

# Is your EVP the attraction, recruitment and retention tool you need it to be?

2024 EVP Market Messaging  
Research Results



Visit Us At  
[peakcorporatesolutions.com.au](https://peakcorporatesolutions.com.au)







# About Us

We are an EVP development and people advisory firm based in Sydney.

Since 2018 we have been a leading developer of Employee Value Propositions for organisations spanning industries including distribution and logistics, professional services, government, FMCG, Technology and media, utilities and higher education.

## Managing Director Profile

Our Managing Director Malcolm Peak is recognised as a thought leader in the EVP space, having worked with over 40 organisations in the development of their EVPs.





## Why we embarked on this research

As part of our annual market research initiative, we wanted to understand what are the messages organisations are communicating to the market about their employment offering and how unique those messages are.

## The theory we wanted to test

Our theory is that organisations think what they are promoting in their EVP is unique and differentiating – but the reality is that messages are similar within and across industries making it difficult for job seekers to differentiate.







# market research

## How we undertook our research

As this initiative is in its second year, we wanted to follow the same methodology as previously.

We visited the websites and careers websites of just under 250 organisations across 13 sectors (this year we added the Aged Care, Mobile & Broadband, and Energy & Utility sectors) and took on the role of a candidate.

In doing so, we looked for key themes that were promoted (and which were easily found) in both job advertisements and other links and content on careers and web pages relating to an organisation's EVP.



**so what did we find?**



# Common themes



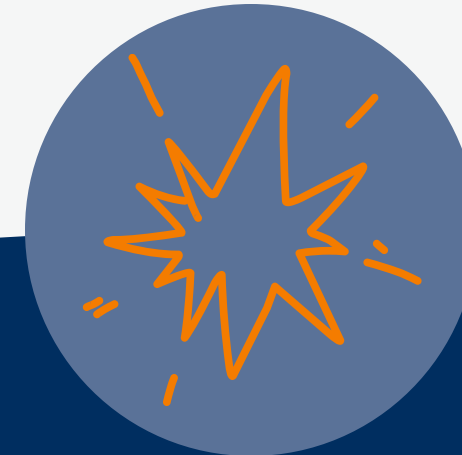
**77% discuss they support flexible working and work/life balance**

...but only 7% reflect on what this means in terms of location



**77% discuss their commitment to be a diverse and inclusive employer**

...but only 15% discussed any specific diversity initiatives



**76% talk about the impact employees can have**

...but only 53% reflected on being purpose-led



**81% of companies offer career development**

...but only 30% discuss the tools, pathways and training to shape and develop careers

