

WHAT IS TRENDING IN EVP MESSAGING 2025

85% of organisations highlight their focus on career development...

...although only 14% talk about building the skills of the future...



80% discuss the impact employees can make in their work

...while only 36% reflect on the role offering employees to be part of something bigger than themselves...

80% also reflecting on their commitment to diversity and inclusion

...while only 16% discussed initiatives or strategies to support this commitment...



79% discussed flexible working options

...while only 7% talked about frameworks to set performance expectations....

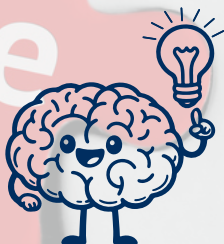
WHAT ARE THE KEY EVP MESSAGES ACROSS DIFFERENT SECTORS?

FMCG, Media, and
Distribution & Logistics
companies focus on the
power of their brands



Professional services
firms, Aged Care
providers, Mining and
Resources companies, and
Universities all highlight
career development

Over 90% of IT & Tech,
and Energy and Utility
companies highlight that
they are innovative and
ideas driven

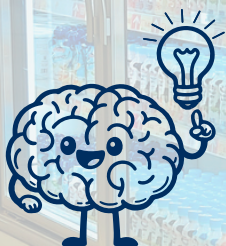


Government and Public
Sector talk about impact
and inclusivity

WHAT IS TRENDING IN FMCG EVP MESSAGING 2025

100% reflect on their
iconic brands and being
market leaders

...which was unchanged from 2024



94% state they are ideas-
driven

...although only 44% discuss pushing boundaries

94% also reflecting on
their strong history and
reputation of the
company

...with 88% discussing the company being purpose
or mission-led



Only 6% talk about the
variety of roles

...while 69% reflect on career development
opportunities which doesn't quite align...

WHAT IS TRENDING IN FMCG, QSR, SUPERMARKETS, BIG BOX AND BEVERAGES EVP MESSAGING 2025

88% noted their focus on skills development

with 80% also highlighting their focus on career development



85% emphasise the power of their brands

While only 12% highlight being respected and influential



78% discuss being committed to diversity and inclusion

...but only 15% discuss any initiatives in this space.



61% discuss being community conscious

...however only 17% discuss employee volunteering and CSR initiatives

WHAT IS TRENDING IN DISTRIBUTION & LOGISTICS EVP MESSAGING 2025

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



...and as in 2024...



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

89% are focusing on
career development and
skills acquisition

...as in 2024...



but only 11%
reflect on how
they will help
employees build
skills for the
future

WHAT IS TRENDING IN PUBLIC SECTOR EVP MESSAGING 2025

86% of government entities reflect on the difference/impact their employees can make

where this was 83% in 2024...



As in 2024, 78% highlight flexible working options

...while 3% discussed what flexible working options meant in terms of location

78% talk about being committed to being diverse and inclusive employers

...although only 37% discussed strategies, actions and targets



Only 39% talked about their purpose of mission

however this was up from 28% in 2024

WHAT IS TRENDING IN FEDERAL GOVERNMENT EVP MESSAGING 2025

92% of government entities reflect on the difference/impact their employees can make

against 86% across federal state and local government combined.



84% highlight flexible working options

...while 3% discussed what flexible working options meant in terms of location (the same as across all public sector)

84% highlight the pay, super and benefits package

...which is more than the commitment to diversity and inclusion at 76%



Only 35% talked about their purpose of mission

WHAT IS TRENDING IN STATE AND LOCAL GOVERNMENT EVP MESSAGING

85% of state and local governments commit to being a diverse and inclusive employer

...but only 20% discuss the strategy, actions and targets to achieve their goal



and 85% also talk about making an impact

...up from 80% in 2024, although only 7% talk about their ground-breaking projects

75% talk about both flexible working options and the complex nature of the work



Only 15% talk about the diverse opportunities to build a career

WHAT IS TRENDING IN PROFESSIONAL SERVICES EVP MESSAGING 2025

As in 2024, 100%
discussed the career
development opportunities
available to employees

...however as in 2024, only 12% discussed
the diverse opportunities to build a career

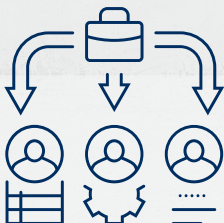
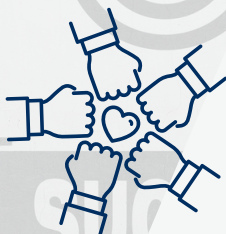


Also as in 2024, 94%
referenced the health and
wellbeing programs they
offer

...however as in 2024, only 29% reflected on
access to an employee assistance program.

