Employee Value Proposition (EVP) Index

2026 Australia Cross-Sector Benchmark

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Peak Corporate Solutions

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2026

Index

Benchmark

Australia 2026

EVP Index Australia

Cross-Sector Benchmark

Agenda

EVP Index 2026

1. Purpose & Scope of the EVP Index
2. Market Reality & Commoditisation
3. Sector Benchmarking Highlights
4. Time Trends & D&I Insights
5. Becoming a First-Choice Employer

This webinar presents findings from the EVP Index Australia 2026 — a cross-sector benchmark covering 250+ organisations across 16 industries.

We examine how organisations communicate their Employee Value Proposition, where differentiation is succeeding, and where messaging has become commoditised.

Each chapter builds toward practical recommendations for EVP strategy in a competitive talent market.

Purpose & Scope

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250+ organisations benchmarked across 16 sectors, 2023–2026.

EVP Lenses

Pay · Work-Life Balance · Career Growth · Purpose · Future Skills · Benefits · Culture
Seven lenses used to assess how organisations position their employer brand across Australia's cross-sector landscape.

Research goals

- Identify EVP strengths and weaknesses by sector.
- Uncover genuine differentiation opportunities.
- Equip organisations to stand out in a commoditised market.

Market Reality

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Promote Growth & Purpose:

90–95%

Promote Flexibility:

85–90%

Promote All Three Elements:

80%+
of organisations

Key Message:

Differentiation required

Key Insight

EVP is Commoditised

The vast majority of organisations across all sectors promote the same core EVP themes: growth, purpose, and flexibility making it nearly impossible for candidates to distinguish between employers.

With 80%+ of organisations promoting all three elements simultaneously, standing out requires a deliberate focus on genuinely unique, evidenced, and specific EVP attributes that reflect real workforce experience.

Sector Benchmarking Overview

16 Sectors Benchmarked

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Cross-Sector

Scope:
250+ Orgs

Coverage:
2023–2026

Data **2026**

Technology

Sector EVP Scorecard

88%

EVP Score

STRENGTHS

- ✓ Highest pay competitiveness
- ✓ Strong career growth messaging
- ✓ Leading flexibility positioning
- ✓ Future-skills narrative (AI, cloud, data)
- ✓ Highly differentiated employer brands

CHALLENGES

- ✗ Increasing competition for talent
- ✗ Perceived instability (layoffs, volatility)

Takeaway: The most balanced EVP model, but facing AI headwinds.

Media

Sector EVP Scorecard

74%

EVP Score

STRENGTHS

✓ Creative / purpose-driven appeal

✓ Strong storytelling appeal

CHALLENGES

✗ Low pay

✗ Industry instability

✗ Weak future-skills positioning

Takeaway: It’s a passion-driven sector, being wildly disrupted and challenged in the digital economy.

Consulting / Professional Services

Sector EVP Scorecard

84%

EVP Score

STRENGTHS

- ✓ Fastest career progression messaging
- ✓ Elite learning & development
- ✓ Strong future-skills positioning

CHALLENGES

- ✗ Poor work-life balance credibility
- ✗ High burnout perception

Takeaway: Strong career growth, but the lifestyle trade-off and recent headlines create risk.

Financial Services

Sector EVP Scorecard

74%

EVP Score

STRENGTHS

- ✓ Stability and job security
- ✓ Growing digital / skills narrative
- ✓ Good internal mobility

CHALLENGES

- ✗ Moderate differentiation across firms
- ✗ Weaker purpose narrative

Takeaway: Balanced, but hardly distinctive.

Energy & Utilities

Sector EVP Scorecard

78%

EVP Score

STRENGTHS

✓ High pay competitiveness

✓ Strong purpose through energy transition

✓ Growing future-skills positioning

CHALLENGES

✗ Lifestyle varies widely (FIFO vs corporate)

✗ Messaging split across subsectors

✗ Weak benefits/mobility and future-skills gaps

Takeaway: Emerging EVP sector leader despite internal diversity.

Telecommunications

Sector EVP Scorecard

88%

EVP Score

STRENGTHS

- ✓ Strong work-life balance positioning
- ✓ Stable corporate environment
- ✓ Increasing digital narrative

CHALLENGES

- ✗ Moderate pay competitiveness
- ✗ Low differentiation across firms

Takeaway: A safe EVP that attracts candidates with a sector interest.

