



Australian Government

Workforce Australia

Actions: Develop an employee value proposition for your organisation

The employee value proposition (EVP) portrays how the labour market and employees perceive the value employees gain by working in an organisation. Value propositions which comprise the wrong attributes, or fail to differentiate from competitors, can act to deter future applicants. Significant gaps between the promise and reality can also result in reduced employee commitment. Organisations should ensure that the brand and value proposition used in their job advertisements is attractive to women and aligned with all stages of employment and career development. Women will be attracted by a range of different factors, including flexible policies, growth opportunities and salary.

What immediate actions you can implement:

- Strengthen your organisation's EVP using the [EVP resource](#).
- Consider more inclusive approaches to recruitment using the [Inclusive recruitment resource](#).

What longer term actions you can implement:

- Engage marketing personnel to determine what key talent segments think about your organisation. Consider what they value and discuss opportunities to apply customer marketing and research skills into the talent marketplace.
- Hold focus groups with employees, women outside of the industry and potential applicants to understand how to build a strong employment brand that appeals to returners and local employees.
- Plan and align your organisation's employment branding communications around prioritised attributes and messages for critical talent segments.

Scenario:

The Career Revive initiative has enabled [Shield Traffic](#) to develop and communicate a narrative around the organisation's unique employee value proposition to directly address stigma surrounding the industry.

Shield Traffic has been working successfully with local recruitment agencies to proactively address misconceptions about working in traffic management. Shield Traffic has worked to promote attractive aspects of the role (including opportunities to work outdoors, access to casual work and company culture) to shift existing narratives about working in the industry.

