

employer  
brand research  
2022.

# does your brand stand out in a talent-short market?

6,001 survey respondents



# employer branding: knowledge is power.

The impact of the last two years has been a major wake up call for people and organisations in Australia and around the world, prompting many to reprioritise what is most important, both personally and professionally.

Whether it means working for an organisation that provides more meaningful work opportunities or choosing a role that offers more flexibility to manage personal commitments, what is coming through loud and clear in today's talent scarce market is that offering an attractive salary only gets you a seat at the table. Yet talent is firmly in the driving seat when it comes to negotiating their terms, role, and benefits.

The 2022 Randstad Employer Brand Research reinforces the fact that changes in our work lives, accelerated by the pandemic, are here to stay. Work-life balance

is once again the most important factor when choosing where to work, followed by attractive salary and benefits and job security, rounding out the top three most important drivers for people choosing where to work in Australia.

The 2022 findings, released as the unemployment rate holds at an all-time low of 3.9% (ABS Labour Force, May 2022), further indicate employees are now holding the seat of power at the negotiation table.

Optimising over 22 years of successful employer branding insights, the 2022 Randstad Employer Brand Research is an independent survey of

163,000 respondents across 5,944 companies worldwide. In Australia, over 6,001 people responded, providing an accurate reflection of public perception on employer attractiveness throughout the country.

The purpose of this research is to provide clients with valuable insights to shape your employer brand. The aim is to help you better attract, engage and retain top talent, which is critical in an increasingly competitive and challenging environment.

This year, an important element of the research is helping you to better understand the gap between what employees

want from their ideal employer, and the general perception of what they think employers in Australia are offering. Benchmarking this against what employees perceive is being offered by their employer will provide you with more context to the gaps that need to be bridged.

The Randstad Employer Brand Research will provide invaluable insights for HRDs, CMOs and business owners, and will undoubtedly be a wake up call, helping you to build a stronger EVP, strengthen your employer brand and stand out in a crowded market.

# 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 relevant respondents based on region, age and gender; 6,001 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.



**31**  
countries  
worldwide

**18-64**  
years of age

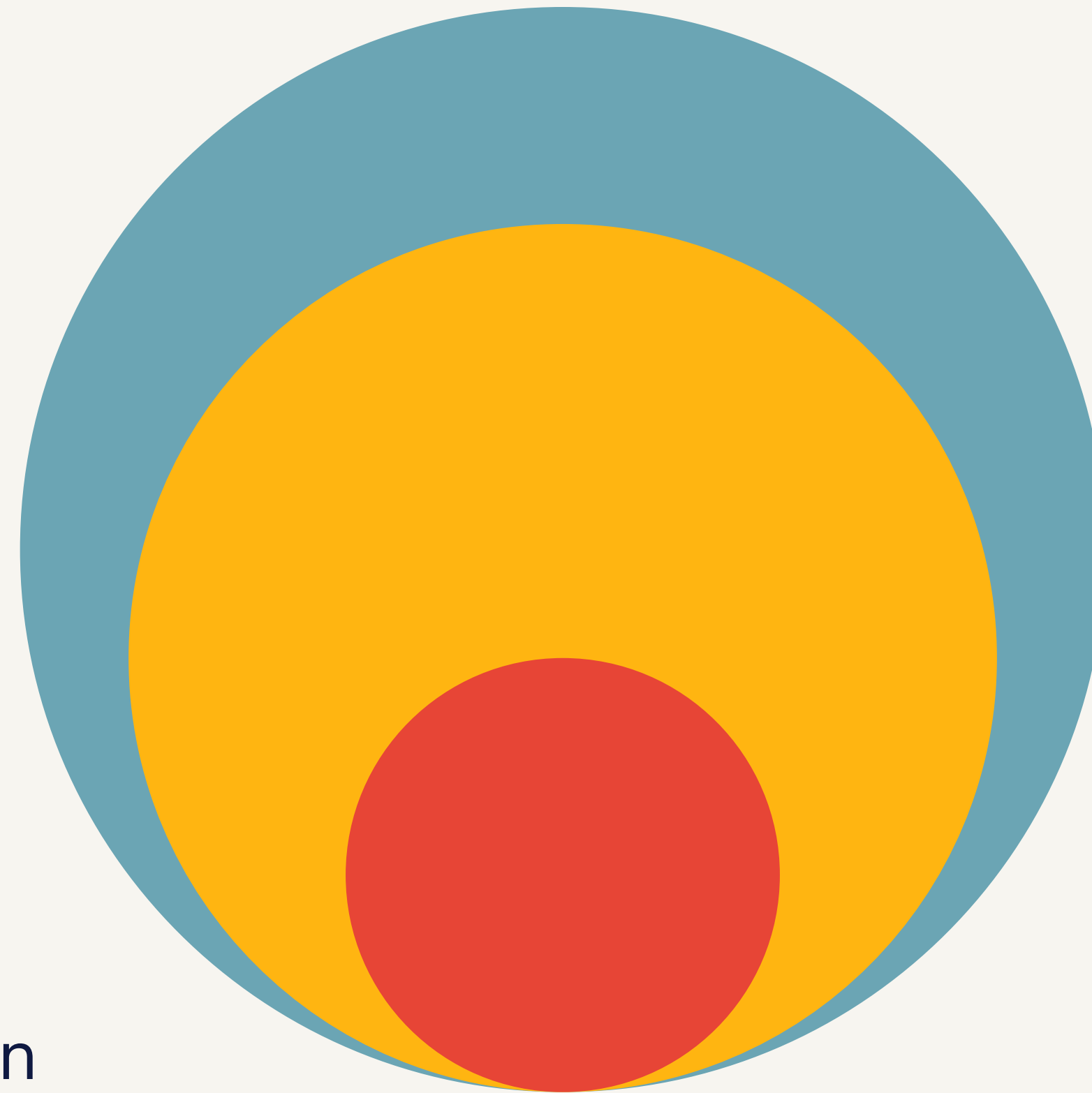
**6,001**  
members of  
the Australian  
general public

