

2025
EVP MARKET
MESSAGES

RESEARCH
FINDINGS

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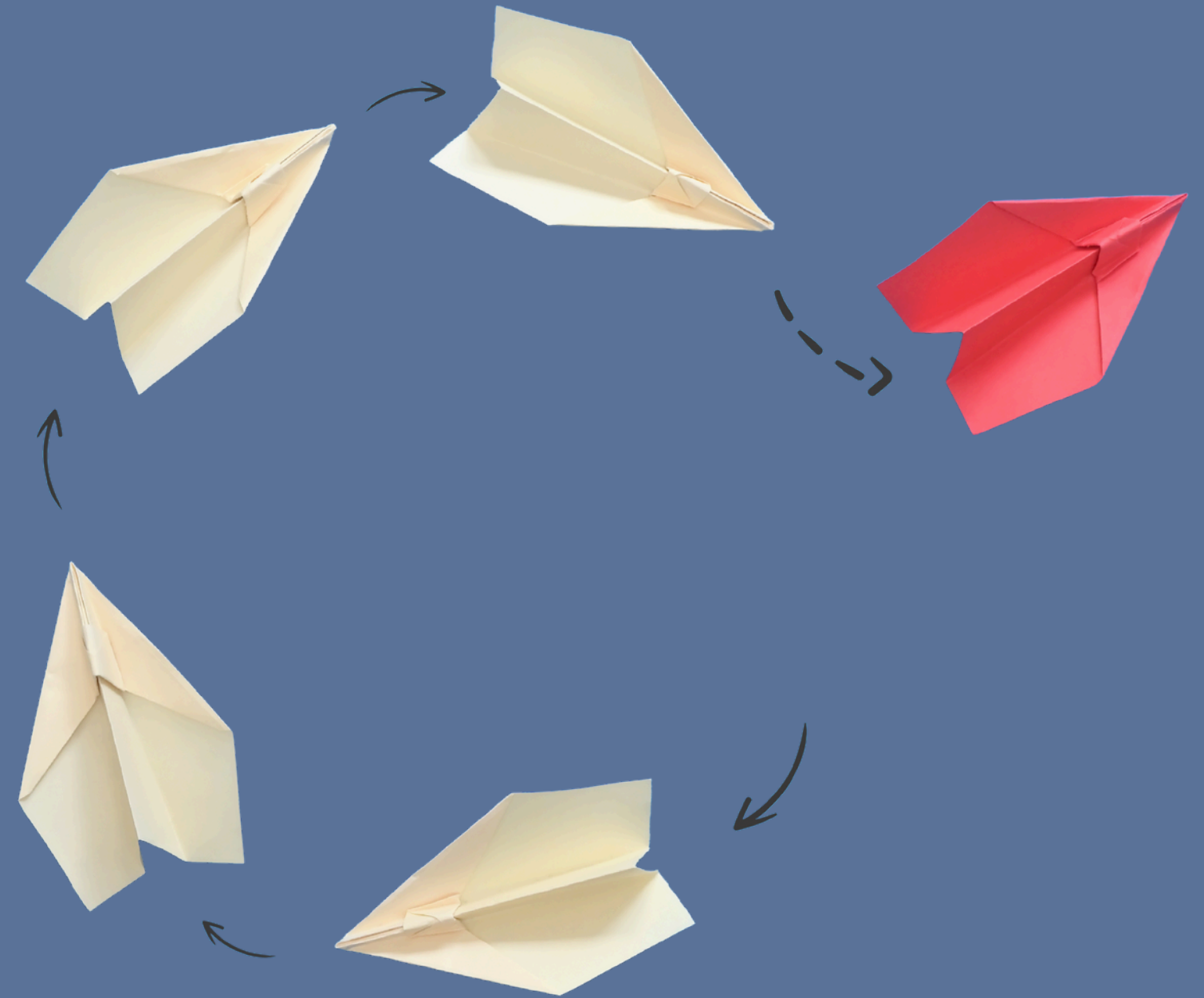
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PURPOSE

We conduct this research to determine the uniqueness of EVP messaging not just within different sectors, but also across sectors.