Engineering

Sector EVP Scorecard

79%

EVP Score

STRENGTHS

- ✓ Project-driven appeal
- ✓ Purpose through infrastructure impact
- ✓ Solid career pathways

CHALLENGES

- ✗ Variable work-life balance
- ✗ Moderate differentiation

Takeaway: Functional rather than aspirational, with room to differentiate.

FMCG

Sector EVP Scorecard

76%

EVP Score

STRENGTHS

✓ Brand-driven EVP

✓ Strong graduate development

✓ Solid benefits package

CHALLENGES

✗ Moderate pay

✗ Generic messaging

✗ Weak future-skills narrative

Takeaway: Well-rounded, but still commoditised.

Law

Sector EVP Scorecard

79%

EVP Score

STRENGTHS

✓ Prestige and brand strength

✓ Strong career pathways

✓ High earning potential

CHALLENGES

✗ Poor work-life balance

✗ Limited future-skills positioning

Takeaway: A prestige-led EVP that needs to address lifestyle trade-offs.

Higher Education

Sector EVP Scorecard

72%
EVP Score

STRENGTHS

- ✓ Intellectual purpose
- ✓ Work-life balance (in perception)
- ✓ Institutional reputation
- ✓ Inherent learning environment

CHALLENGES

- ✗ Slow career progression
- ✗ Weak future-skills EVP
- ✗ Pay not competitive vs private sector
- ✗ Generic messaging

Takeaway: Purpose and lifestyle-led, but lacking career dynamism.

Logistics & Distribution

Sector EVP Scorecard

65%

EVP Score

STRENGTHS

- ✓ Stability and job demand
- ✓ Clear career entry pathways
- ✓ Operational importance

CHALLENGES

- ✗ Weak employer brand differentiation
- ✗ Limited career narrative
- ✗ Minimal future-skills messaging
- ✗ Low-progression perceptions

Takeaway: Focused on stability more than a true EVP.

Supermarkets & Big-box Retailers

Sector EVP Scorecard

58%

EVP Score

STRENGTHS

✓ Strong employer brands

✓ Clear career progression

✓ Broad accessibility

✓ Job security perception

CHALLENGES

✗ Low pay

✗ Limited differentiation

✗ Weak future-skills positioning

✗ Inconsistent role quality

Takeaway: Accessible and stable, but commoditised.

Fast Food & QSR

Sector EVP Scorecard

51%
EVP Score

STRENGTHS

✓ Strong employer brand recognition
✓ Entry into the workforce
✓ Clear early-career progression messaging
✓ Flexible hours

CHALLENGES

✗ Low pay
✗ High turnover
✗ Weak long-term career narrative
✗ Limited future-skills positioning

Takeaway: Strong for new entrants, with short-term appeal.

Aged Care

Sector EVP Scorecard

85%

EVP Score

STRENGTHS

✓ The strongest purpose-driven EVP

✓ High emotional resonance

✓ Strong job security

✓ A meaningful EVP story

CHALLENGES

✗ Low pay

✗ High burnout and lifestyle challenges

✗ Weak career progression messaging

Takeaway: Aged Care is one of the strongest purpose-led EVPs, but it is challenged by pay and burnout.

Mining & Resources

Sector EVP Scorecard

67%

EVP Score

STRENGTHS

✓ Highest pay in market

✓ Extremely clear value proposition

✓ Strong global impact messaging

CHALLENGES

✗ Poor lifestyle (FIFO)

✗ Weak purpose narrative

✗ Underdeveloped future-skills messaging

Takeaway: A pay-led EVP that leads the market, but it is heavily focused on pay.

Public Sector

Sector EVP Scorecard

62%
EVP Score

STRENGTHS

- ✓ Stability and job security
- ✓ Work-life balance
- ✓ Purpose-driven work

CHALLENGES

- ✗ Slow career growth
- ✗ Limited pay competitiveness

Takeaway: Promotes stability while missing out on more dynamic and engaging facets of employment.

EVP Messaging Over Time

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Trends & Insights

2023–2026

EVP Messaging Trends 2023–2026

EVP Index 2026

90%+ promote growth & purpose (stable)

85%+ promote flexibility

25% now promote future skills (up from 14% in 2025).

80%+ promote at least three EVP elements simultaneously.

The EVP Gap

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EVP messaging lags AI, digital transformation & evolving workforce expectations.

Comfort Over Performance

Organisations continue to lead with comfort-based messaging — stability, flexibility, belonging — while employees increasingly demand accountability, growth, and digital readiness.