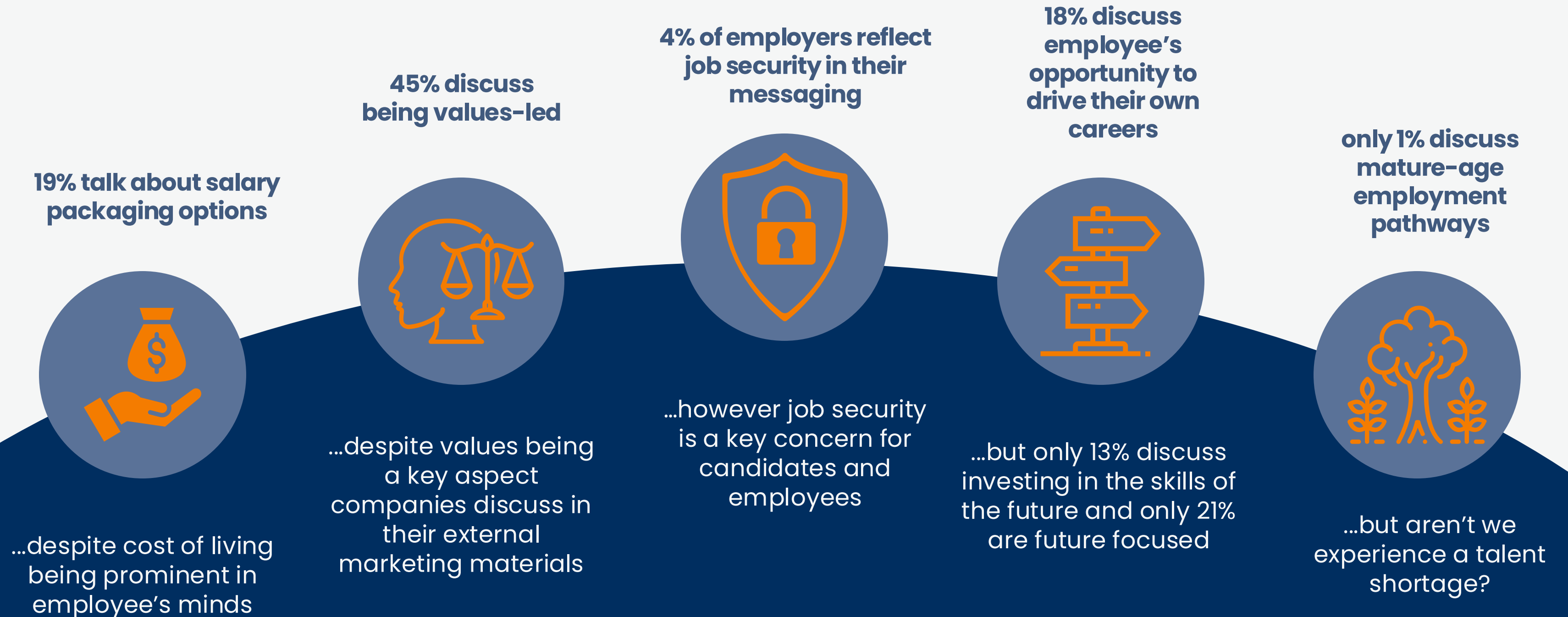


**71% discuss their supportive and collaborative environment**

...although only 19% discussed having open communication pathways where employees were heard



# Themes that weren't so common



# What surprised us



## Indigenous/First Nations Recruitment

Despite the current focus on Indigenous recruitment, very few companies had easily-found Indigenous employment initiatives.

- **11% talked about creating a culturally safe workplace**
- **8% discussed specific goals to increase Indigenous employment**
- **7% discussed what they are doing to improve cultural competency**
- **3% had a team dedicated to First Nations recruitment**



## Accessing the ageing workforce

Despite the difficulty in attracting skilled and experienced employees, most companies are doing nothing to appear more attractive to older workers

- **1% reflect on what they offer older workers**
- **1% discuss mature-age employment pathways**



# **...and what continued to be a concern is that organisations are not focusing on what's most important to candidates and employees now...**

In our focus groups we hear a range of consistent themes, and it is clear there is significant misalignment between what organisations are promoting and what candidates and employees are seeking...



## **What employees want**

- Job security
- Good salary and benefits
- Flexibility
- Good terms and conditions
- Opportunities
- Alignment of values



## **What employers talk about**

- Impact
- Training and development
- Commitment to diversity and inclusion
- Flexible working options
- Skills and development programs
- An entrepreneurial spirit

# ...and the drivers in the market are changing

Labour shortages, flexible working demands of employees and the ongoing march of AI is complicating the workplace...



## AI is continuing to change the face of the labour market

Yet only 13% of employers reflect on building future skills and 21% talk about being future-focused



## Career development is being hampered by flexible working

Only 30% of employers discuss the pathways to build careers, and only 7% reflect on location as part of a flexible working offering



## Cost of living pressures are re-focusing employees on tangible elements

...but employers are often stuck promoting factors which lack cut-through if not combined well with other more tangible offerings



## The Voice referendum result has people confused

Employers don't know how to navigate the new landscape sensitively, with only 23% designing advertisements with effective reach for Indigenous and First Nations candidates



# So how do the sectors compare?

We researched the offerings of 13 different sectors across 248 organisations.

These sectors were:

- FMCG/Food (including quick-service restaurants, supermarkets, non-department store retailers, and beverage companies)
- Distribution and Logistics
- Public Sector (including local government)
- Professional services
- IT & Tech
- Mobile/Broadband providers
- Law
- Media
- Higher education
- Engineering
- Financial institutions
- Energy and Utilities
- Aged Care providers



**CAUTION**

## **Some caveats**

**Just because you think you communicate something, doesn't mean you have.**

**We are not referring to deep-dives in our analysis...we took on the role of a candidate or employee to see what could we find easily and simply.**





## What stands out about FMCG/ Food

In our analysis of FMCG we included supermarkets, quick service restaurants and beverage companies.

