

employer
brand research
2021.



what does an ideal employer look like?

6,850 survey respondents



“Life is about making an impact, not making an income.”

Kevin Kruse

the power of employer branding.

The shock of last year's lockdown and subsequent recession impacted workers' attitudes to the nation's employers.

This year's Employer Brand Research tells a more nuanced story, confirming the importance of brand resilience. Successful organisations are building brand strength and loyalty during a crisis to retain and attract talent during recovery.

Yet, the pandemic is not over. Borders remain closed, and talent scarcity is increasing. Employer branding will be essential to keep existing employees with so much uncertainty in the workforce.

To truly connect and engage with employees and future workers, organisations should demonstrate a commitment to transparency, authenticity, reskilling, and inclusion.

An employer brand is not something you can dictate to the market. It is the experience of your employees, a conclusion the market draws based on the information you provide and what they say about you when interacting with your organisation and employees.

Randstad's Employer Brand Research is the most comprehensive independent research on employer branding anywhere in the world.

We have a long and successful track record in delivering employer branding insights since 2000.

Our results provide unique insights into the world of work and an understanding of employee and job seekers' drivers and motivations. You can utilise them to shape your organisation's branding, talent attraction and retention strategies.

survey methodology.

We included seventy-five of Australia's largest private businesses in our research, alongside a handpicked sample that gives a fair representation of the nation's employers.

We presented this list to 6,850 members of the general public, a relevant cross-section of respondents based on region and gender between the ages of 18-70. There is a slight emphasis on respondents under 40 as the survey's primary target audience are potential employees.



34
countries
worldwide

18-70
years of age

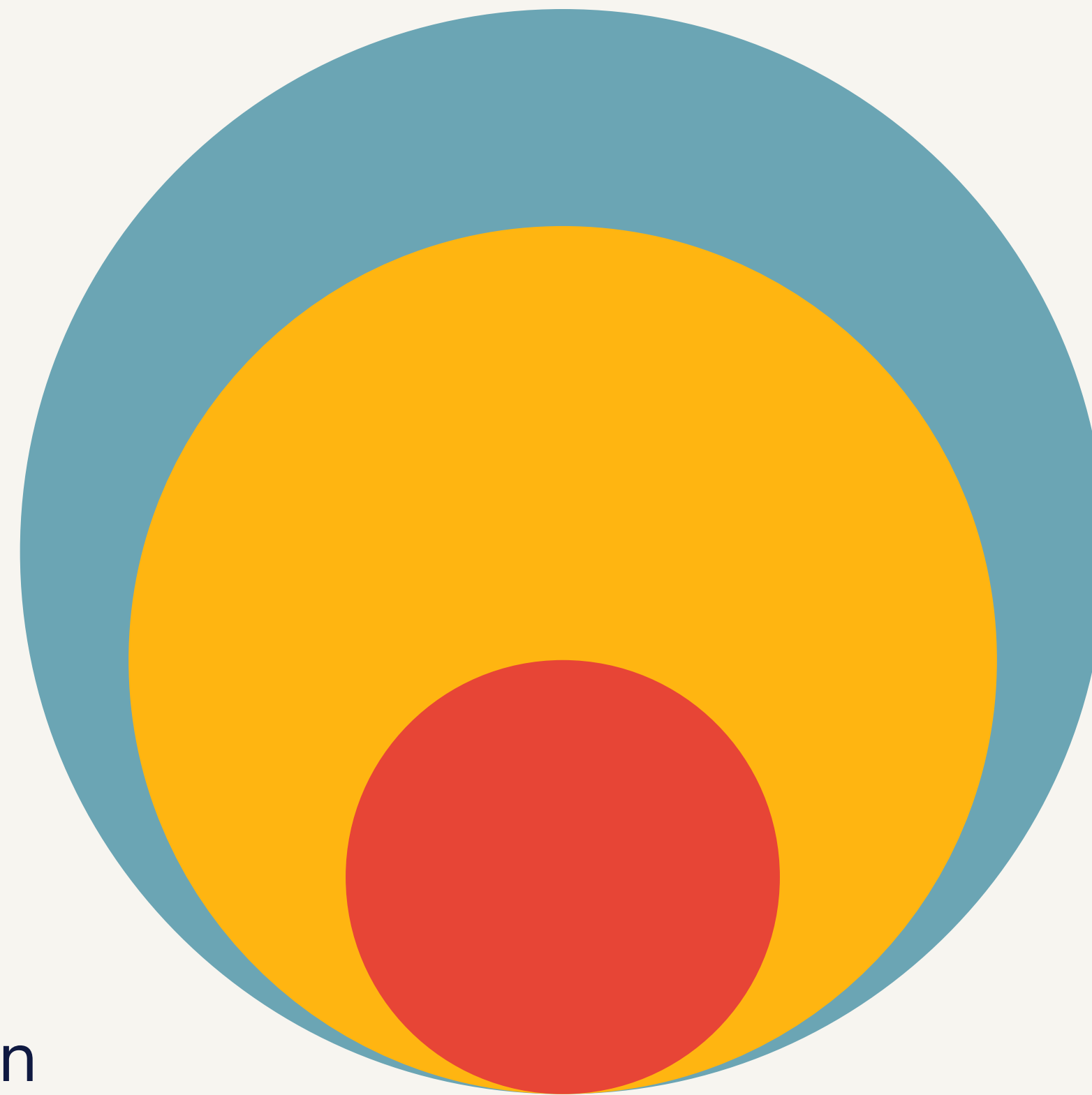
6,850
members of
the Australian
general public