This insight helps organisations understand where they can differentiate in their EVP messaging.



METHODOLOGY

ASSESSING ORGANISATIONS, SECTORS AND THEMES

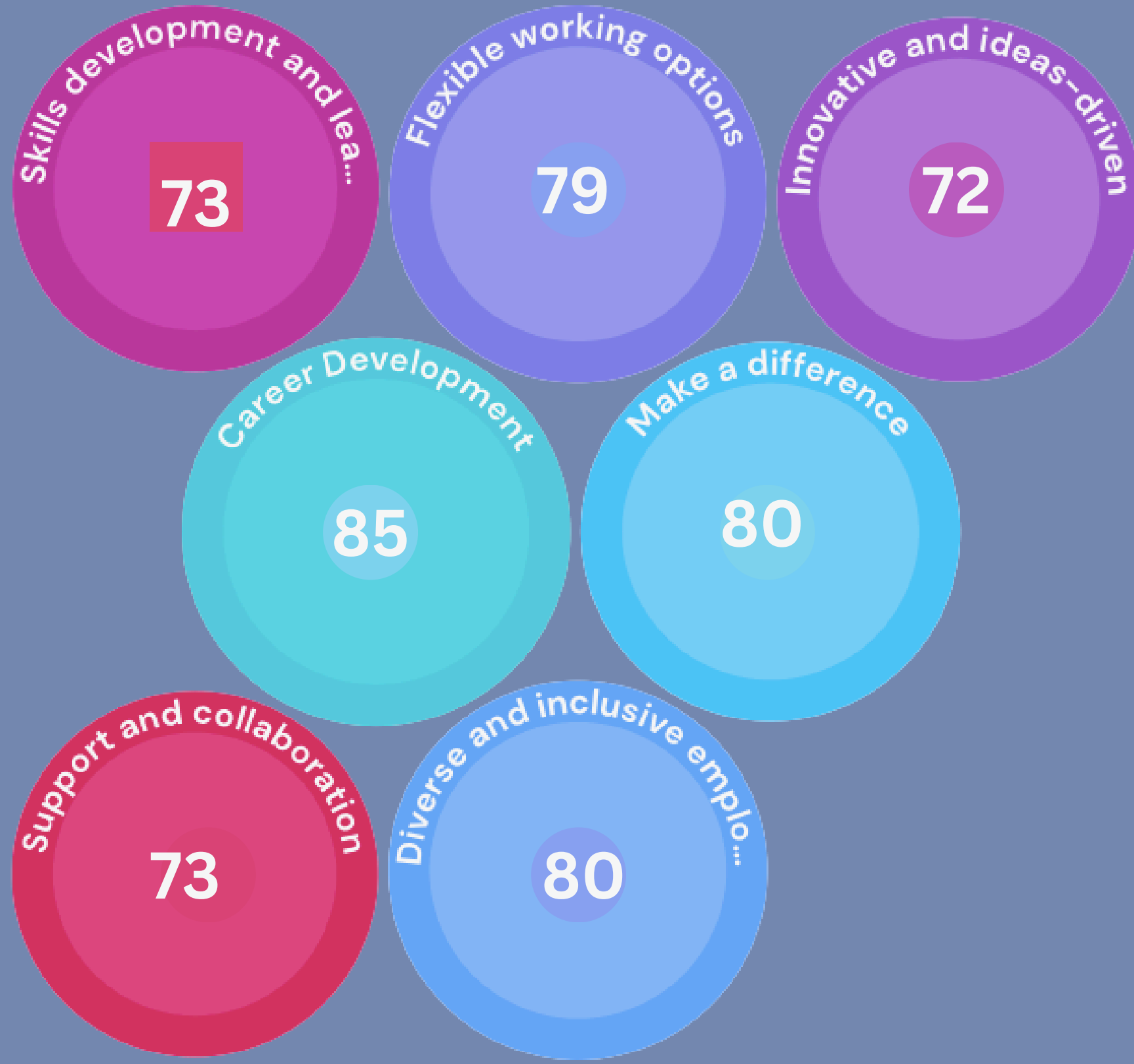
	EVP theme 1	EVP theme 2	EVP theme 3	EVP theme 4
Organisation 1	X		X	X
Organisation 2	X	X		X
Organisation 3	X	X	X	X

The process wasn't complex, but in-depth...

