

employer  
brand research  
2023.

# navigating uncertainty with confidence:

building a powerful and  
inclusive employer brand.

5,991 survey respondents



# employer branding: knowledge is power.

In today's highly competitive talent market, employers are facing significant challenges and competition in attracting and retaining the best talent in Australia.

With economic uncertainty and job stability at the forefront of many jobseekers' minds, organisations must consider how they can optimise and adapt their employer offering, also known as an employer value proposition (EVP), to reflect the shifting desires and priorities of today's jobseekers.

Employers must also consider how they can mitigate the perceived risk potential employees face when changing jobs in uncertain times, if they are to be successful in persuading talent that joining their organisation is a safe and long-term bet.

Despite employee and jobseeker uncertainty, a good work-life balance

and competitive salary and benefits packages remain essential considerations for potential employees when considering new employment opportunities. Non-monetary benefits are crucial to potential employees, particularly when salary increases might not be on the table this year.

Finally, an employer's visible and tangible demonstration of their commitment to diversity, equity, inclusion and belonging (DEI&B) is highlighted as a significant consideration for potential employees when evaluating a potential employer's offering.

Employers that prioritise these factors in their EVP and demonstrate their efforts to create an

inclusive environment where employees can bring their best selves to work every day, will be well on their way to becoming a competitive and attractive employer brand.

The 2023 Randstad Employer Brand research provides valuable insights into the shifting preferences and priorities of the Australian workforce and highlights how employers can adapt their talent attraction and retention strategies to create a more powerful and inclusive employer brand. It also brings awareness to issues that still present a barrier to employment for some communities.

By benchmarking your EVP against Australia's industry leaders and understanding

the gap between what employees indicate they want from their ideal employer and what they perceive is being offered, organisations can identify areas for improvement and take steps to bridge those gaps.

The 2023 Randstad Employer Brand research is a valuable resource for Australian employers looking to navigate these uncertain times with confidence. By building a powerful and inclusive employer brand that promotes DEIB and offers job stability, businesses can attract, engage, and retain top skills and talent in a highly competitive job market. We look forward to sharing the insights and resources from this year's research with you.

