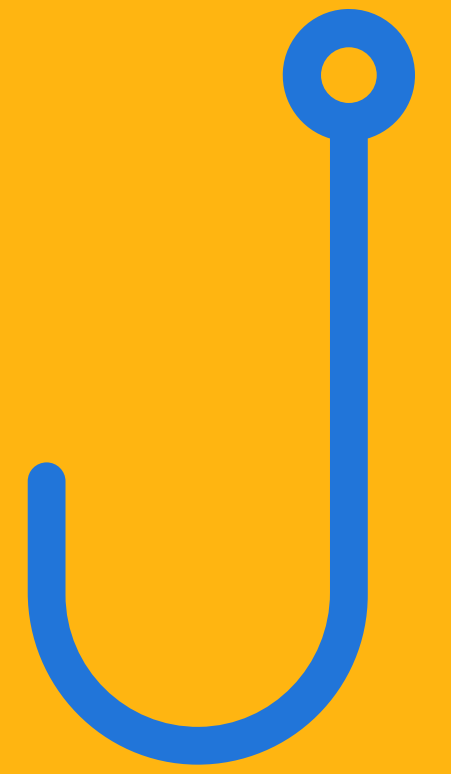


employer  
brand research  
2020.

# shifting needs of the australian workforce.

employer branding and the COVID-19 effect





“A champion team will always beat a team of champions.”

Australian sporting adage

# leverage your employer brand for enhanced performance.

Our Employer Brand Research is the most comprehensive independent research on employer branding anywhere in the world.

Randstad has a long and successful track record in delivering employer branding insights since 2000.

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.

Covid-19 has had a negative impact on the careers of 7.7 million working Australians, according to the May 2020 Australian Government Labour Market Poll.

It's no surprise that in Randstad's Q2 Workmonitor report, 57% of those surveyed indicated that they were open to or actively seeking new opportunities – up a third from its monthly average.

With so much uncertainty and turmoil in the workforce, employer branding will be critical to keep existing employees and attract new talent in the future.

Yet, managing a company's employer brand during times of crisis, such as the COVID-19 pandemic, can be a significant challenge. To truly connect and engage with employees and future workers, organisations should demonstrate a commitment to transparency, authenticity, reskilling, and inclusion.

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.

# 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 companies 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 companies based on 10 key factors such as salary and benefits, work atmosphere and job content.



**1,000+**  
employees in  
each company

**150**  
largest  
companies in  
each country

**33**  
countries  
worldwide

**9,494**  
members of  
the Australian  
general public

**18-65**  
years of age

# relative attractiveness explained.

100  
total sample

80  
know the  
company

40  
desire to work  
for the company



$80/100 = 80\%$   
company awareness

$40/80 = 50\%$   
relative attractiveness



“The pleasantness of an employment does not always evince its propriety.”

Jane Austen

# the top 10 most attractive sectors.



pre COVID-19 findings

# what australians wanted when choosing an employer.



**1st**  
work-life  
balance  
55%



**2nd**  
salary and  
benefits  
51%



**3rd**  
job  
security  
47%



**4th**  
work  
environment  
40%



**5th**  
flexible  
arrangement  
38%

pre COVID-19 findings



but employers are perceived as focusing on other factors.



**1st**  
financial  
health



**2nd**  
latest  
technologies



**3rd**  
job  
security



**4th**  
career  
progression



**5th**  
good  
reputation

pre COVID-19 findings

# the opportunity gap.

between what employees seek and they perceive **employers offer**

work-life balance

1st

8th

salary and benefits

2nd

6th

work environment

4th

7th

**pre COVID-19 findings**

A woman with a large, voluminous afro hairstyle is seated at a table in a restaurant. She is wearing a textured, reddish-orange button-down shirt and a dark belt. The table in front of her is set with several wine glasses, a vase of yellow flowers, and a glass of water. The background features a blue wall and a large window with a view of a city at night. The lighting is warm and ambient, with a bright yellow light source on the left creating a soft glow.