88% talked about
teamwork

...so we were surprised that only 6%
discussed high levels of engagement and
that people liked working for the
company (the same level as 2024)



As in 2024, only
12% talked about
diverse
opportunities and
internal mobility

WHAT IS TRENDING IN IT & TECH EVP MESSAGING 2025

in line with 2024 results,
96% of employers
promoted themselves as
innovative,
entrepreneurial and ideas-
driven



92% (up from 88% in
2024) also referenced the
impact employees could
make in their work

...although only 33% (up from 25% in
2024) talked about the employees being
part of something bigger - a shared
purpose

As in 2024, 88%
referenced being
collaborative and
values-led



As we saw in 2024,
only 4% talked
about helping
employees develop
skills for the future

which was curious in the era of AI

WHAT IS TRENDING IN LAW FIRM EVP MESSAGING 2025

100% of firms reflected on how they lead in their area(s) of expertise which reflected the 2024 result.



100% also reflected on opportunities for career development, and how this was self-directed

...although only 31% reflected on the training and other support required to build a career

92% also referenced a commitment to diversity and inclusion, challenging work and the supportive and collaborative environment

...with 85% recognising the benefits of diversity...



However as in 2024, only 15% talked about helping employees develop skills for the future

WHAT IS TRENDING IN MEDIA COMPANY EVP MESSAGING 2025

As in 2024, 92% of media companies emphasised their brands



...and...

SEO



referenced their high-performance & dynamic culture

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

...with 25% (up from 17% in 2024) discussing any diversity strategies or targets.

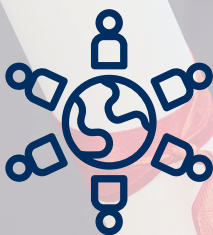


However as in 2024, only 8% talked about the variety of roles available in their organisations, or that they are building skills for the future

WHAT IS TRENDING IN HIGHER EDUCATION EVP MESSAGING 2025

As in 2024, 95% reflected on their career development, and lifestyle benefits

...although slightly fewer reflected on flexible working options (95% in 2024 and 89% in 2025)



89% highlight their continued commitment to diversity and inclusion from 2024 results

As in 2024, 84% discuss their collaborative partnerships and their focus on skills development and learning



And unchanged from 2024, only 16% reference the tools, pathways and support for people to grow their careers

WHAT IS TRENDING IN ENGINEERING EVP MESSAGING 2025

100% of firms note their meaningful work and their focus on learning and skills development

...which is unchanged from 2024



93% of firms also reflect on their entrepreneurial spirit and their willingness to push boundaries

...which is a slight increase from 2024

As in 2024, 86% highlight their commitment to diversity and inclusion, collaboration and professional environment



Only 43% reflect on the support they provide as employees work towards professional qualifications, and 29% reflect on building skills of the future

WHAT IS TRENDING IN FINANCIAL INSTITUTION EVP MESSAGING 2025

100% of firms highlighted the pay and benefits of employment..a continuation of 2024 messaging



As in 2024, 100% of firms emphasised their focus on being a diverse and inclusive employer

...although only 54% discussed specific actions or target and 31% discussed any specific diversity initiatives

92% noted their health and wellbeing programs including special leave options, their reputation and their collaborative environment...as in 2024.



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

...which was unchanged from 2024

WHAT IS TRENDING IN ENERGY & UTILITIES EVP MESSAGING 2025

92% talk about being innovative and ideas-driven which was unchanged from 2024



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

...although only 8% discussed what this meant in terms of location - unchanged from 2024

85% discuss their championing of diversity

...however only 15% discussed tangible diversity initiatives



Only 15% reflected their organisation was a place to experiment and grow

...which challenges the idea of being truly innovative and ideas driven

WHAT IS TRENDING IN MOBILE & BROADBAND PROVIDER EVP MESSAGING 2025

100% emphasise it is an
exciting time to join
...unchanged from 2024



100% also
highlighted the
opportunity to
be part of
something bigger

...a 25% increase on 2024

100% reflected on the
health and wellbeing
programs they offered

...as in 2024



0% (none) actively
reflect building the
skills of the future.

...although many make references to
the future of technology

WHAT IS TRENDING IN AGED CARE PROVIDER EVP MESSAGING 2025

100% of companies highlighted career opportunities, flexible working and health and wellbeing opportunities

...which was unchanged from 2024



91% emphasised their salary and benefits packages which was unchanged from 2024

As in 2024, 91% talked about the impact of the work

...with 73% discussing being purpose or mission-led (up from 64% in 2024)



Despite the aging population, as in 2024, only 36% of companies discussed the growth of their organisations

WHAT IS TRENDING IN MINING AND RESOURCES EVP MESSAGING 2025

100% reflect on a culture of pride, passion, integrity and respect



100% also emphasised the career development opportunities they offered

...however only 36% reflected on what this meant in terms of career mobility

90% highlighted they were pushing boundaries and maintaining a safe workplace



Although resources are a key enabler of the future, only 30% of companies highlighted that it was an exciting time to join