# relative attractiveness explained.

100  
total sample

80  
know the  
organisation

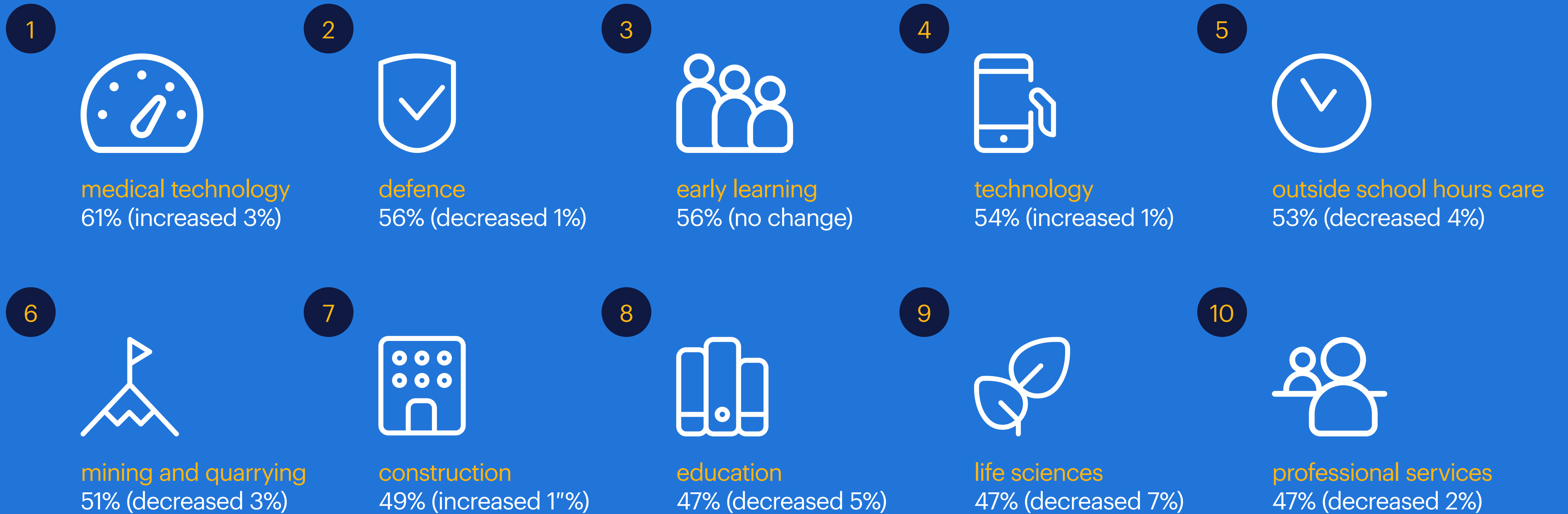
40  
desire to work  
for the organisation



$80/100 = 80\%$   
organisation awareness

$40/80 = 50\%$   
relative attractiveness

# the top 10 most attractive sectors.



# what australians want when choosing an employer.



**1st**  
work-life  
balance  
62%



**2nd**  
salary and  
benefits  
58%



**3rd**  
job  
security  
56%

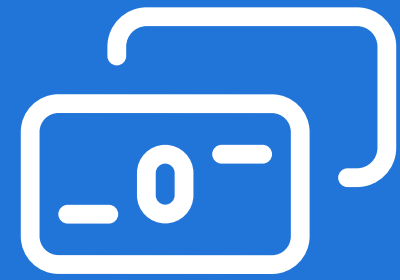


**4th**  
job  
training  
53%



**5th**  
work  
atmosphere  
51%

but employers are perceived as focusing on other factors.



**1st**  
financial  
health



**2nd**  
job  
security



**3rd**  
career  
progression



**4th**  
salary and  
benefits



**5th**  
organisation  
reputation

# the opportunity gap.

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

work-life balance

1st

8th

salary and benefits

2nd

4th

job security

2nd

3rd



# importance of training through reskilling/upskilling.



**70%**

find it important  
to be offered  
the opportunity



**69%**

25-34 years find  
career growth  
important



**68%**

higher-educated  
find career growth  
important



**68%**

white-collar workers  
find career growth  
important

# top three channels used to look for a job.



**1st**

recruitment  
agencies



**2nd**

google



**3rd**

job portals/ job  
boards (eg. seek,  
trade me jobs)

The last 12 months have seen the candidate market tighten to heightened levels as fewer candidates actively seek new opportunities. As a result, sourcing, attracting and retaining top talent is more challenging than ever. Recruitment agencies with solid relationships with employers and top talent will shine by providing them with new roles to consider. The significant gap between the use of recruitment agencies versus search and job portals this year highlights this fact.

# different profiles, different importance.



## women

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

## top 3 EVP drivers

69% work-life balance

63% salary and benefits

61% job security



## men

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

## top 3 EVP drivers

55% work-life balance

52% salary and benefits

51% job security

# different profiles, different importance.



18-25 years

62% work-life balance

60% good training

53% salary and benefits



26-41 years

58% work-life balance

54% salary and benefits

54% job security



42-57 years

67% work-life balance

63% salary and benefits

60% job security



58-64 years

68% work-life balance

68% salary and benefits

65% job security

top 3 EVP drivers

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# find out more.

Please reach out if you would like to discuss the relative attractiveness of your sector or find out how you can use our 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) to select the type of research that interests you most, such as the country report, a sector report or an organisation report.

Alternatively, 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)