“Always be smarter than  
the people who hire you.”

Lena Horne

# covid employer prediction.

the top five sectors deemed to be most positively impacted



**1st**

IT and  
technology



**2nd**

life sciences



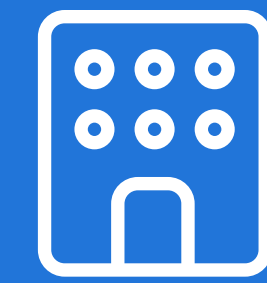
**3rd**

sourcing,  
logistics,  
supply chain



**4th**

manufacturing



**5th**

NGO's and  
government

post COVID-19 findings

what australians will want when choosing an employer.



**1st**

work-life  
balance

unchanged



**2nd**

company  
culture

new entrant



**3rd**

salary and  
benefits

down one



**4th**

career  
progression

new entrant



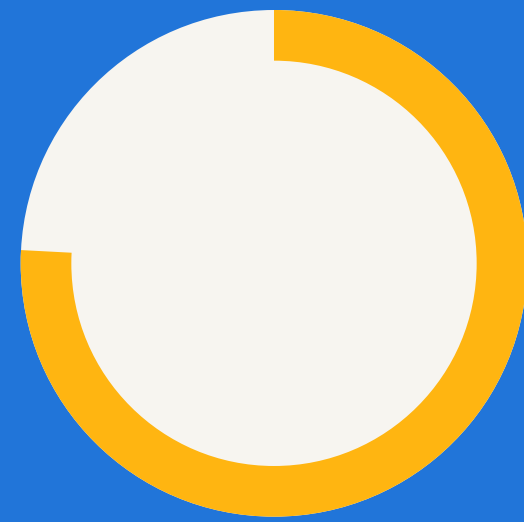
**5th**

purposeful  
work

new entrant

post COVID-19 findings

# further shifts in employee perception and need.



## health and safety

76% wanted an employer who puts their personal health and safety first.



## productivity

40% agreed they had spent less time commuting and more time working.

38% agreed they had spent less time in meetings and more time working.



## resilience

90% of Aussies agreed they adjusted well to their new working arrangements.

82% agreed they feel equipped to deal with the new digital way of working.



## career change

57% of working Aussies are currently open to or looking for another job post covid.

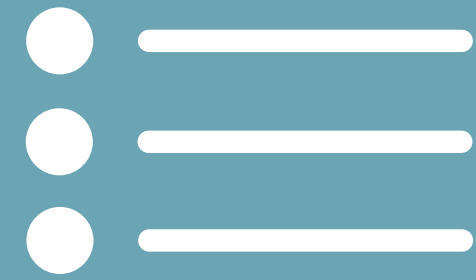
29% of Aussies planned to change employer in the next year as of January 2020.



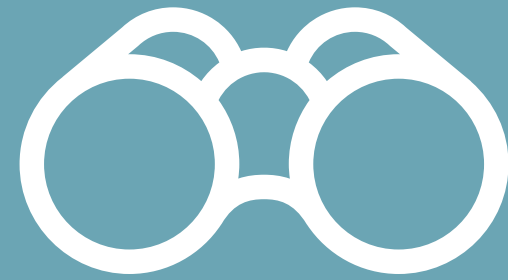
“We recruit for attitude  
and train for skill.”

Atul Gawande

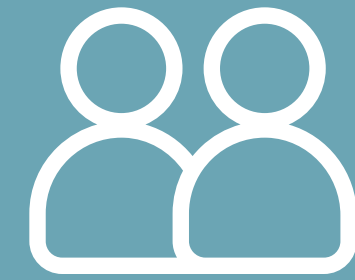
# top three channels used to look for a job.



