

employer
brand research
2024.

from lip-service to action.

how to drive equity forward

6,105 survey respondents



from lip-service to action: how to drive equity forward

In today's rapidly evolving job market, equity remains a paramount concern among Australian job seekers, firmly established as one of the top five most crucial drivers when evaluating potential job offers.

Yet, despite its acknowledged importance, there remains a significant disconnect between the expectations of job seekers and the reality of workplace practices. Our recent research underscores a pressing need for employers to transition from mere lip-service to actionable strategies that genuinely foster equity within the workforce.

The call for equity is not just about ensuring equal pay for equal work but extends to tangible inclusivity and genuine career progression opportunities for all, irrespective of background, identity, or minority group status. Currently, a stark disparity exists between the ideals of equity and the lived experiences of employees.

Notably, half of the Australian employees who identify as part of a minority group report encountering barriers to career progression solely based on their identity—a clear indicator that much work remains to be done.

Employers need to understand that promoting equity is not only a moral obligation but also a strategic imperative. Workplaces that prioritise equity benefit from a broader range of perspectives, which can lead to more innovative solutions and a stronger, more cohesive work environment. This, in turn, enhances their attractiveness to prospective job seekers who are increasingly making decisions based on the inclusivity and ethical standards of their potential employers.

So, how can organisations move from lip-service to action? First, there must be a commitment to driving change at the frontlines of the organisation, rather than superficial measures. This involves understanding barriers to hiring practices, how leaders evaluate employees for promotion and professional development opportunities to ensure they are genuinely accessible to all employees. It requires a transparent conversation with all employees who are able to make a difference in the organisation, such as hiring and people leaders to identify and overcome any existing barriers to equity.

Additionally, fostering an environment where every employee feels valued and heard is crucial. This can be achieved through regular and open dialogue about not just the importance of diversity and inclusion, but also the positive impact it has on the organisation and on those who experience barriers to full and equal participation in the workforce.

Training and education play a critical role. Implementing comprehensive training programs that address unconscious bias, build cultural competence, and educates employees on the benefits of an inclusive workplace can change perspectives and workplace culture for the better.

Moreover, accountability measures should be set in place to ensure that commitments to equity translate into real change. This might include setting clear, measurable goals for diversity and inclusion, regularly reviewing progress against these goals, and making these findings transparent to all stakeholders.

As we look to the future, the imperative for employers is clear: to attract and retain the best talent, they must not only promise equity but also practise it. The organisations that will thrive are those that view equity not as a checkbox exercise but as a foundational element of their corporate ethos and business strategy.

Driving equity forward requires more than good intentions—it demands bold actions and a steadfast commitment to transforming the workplace into a truly inclusive environment. Only then can we ensure that all Australian job seekers and employees feel respected, valued, and given equal opportunities to succeed. This shift is not just beneficial; it is essential for the sustained health and growth of our businesses and society at large.

survey methodology.

75 of Australia's largest private and public organisations are included in our research, alongside a handpicked sample that gives a fair representation of the nation's employers.

This list is presented to a representative cross section of working-age respondents based on region, age and gender; 6,105 members of the general public, between the ages of 18-65.

There is a slight emphasis towards respondents under 40 as the survey's main target audience are potential employees.



18-64

years of age

6,105

members of
the Australian
general public

32

countries
worldwide

relative attractiveness explained.