We researched what themes 266 organisations across 14 sectors promoted on their careers pages and other careers-related pages using a list of 123 potential EVP themes.

We also reviewed what had changed over time.

WHAT WE
FOUND



WHAT WERE THE MAIN THEMES?

Across all sectors, the most prominently promoted themes related to:

- Career development (85% of organisations)
- Ability to make a difference/impact (80%)
- A commitment to diversity and inclusion (80%)
- Flexible working options (79%)
- Offering a supportive and collaborative environment (73%)
- Focused on skills development and learning (73%)
- Innovative and ideas-driven (72%)

BUT THE THEMES DON'T DIFFERENTIATE

and there are some important supporting themes which are missing...

Only 40% provide support for employees to drive their own career

Only 8% talk about what flexible working means in terms of location

Only 36% discuss specific strategies, actions and targets relating to diversity

Only 17% talk about ground-breaking projects

Only 34% reflect on the organisation being a place to experiment and grow

Only 36% reflect on the employee being part of something bigger

68% of organisations have not made any changes to their careers pages in 12 months

SO WHAT
DOES THIS
TELL US?

Organisations are not
effectively differentiating
themselves

There is an absence of focus
on organisation and individual
performance/productivity
with themes highlighting
employee-centric motivators
of growth, impact, flexibility
and support

ARE THERE DIFFERENCES BETWEEN WHAT DIFFERENT SECTORS PROMOTE?

Yes, however we observed homogenous and easily digestible themes within each sector

92–100% of FMCG, Distribution & Logistics and Media organisations highlight market-leading brands

96% of IT and Tech, and 92% of Energy and Utilities companies highlight they are innovative and ideas-driven

100% of Engineering firms discuss their meaningful work

100% of Financial Institutions reflect the value of their pay and benefits

92% of Federal Government departments focus on impact

85% of State and Local Government entities focus on being diverse and inclusive

100% of Law Firms believe they lead the marketing in their area of expertise

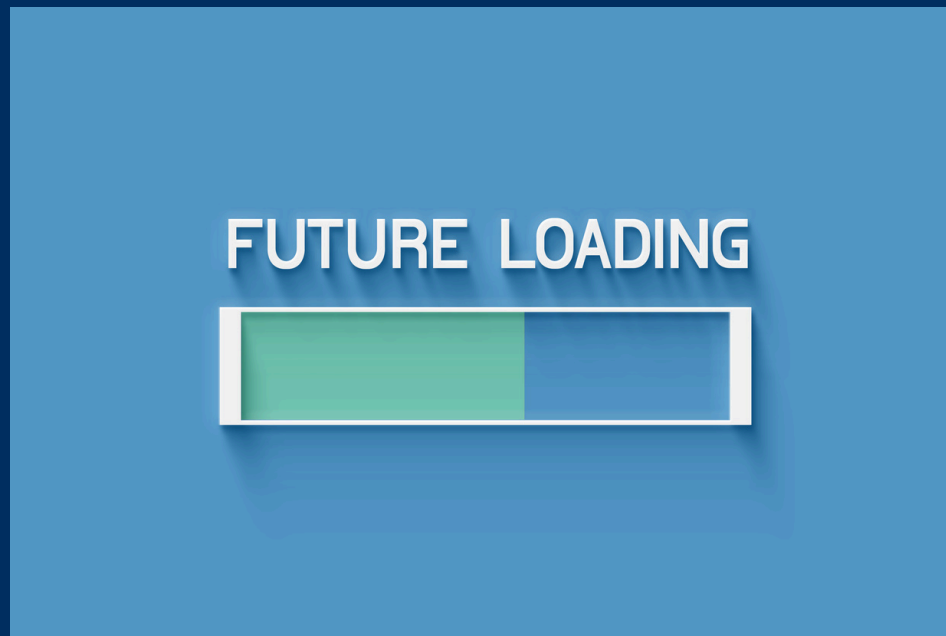
100% of Resources and Mining companies reflect a culture of passion, pride, integrity and respect