**100% reflect on their iconic brands and being market leaders**

..which is to be expected



**88% of employers highlight skills development and learning opportunities**



**80% discuss career development opportunities**

...but only 29% discuss opportunities for internal mobility



**Only 15% talk about support for employee mental health and wellbeing**







## What stands out about distribution and logistics

In distribution and logistics we looked at transport companies, logistics providers, and food distributors

**100% of employers reflect on their brand status and their market leading position**



**100% of organisations highlighted their focus on innovation and having an entrepreneurial spirit**



**78% talked about being purpose-led and their heritage/reputation**



**Only 56% talked of being values-led**







## What stands out about the Public Sector

In reviewing government we included Federal, State and Local government entities.

**83% of government entities reflect on the difference/impact their employees can make**



**78% highlight flexible working options**

...**none** discussed what flexible working options meant in terms of location



**76% talk about being committed to being diverse and inclusive employers**

...although only 33% discussed strategies, actions and targets



**Only 28% talked about their purpose or mission**







## What stands out about professional services

Our review of professional services encompassed first and second tier financial and corporate advisory consulting organisations

**100% discussed the career development opportunities available to employees**

...however only 12% discussed the diverse opportunities to build a career



**94% referenced the health and wellbeing programs they offer**



**88% referenced their focus on being a diverse and inclusive employer**

...although only 35% discussed tangible strategies and actions



**Only 24% talked about being future-focused**





## What stands out about IT

Our review of IT & Tech encompassed software and SAAS providers

**Unsurprisingly, 92% of employers promoted themselves as innovative, entrepreneurial and ideas-driven**



**88% talked to be collaborative and values-led**



**88% also referenced the impact employees could make in their work**

...although only 25% talked about the employees being part of something bigger - a shared purpose



**Only 4% talked about helping employees develop skills for the future**





## What stands out about Law firms

Our review of law firms focussed on top and second-tier law firms

**100% of firms reflected on how they lead in their area(s) of expertise**



**93% discussed their collaborative environment, their expertise, the complex work and the ability to drive a career**

...although only 38% reflected on the training and other support available to build a career



**92% also referenced a commitment to diversity and inclusion**

...but only 54% discussed specific actions or targets



**Only 15% talked about helping employees develop skills for the future**

...which was interesting given the impact of AI on the legal profession





# What stands out about media companies

Media companies includes streaming, television, radio and print media

**92% of media companies emphasise their brands**

...as expected as they are recognised for their brands/programs/mastheads

**92% also reference their dynamic culture**

**83% discuss their commitment to being a diverse and inclusive employer**

...only 17% discussed any diversity initiatives

**Only 8% talked about the variety of roles available in their organisations, or that they are building skills for the future, and that they care for employee mental health and wellbeing**







## What stands out about higher-education

This sector includes Universities from across the country

**95% reflected on their lifestyle benefits and flexible working options**



**89% highlight their commitment to diversity and inclusion**

...but only 32% discussed specific actions or targets



**84% discuss their collaborative partnerships and their focus on skills development and learning**



**Only 16% reference the tools, pathways and support for people to grow their careers**







## What stands out about engineering

Engineering firms include specialist engineering firms and larger-scale organisations

**100% of firms note their employee make a difference**

...however, only 29% discuss being part of something bigger and a shared purpose



**100% of firms also reflect on the career development opportunities available for their employees**



**86% highlight their commitment to diversity and inclusion, in addition to their professionalism and excellence**

...with 50% discussing strategies, actions and targets



**Only 43% reflect on the support they provide as employees work towards professional qualifications**







# What stands out about financial institutions

Financial institutions include providers of financial products and services

**100% of firms highlighted the pay and benefits of employment**



**100% of firms emphasised their focus on being a diverse and inclusive employers**

...although only 54% discussed specific actions or targets



**92% noted their health and wellbeing programs including special leave options**



**Only 46% reflect on the support they provide as employees work towards professional qualifications**

...and only 31% discussed specific leadership programs, learning and experience







# What stands out about energy & utilities

Energy and utilities encompasses companies providing water and electricity

**92% talk about being innovative and ideas-driven**



**92% also talk about offering flexibility and work/life balance**

...although only 8% discussed what this meant in terms of location



**85% discuss their championing of diversity**

...however, only 46% discussed tangible actions and targets



**Only 8% reflect on the strong and supportive leadership within their organisations**





## What stands out about mobile & broadband providers

These are the main telcos in the Australian market plus 2nd tier players

**100% emphasise it is an exciting time to join**



**100% highlight flexible working, work/life balance and health and well-being programs**



**80% regard themselves as pushing boundaries**



**0% (none) talk about building the skills of the future.**







## What stands out about the aged care sector

This analysis included non-denominational and religious-based care providers

**100% of companies highlighted career opportunities**

...and 73% discussed the tools and pathways to achieve career goals



**91% emphasised their salary and benefits packages**



**91% talked about the impact of the work**

...however only 64% discussed being purpose or mission-led



**Despite the aging population, only 36% of companies discussed the growth of their organisations**





# Some observations to think about

With a number of similar themes being reflected across all sectors...