100

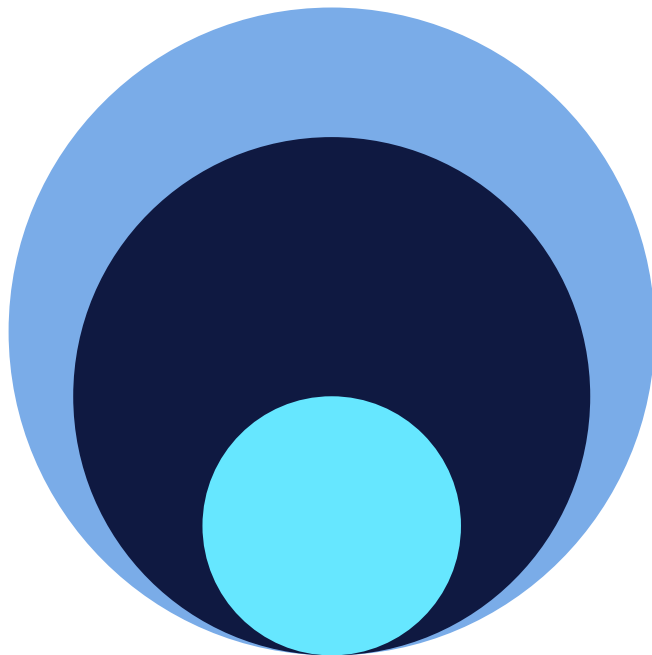
total sample

80

know the
organisation

40

desire to work
for the organisation



$$80/100 = 80\%$$

organisation
awareness

$$40/80 = 50\%$$

relative attractiveness

the top 10 most attractive sectors.

1



construction
54% (did not place
in 2023)

2



transport and logistics
54% (increased 9%)

3



health and social work
52% (increased 7%)

4



education
51% (increased 7%)

5



public sector
51% (increased 3%)

6



mining and quarrying
51% (increased 4%)

7



retail
48% (increased 3%)

8



insurance
47% (decreased 2%)

9



FMCG
47% (increased 3%)

10



arts and entertainment
47% (increased 3%)

what australians want when choosing an employer.



1st

work-life
balance



2nd

attractive
salary
& benefits



3rd

job security



4th

good training



5th

equity
*first time being
included in the
research

but employers are perceived as focusing on other factors.



1st

is conveniently
located



2nd

job security



3rd

financially
healthy



4th

good
reputation



5th

work-life
balance

The opportunity gap.

between what employees want vs what employers offer

attractive salary & benefits

2nd

9th

work-life balance

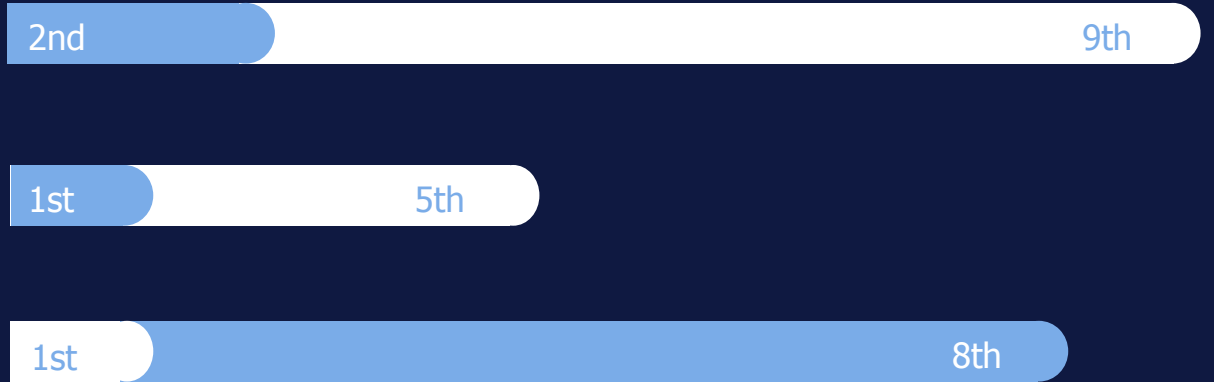
1st

5th

convenient location

1st

8th



demographics shared motivational factors.

men

This year the top two drivers for men and women are aligned when it comes to the choosing an employer.

Men are more likely to look for job security than women when choosing an employer.



good work-life balance



attractive salary and benefits



job security

women

Women are more likely to look for good training than men when choosing an employer.



good work-life balance



attractive salary and benefits



good training

demographics shared motivational factors.

top 3 EVP drivers

18-24 years

Are more likely to look equity than other ages when choosing an employer.



good work-life balance



good training



equity

25-34 years

And 18-24 years are more likely to look for good training when choosing an employer.



good work-life balance



attractive salary and benefits



good training

35-54 years

Are more likely to look for job security when choosing an employer.



good work-life balance



attractive salary and benefits



job security

55-64 years

Are more likely to look for job security when choosing an employer.



good work-life balance



attractive salary and benefits



job security

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find out more.

If you wish to discuss any of the findings in this report or explore ways to leverage the research insights for improving your employer brand and implementing more impactful employer branding strategies in your organisation, please request a visit by contacting your Randstad Account Director or sending an email to employerbranding@randstad.com.au