100% of Mobile and Broadband companies talk about it being a great time to join

100% of Professional Service Firms, Aged Care Providers and Resources and Mining Companies, and 95% of Higher Education institutions focus on offering career development

Even within sectors, there is little differentiation

WHAT WERE SOME NOTABLE THEMES THAT DIDN'T FEATURE STRONGLY?



14% of organisations discussed building skills of the future.



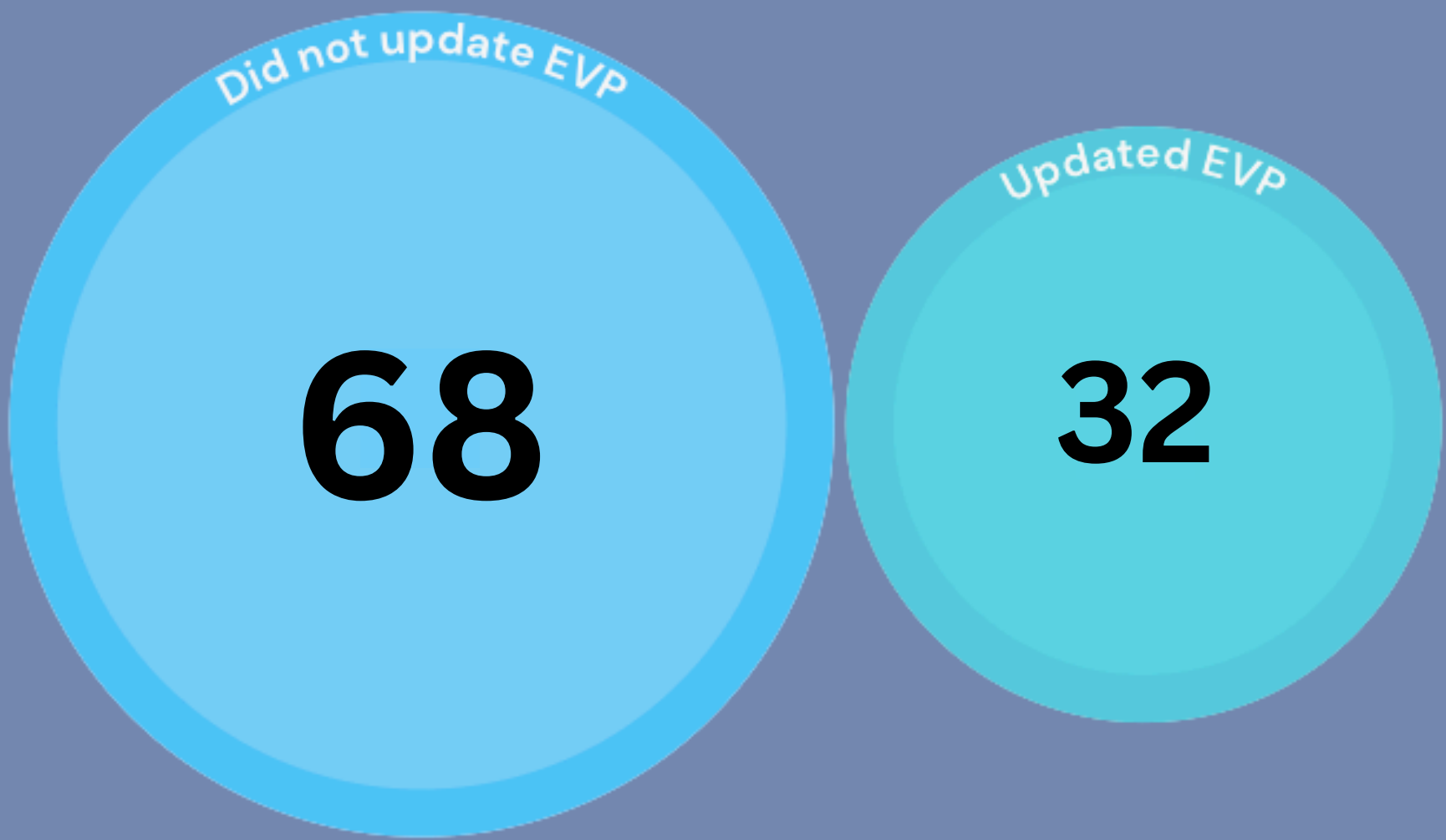
Being part of something bigger only featured for 36% of organisations