relative attractiveness explained.

100
total sample

80
know the
organisation

40
desire to work
for the organisation



$80/100 = 80\%$
organisation awareness

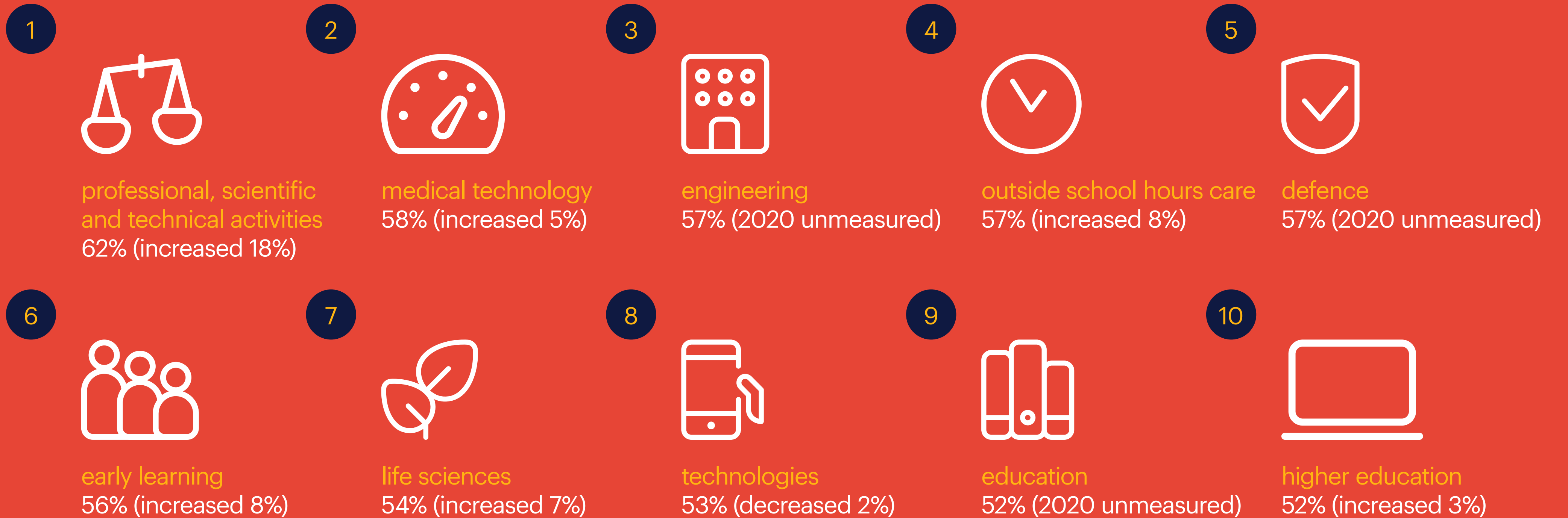
$40/80 = 50\%$
relative attractiveness

“Customers will never love a company, unless its employees love it first.”