# 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; 5,991 members of the general public, between the ages of 18-64.

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



**18-64**  
years of age

**5,991**  
members of  
the Australian  
general public

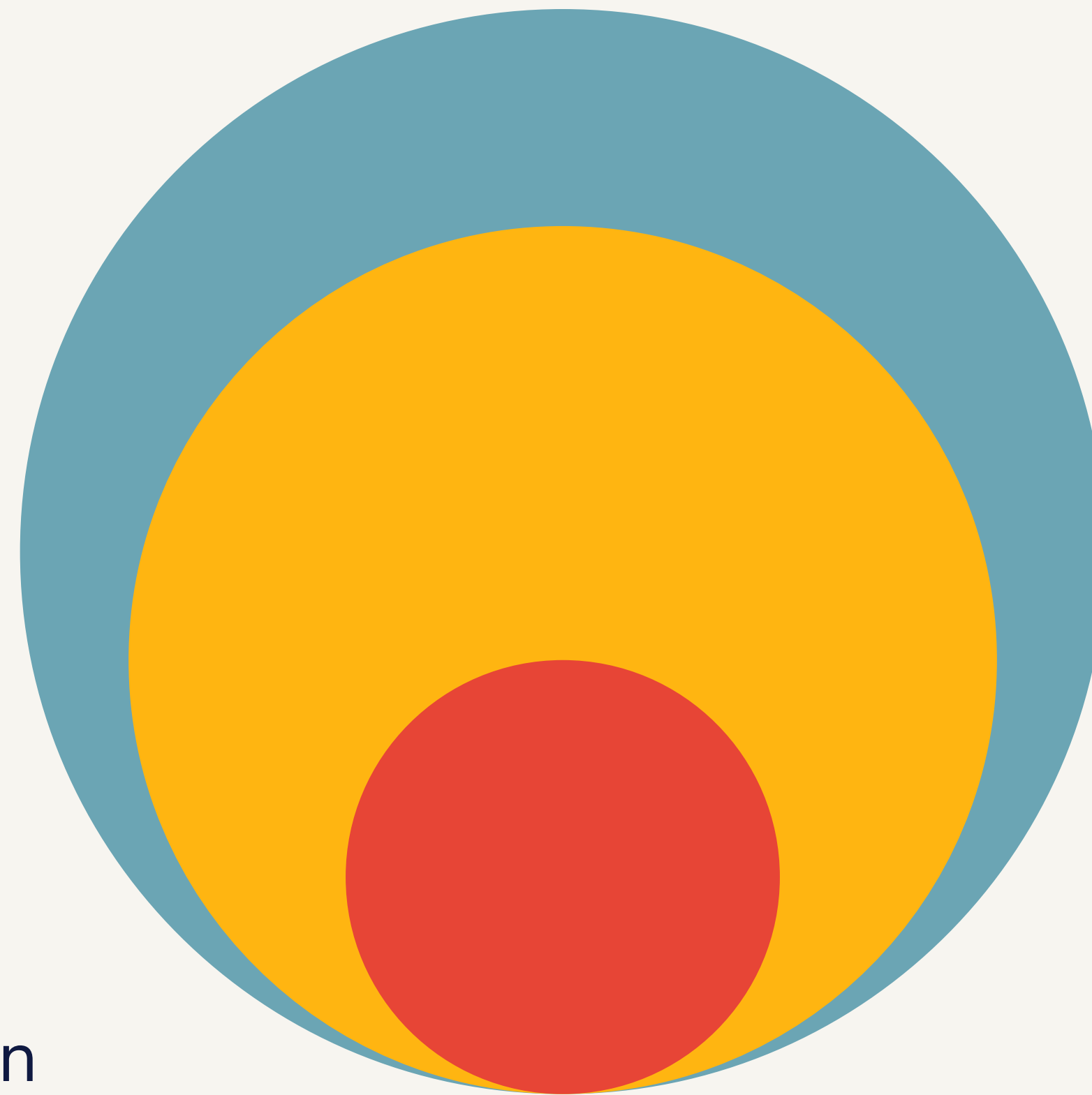
**32**  
countries  
worldwide

# relative attractiveness explained.

100  
total sample

80  
know the  
organisation

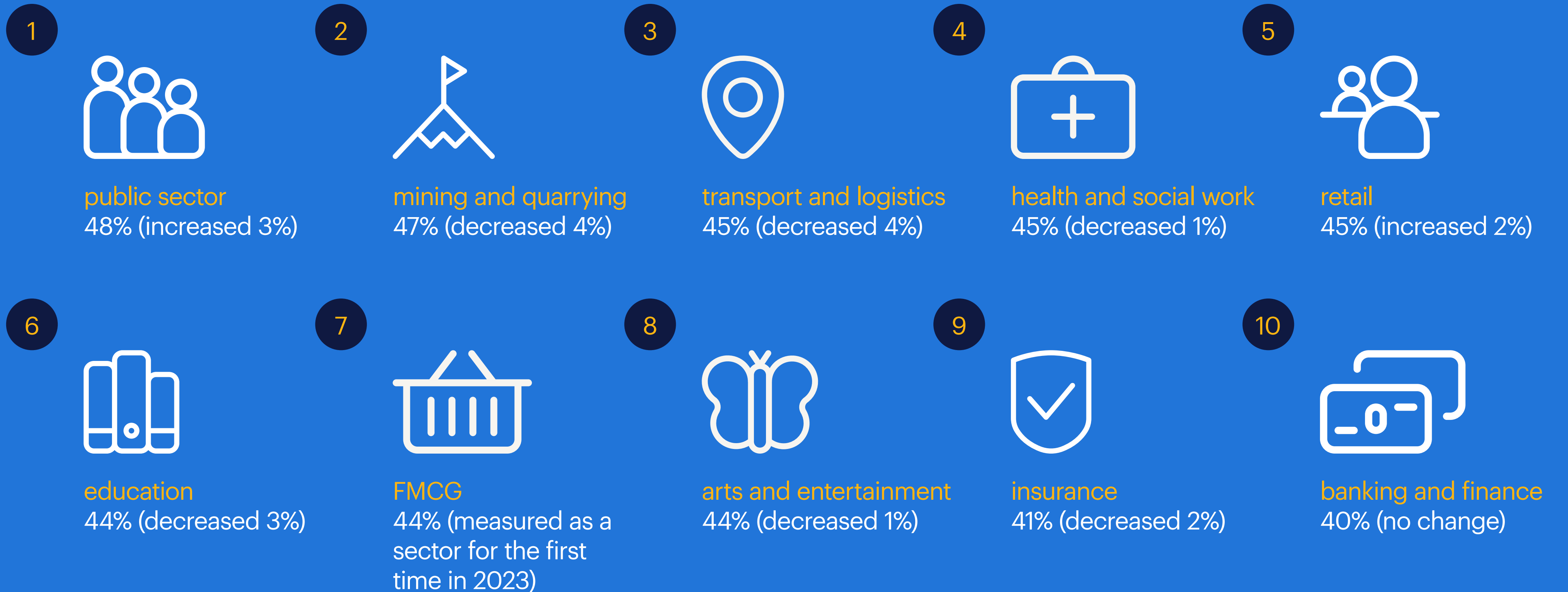
40  
desire to work  
for the organisation



$80/100 = 80\%$   
organisation awareness

$40/80 = 50\%$   
relative attractiveness

# the top 10 most attractive sectors.



# what australians want when choosing an employer.



**1st**

good work-life  
balance



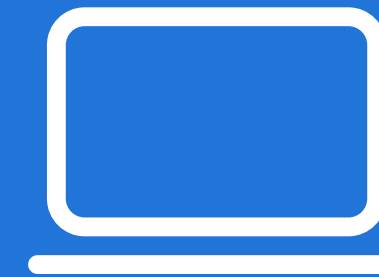
**2nd**

attractive salary  
and benefits



**3rd**

job  
security



**4th**

good  
training



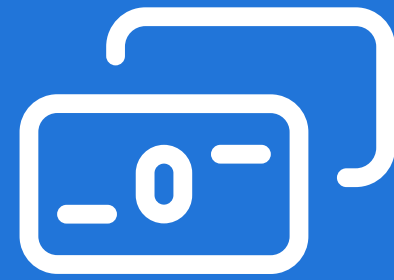
**5th**

strong  
management

but employers are perceived as focusing on other factors.



**1st**  
convenient  
location



**2nd**  
financial  
health



**3rd**  
job  
security



**4th**  
good  
reputation



**5th**  
good work-life  
balance

# the opportunity gap.

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





# shared motivational factors.

men

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

top 3 EVP drivers



good work-life balance



attractive salary and benefits



job security

women

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

top 3 EVP drivers



good work-life balance



attractive salary and benefits



job security

# shared motivational factors.

top 3 EVP drivers

## 18-24 years

Are more likely to look for strong management than other ages when choosing an employer.



good work-life balance



good training



strong management

## 25-34 years

Are more likely to look for good training than other ages when choosing an employer.



good work-life balance



attractive salary and benefits



good training, job security

## 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](mailto:employerbranding@randstad.com.au)

