

Employer Brand Research 2017

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Employer branding in Australian State and Federal Government

2833
Respondents

Top 3

most attractive organisations in State and Federal Government



1st: VIC Government



2nd: Department of Immigration and Border Protection



3rd: QLD Government

Top 3

most well known organisations in State and Federal Government



1st: Medicare

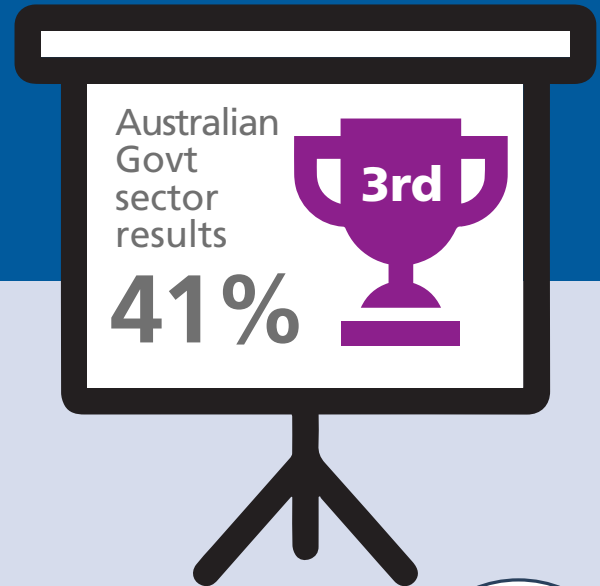


2nd: Centrelink

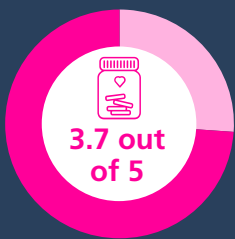


3rd: Australian Taxation Office

Sector attractiveness
has increased by 5%
in 2017



The sector is known for



Financial health



Job security



Uses latest technology



Other stand out attributes

- Stimulating and challenging work
- Good work-life
- Career progression balance
- Environmentally and socially aware

Organisations ranked number one on key driver



Career progression

Australian Federal Police



Environmentally and socially aware

Department of Land, Water and Planning incl. Parks Vic



Financial health

Australian Taxation Office



Good reputation

Monash University



Good work-life balance

Department of Economic Development, Jobs, Transport and Resources



Job security

Australian Federal Police



Stimulating and challenging work

Australian Federal Police



Pleasant working atmosphere

University of Western Sydney



Latest technology

Department of Defence

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