Only 11% reflected on the workplace being a psychologically safe place

...ADDITIONALLY...MANY COMPANIES HAVEN'T UPDATED THEIR EVP MESSAGING IN 12 MONTHS

% THAT UPDATED VS DID NOT
UPDATE CAREERS PAGES
SINCE 2024



Despite a changing world and a number of changing environmental and economic factors, organisations continue to offer employee value propositions targeted themes designed around improving the environmental experience for employees rather than themes that have a closer link to driving organisational performance.

In 2025, only...



ARE THERE NOTABLE TRENDS OVER THE PAST THREE YEARS?

2023

The main themes were making an impact, career development, flexibility, diversity and inclusion and having an entrepreneurial spirit.

2024

The main themes were career development, diversity and inclusion, flexibility and making an impact, and having a supportive and collaborative environment.

2025

The main themes are career development, making an impact, diversity and inclusion, flexibility, and providing a supportive and collaborative environment

So the themes are notable in that they have reappeared over a number of years

INSIGHTS & ACTIONS

BIG INSIGHT 1:

EVERYONE
CLAIMS
PURPOSE –
BUT FEW
PROVE IT

Our research shows a saturation of 'purpose-led' messaging across all sectors

...but far fewer back this up with credible 'make a difference/impact' claims tied to measurable outcomes such as social/environmental impact, sustainability leadership

BIG INSIGHT 2:

THERE IS ROOM TO PROMOTE INNOVATION

Ground-breaking projects/solutions and future focused themes appear inconsistently across sectors

Organisations undersell their digital transformation stories and investment in digital transformation – there is an opportunity to highlight this and how this capability augments the experience of employees

BIG INSIGHT 3:

TRADITION &
PRESTIGE
DOMINATES
EXCITING
GROWTH

Growing, expanding, “exciting time to join” are prominent themes in some sectors but ignored by others

Younger talent is more likely to value growth and a career journey, so stability and heritage may come across as staid.

Organisations should highlight their plans for the future and what these plans mean for employee growth and opportunities.

TO DIFFERENTIATE, ORGANISATIONS NEED TO BE CLEAR THAT AN EVP IS A VALUES AND EFFORT EXCHANGE

Provide frameworks for employees to grow their career, including mapping out options and promoting mobility

If diversity and inclusion is really a focus, set and communicate the goals of the strategies you are putting in place

If you want to be a learning organisation, make sure it is clear that the organisation is safe place to try new things and innovate

Make sure flexible working is communicated in the context of organisational and individual performance

Talk about the projects that make a difference in the world

Discuss CSR and other programs that contribute to the work around the organisation

Do more than just update images on your careers and careers-related pages



AND IN A WORLD
BEING IMPACTED BY
AI, DEFINE AND
COMMUNICATE HOW
THE ORGANISATION
WILL BUILD THE
SKILLS OF THE
FUTURE.

...AND DIFFERENTIATE
ITSELF FROM THE 86%
OF ORGANISATIONS
THAT DON'T

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