Not Keeping Pace with Change

- EVP narratives are not evolving alongside AI and digital transformation trends.
- Messaging focuses on comfort and safety, not performance or accountability.
- Purpose remains poorly defined, evidenced, and differentiated across sectors.

Diversity & Inclusion in EVP

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D&I in EVP The Status Quo

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Reference D&I in EVP:

85%

Use "Inclusive Culture":

72%

Provide Meaningful Evidence

<15%

of all researched organisations

D&I as Baseline Expectation:

Baseline expectation, not differentiator

Key Finding

D&I messaging has become a standard fixture in EVP communications across all sectors. While 85% of organisations reference diversity and inclusion, the vast majority rely on generic language such as "inclusive culture," "diverse workforce," and "sense of belonging."

Few organisations go beyond surface-level statements to provide measurable evidence — such as diversity targets, promotion rates, or pay equity data. As a result, D&I has shifted from a potential differentiator to a baseline expectation, much like flexibility before it.

Organisations that evidence their D&I commitments with transparent data and real outcomes stand out significantly in a commoditised EVP landscape.

Becoming a First-Choice Employer

Chapter 05

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Key Attributes of First-Choice Employers

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Build Skills:	Invest in AI, Data & Digital capabilities
Evidence Balance:	Define real flexibility, workload & lifestyle patterns
Career Growth:	Show pathways, timelines & mobility opportunities
Be Honest:	Acknowledge trade-offs, environment & expectations
Provide Results:	Share promotion %, training investment & D&I targets

First-choice employers don't just attract talent — they attract the right talent. Differentiation comes from specificity: naming the skills you build, the flexibility you actually offer, and the career paths that are real and accessible.

Leading organisations back their EVP with data. They publish internal promotion rates, training budgets, and diversity outcomes. They are transparent about workload and trade-offs — building trust before the hire.

This approach acts as both a magnet and a sieve: drawing in aligned candidates while filtering out poor-fit applicants, reducing turnover and improving workforce performance.

Practical Recommendations for EVP Strategy

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01

Differentiate

Focus EVP on genuine points of differentiation — avoid commoditised messaging

Stand Out

02

Align & Build

Align EVP with competencies and workforce capabilities your organisation truly needs

Capability Fit

03

Evidence It

Use transparent evidence to build credibility and balance attraction with selectivity

Magnet & Sieve

Summary – What We Learned

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EVP is highly commoditised across all 16 sectors surveyed.

Emerging Leaders

Tech and Energy & Utilities are emerging leaders in EVP differentiation — leveraging future skills, digital transformation, and purpose-led narratives to stand apart from the market.

Key findings at a glance

90–95% of organisations promote growth and purpose — minimal differentiation.

Future skills messaging growing: 14% (2025) → 25% (2026), still underdeveloped.

D&I is now a baseline expectation, not a differentiator, across all sectors.

Final Thoughts

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Attract the right,
not everyone.

EVP is not about broad appeal — it's about precision. Define what makes you genuinely different and own it.

Let data drive your EVP refinement

Evidence wins.

Know your workforce needs deeply

Critical.

Key Takeaways

Understanding what your workforce values — and what your target talent expects — is the foundation of a credible EVP. Generic messaging no longer differentiates; it blends in.

Organisations that invest in data-driven EVP strategies outperform peers in attraction and retention. Use benchmark insights, internal evidence, and honest storytelling to build an EVP that resonates with the right people.

The most effective EVPs act as both a magnet and a sieve — drawing in aligned talent while signalling clearly to those who may not be the right fit. Clarity and authenticity are your greatest competitive advantages.

Thank You & Next Steps

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01 → Submit your questions for follow-up via email

02 → Book a consultation for a sector-specific EVP review

03 → Connect with us on LinkedIn for ongoing insights

www.peakcorporatesolutions.com.au

Thank You for Joining

Thank you for attending the EVP Index Australia 2026 webinar. We hope the cross-sector benchmarking insights provide valuable context for your organisation's EVP strategy.

We welcome your questions and invite you to connect with our team for a deeper discussion on how your organisation can differentiate its EVP in a commoditised landscape.

For tailored EVP consulting, benchmarking support, or a sector-specific deep dive, please reach out to the Peak Corporate Solutions team. We look forward to partnering with you on building a compelling, evidence-based Employee Value Proposition.

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