

Employer Brand Research 2017

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Employer branding in Australian Banking and Financial Services

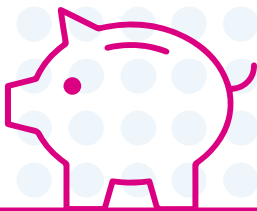
4697
Respondents

Top 3

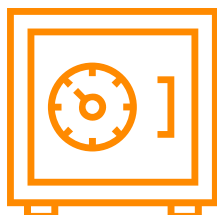
most attractive companies in Banking and Financial Services



1st: Commonwealth Bank



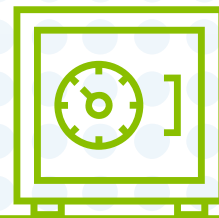
2nd: ANZ



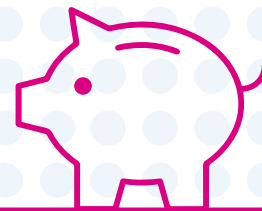
3rd: Westpac

Top 3

most well known companies in Banking and Financial Services



1st: Westpac



2nd: ANZ

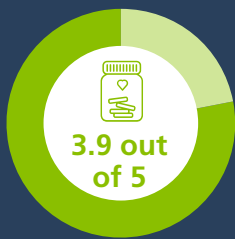


3rd: Commonwealth Bank

Sector attractiveness
has increased by
2% in 2017



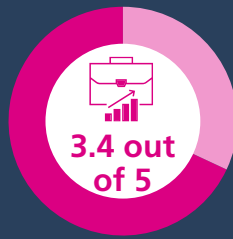
The sector is known for



Financial health



Uses latest technology



Career Progression

Other stand out attribute

- job security



Companies ranked number one on key driver



Career progression
Westpac



Environmentally and socially aware
Westpac



Financial health
Commonwealth Bank



Good reputation
Bendigo and Adelaide Bank



Good work-life balance
Flexigroup



Job security
Commonwealth Bank



Stimulating and challenging work
ASX



Pleasant working atmosphere
Bendigo and Adelaide Bank



Latest technology
ASX

How does the sector perform across the different demographics

The sector is more attractive to 25-44 year olds and 45-65 year olds



but the 18-24 years olds have a much higher awareness of the sector

Sector attractiveness by state