**76%**

of companies tell  
candidates they can  
make an impact

**81%**

talk about career  
development

**71%**

talk about their  
collaborative and  
supportive environment

**69%**

promote their  
approach to  
innovation

**77%**

emphasise flexible  
working and work/life  
balance

**77%**

talk about their commitment  
to being a diverse and  
inclusive employer

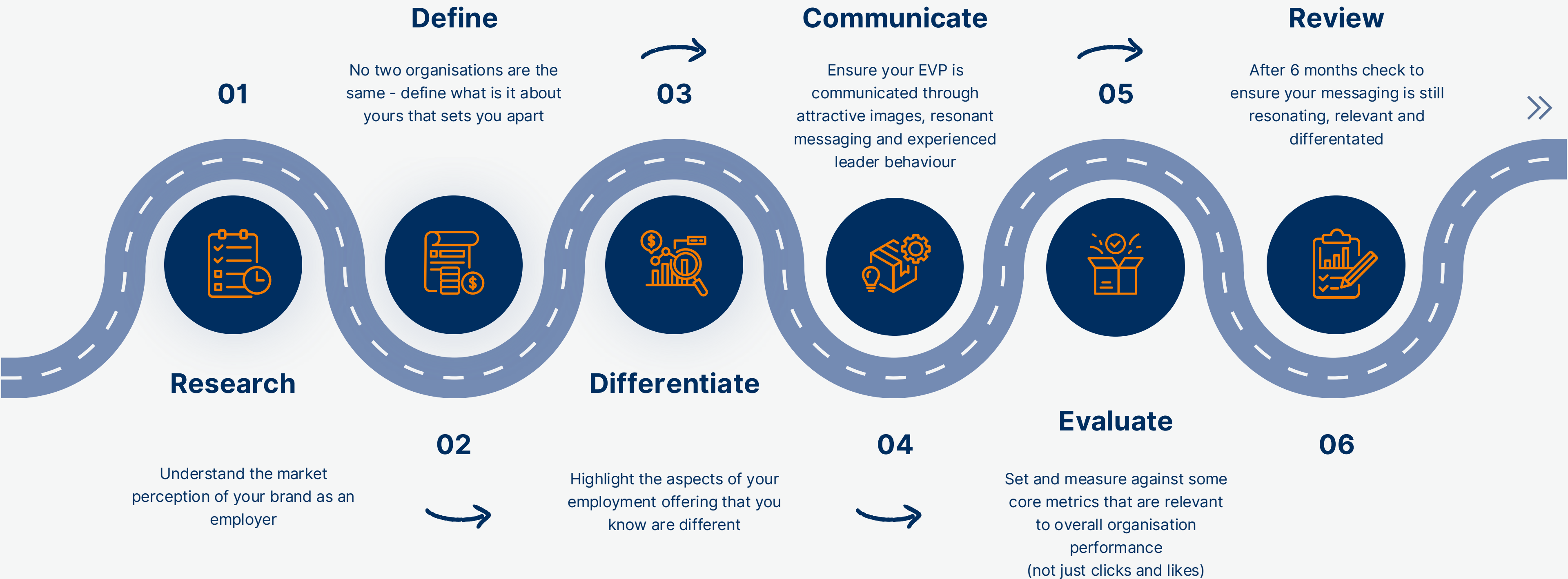
***...if you're saying the same things as everyone else, how will you stand out?***



# So how could you stand-out...



# So what can you do to make sure you're EVP stands-out?





## **...some final thoughts**



**Be clear on how you can communicate how you are building skills of the future**



**Ensure you clarify how employees can have careers in a flexible working environment, and promote the variety of different careers on offer**



**Listen to employees through engagement survey feedback and ensure your EVP reflects both their key current concerns and some future aspirations**



**If you promote diversity and inclusion, be clear on why and what value it adds to your organisation**

# Contact Us

If you would like to have a conversation, please reach out using one of these channels.





**PEAK** CORPORATE  
SOLUTIONS

**Thank you**  
FOR JOINING US