**1st**  
job boards  
e.g seek




**2nd**  
personal  
connections/  
referrals



**3rd**  
recruiters

Whilst job boards are the preferred channel for jobseekers for two years in a row, the importance of personal connections and expert advice from recruiters is still a critical component of the job search process.

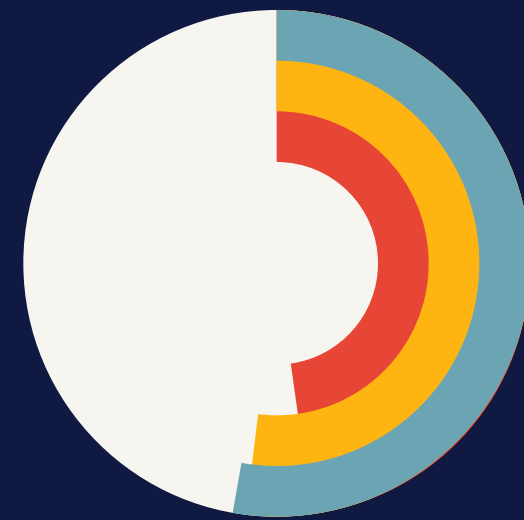




“With the changing economy,  
no one has lifetime employment.  
But community colleges provide  
lifetime employability.”

Barack Obama

# different profiles, diverse needs.



## men

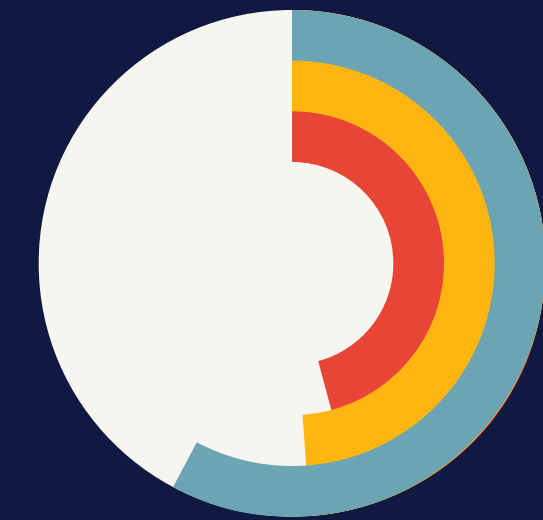
Are likely to look for good work-life balance when choosing an employer.

## top 3 EVP drivers

53% work-life balance

52% salary and benefits

48% job security



## women

Are likely to look for good work-life balance when choosing an employer.

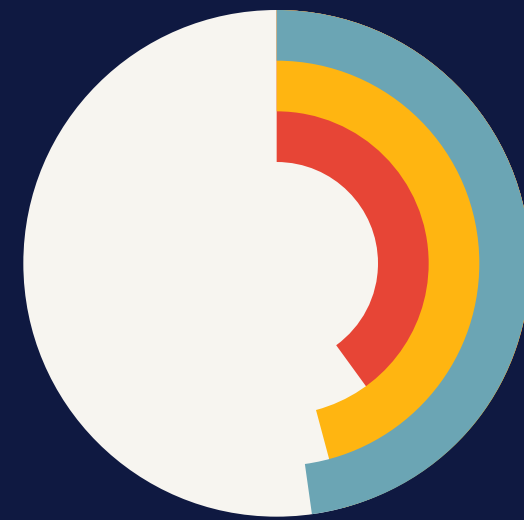
## top 3 EVP drivers

58% work-life balance

49% salary and benefits

46% job security

# different profiles, diverse needs.



## 18-24 years

Are likely to look for good work-life balance when choosing an employer.

