

Employer Brand Research 2017

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Australian attitudes on the impact of technological advances and automation on jobs in the future

5433
Respondents

50%

Working long hours

1

2

36%

Getting ahead/
getting a promotion

6

48%

Meeting the expectation of the role

3

The top 5 causes of stress in the workplace

4

42%

Pressure from my Manager

43%

Fear of redundancy



Causes of stress in the workplace

Who feels the pressure most of getting ahead/getting a promotion?

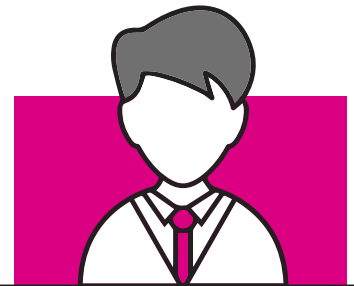
45%

18-24 years



26%

45-65 years



55%

18-24 years



44%

45-65 years



Who feels the impact most of working long hours?

52%

18-24 years



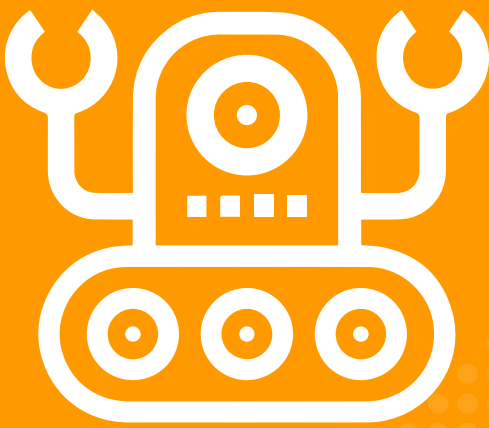
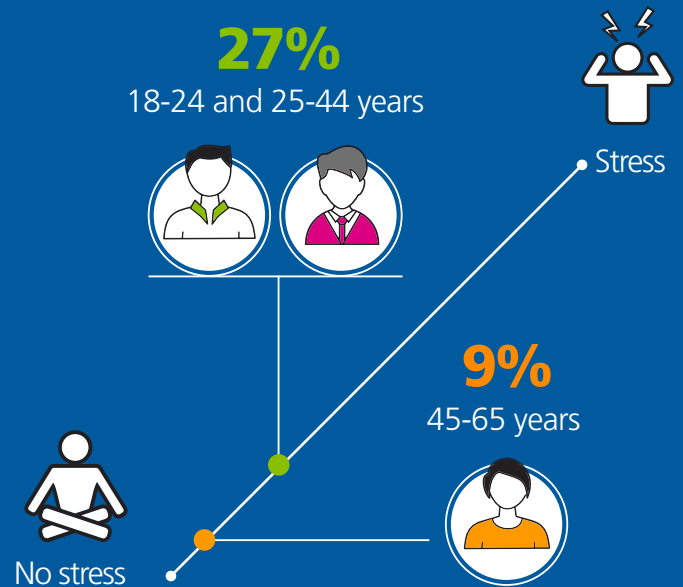
43%

45-65 years



Who is most concerned about meeting the expectations of the role?

Younger and middle age workers feel the pressure from their Manager much more prominently than 45+ year olds.



But less than **5%** across all profiles are concerned about technological advances and automation as a cause of stress.

84%

of Australians are not concerned that automation will affect their future job.

77%

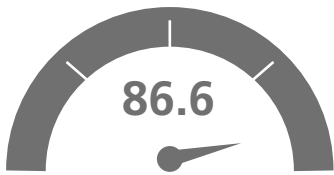
of Australians believe they won't need to change careers in the next 10 years due to technological advances and automation.

The gap between perception and reality is alarming

Automation scores are rated out of 100. The higher the score the bigger the impact

By 2020 the Australian Bureau of Statistics predicts the following...

Top three jobs impacted by automation



Transactional Sales Worker



Machinery Operators and Driver



Clerical and Administrative Workers

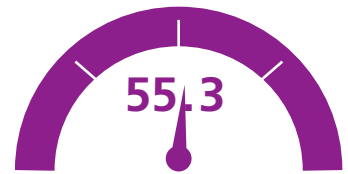
Bottom three jobs impacted by automation




Managers



Professionals



Technicians and Trades Workers



Predictions around job automation is relatively consistent across all states and by gender making this a national phenomenon.

The Randstad Award Employer Brand Research reveals only **15%** of 18-24 year olds are concerned about the impact of automation on their jobs with less than **2%** saying it was their number one concern.

The ABS prediction shows a very different reality...

18-24 years



data source:

1. ABS_6291.0.55.003 - EQ07a - Employed persons by Age, Occupation sub-major group of main job (ANZSCO) and Sex, August 1986 onwards
2. ABS_6291.0.55.003 - EQ08 - Employed persons by Occupation unit group of main job (ANZSCO), Sex, State and Territory, August 1986 onwards
3. Mechanical Boon: will automation advance Australia?

Future or Now?

Automation is a major factor impacting employees globally, however Australians are more focused on short term concerns such as longer hours worked when the real threat and opportunities are coming from technological advances.

Employer branding tips for employers:

- take advantage of the wide range of developing technologies to stay relevant
- better prepare and educate employees for technological advances
- bring more innovation to workplaces to raise awareness
- reskill their employees and create new jobs to meet ever changing business needs