



Australian Government

Workforce Australia

Actions: Improving your organisation's reputation

Organisations have a positive reputation in the broader community and are recognised as an employer of choice.

What immediate actions you can implement:

- Strengthen your organisation's Employee Value Proposition (EVP) using the [EVP resource](#).
- Partner with local communities, clubs and skills-based networks to market the opportunities and diverse career paths that are available to women.
- Work with recruitment firms and labour suppliers to encourage candidates who might not necessarily be seeking employment in non-traditional industries to apply.

What longer term actions you can implement:

- Hold open day for individuals interested in joining or learning more about non-traditional workplaces. This could be run in partnership with other businesses in the area.
- Leverage your organisation's reputation to help attract employees through:
 - Website
 - Communications to clients and stakeholders
 - Communications to public (advertisements)