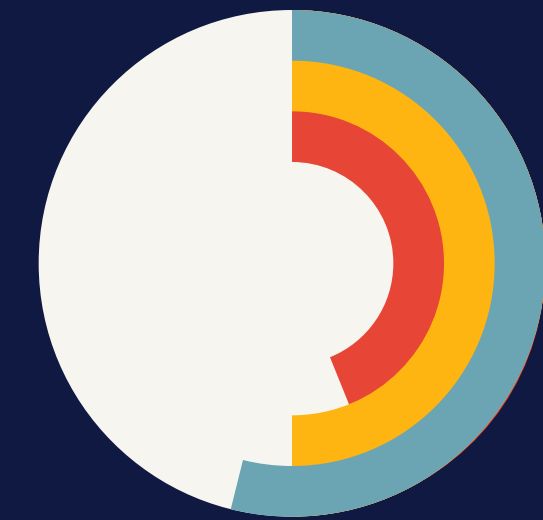
And leave because the salary is lower than elsewhere.

## top 3 EVP drivers

48% work-life balance

46% good training

40% work environment



## 25-34 years

Are likely to look for good work-life balance when choosing an employer.

And leave because the salary is lower than elsewhere.

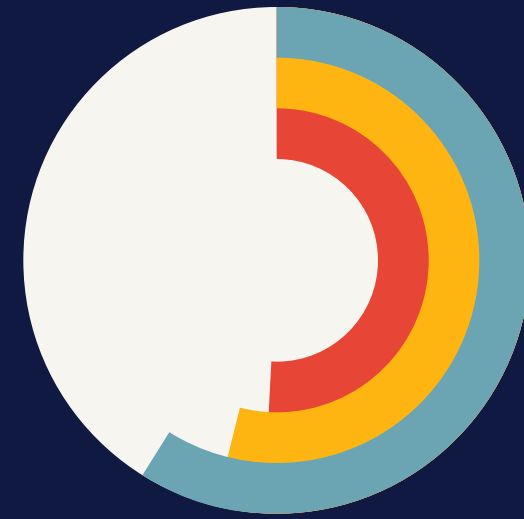
## top 3 EVP drivers

54% work-life balance

50% salary and benefits

44% job security

# different profiles, diverse needs.



## 35-54 years

Are likely to look for good work-life balance when choosing an employer.

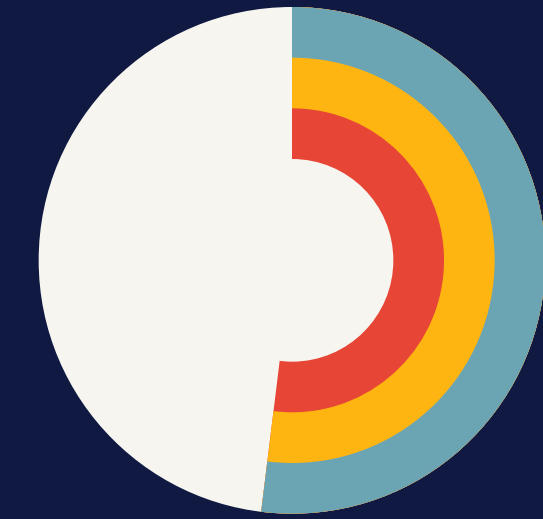
And leave because they lack a sense of purpose in their job.

## top 3 EVP drivers

59% work-life balance

54% salary and benefits

51% job security



## 55-70 years

Are likely to look for good work-life balance, salary and benefits and job security when choosing an employer.

And leave because they lack a sense of purpose in their job.