Simon Sinek



the top 10 most attractive sectors.



what australians want when choosing an employer.



1st
work-life
balance
63%



2nd
salary and
benefits
58%



3rd
job
security
57%



4th
good
training
56%



5th
work
atmosphere
53%

but employers are perceived as focusing on other factors.



1st
financial
health



2nd
COVID-19
safe work
environment



3rd
good
reputation



4th
career
progression



5th
job
security

the opportunity gap.

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

work-life balance

1st

8th

salary and benefits

2nd

7th

work atmosphere

3rd

6th

the impact of COVID-19.



21%
changed job
this year



25%
afraid of
losing job



38%
of the 25% plan to
change jobs in the
next 6 months

Loyalty has dramatically increased for those employers who supported their employees during COVID-19.

“I am an employment hyena.
I am happy to make a meal of
what the lions leave behind.”

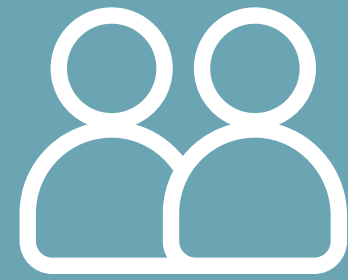
Henry Rollins



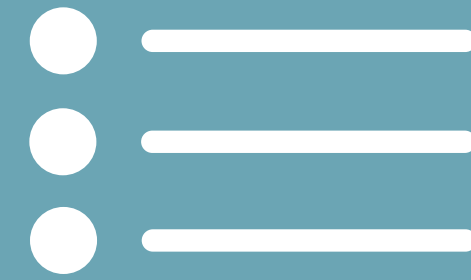
top three channels used to look for a job.



1st
google



2nd
recruitment
agencies



3rd
job boards
e.g seek

Over the last few years, the dominance of job boards has ended, with Google now the top channel for job seekers. A positive employer brand across multiple digital channels is the priority in 2021 to attract the best. Yet, with so much information presented to job seekers, recruitment agencies are popular and provide clarity in an age of information overload.

“Don’t judge each day by
the harvest you reap but
by the seeds that you plant.”

Robert Louis Stevenson



different profiles, diverse needs.



men

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

top 3 EVP drivers

57% work-life balance

52% salary and benefits

51% job security



women

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

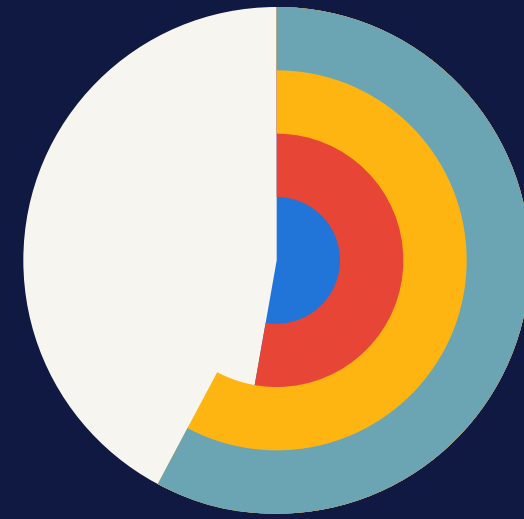
top 3 EVP drivers

70% work-life balance

64% salary and benefits

63% job security

different profiles, diverse needs.



18-24 years

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

top 3 EVP drivers

58% work-life balance

58% good training

53% job security

53% salary and benefits



25-34 years

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

top 3 EVP drivers

61% work-life balance

56% salary and benefits

44% job security

different profiles, diverse needs.



35-54 years

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

top 3 EVP drivers

64% work-life balance

57% salary and benefits

57% job security



55-70 years

Are likely to look for work-life balance, salary and benefits and job security when choosing an employer.

top 3 EVP drivers

72% work-life balance

70% salary and benefits

69% job security



“Employer branding is
a marketing strategy”

Davide Scialpi

employer
brand research
2021.



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 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