## top 3 EVP drivers

52% work-life balance

52% salary and benefits

52% job security

# top 5 benefits australian's find most attractive.



flexible  
working hrs

82% attractive

59% attractive / received



additional AL  
/ sabbatical

77% attractive

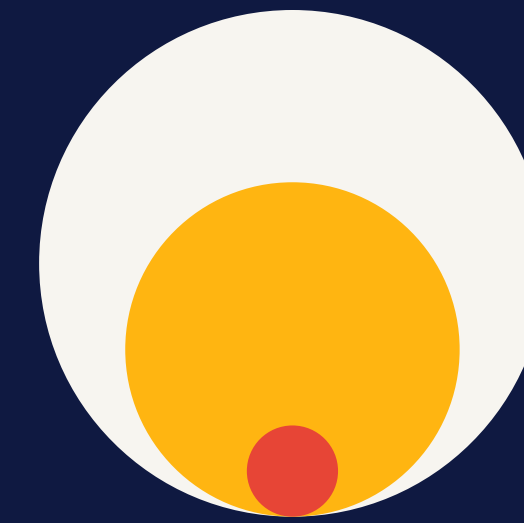
34% attractive / received



work from  
home

71% attractive

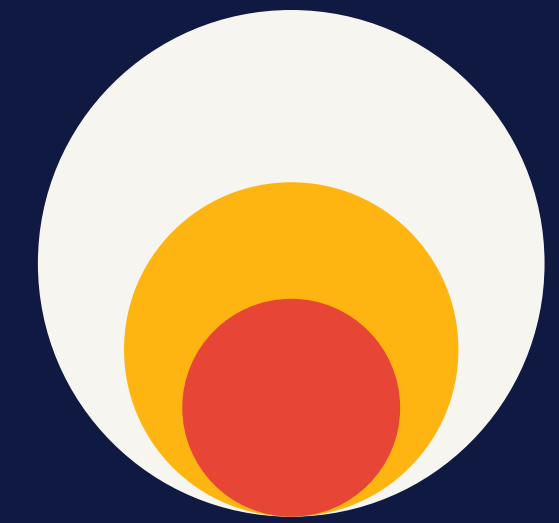
37% attractive / received



health  
care

66% attractive

18% attractive / received

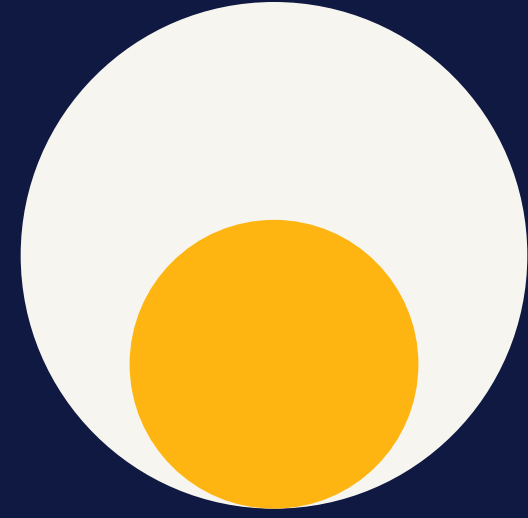


training and  
education

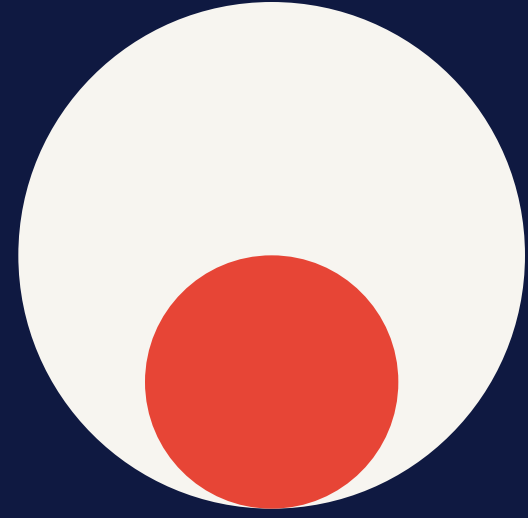
66% attractive

43% attractive / received

# most attractive benefits by profile.



18-24 years  
travel insurance  
57%



25-34 years  
company shares  
50%



35-54 years  
working from home  
72%



55-70 years  
flexible working hrs  
83%



“Innovation distinguishes between a leader and a follower.”

Steve Jobs

# 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](https://randstad.com.au/employer-brand-research)

You can request a visit by reaching out to your Randstad Account Manager or emailing us at [employerbranding@randstad.com.au](mailto:employerbranding@randstad.com.au)

