

Press release
16 May 2017

Ethics trumps remuneration in employer branding

- 95% of Australian employers recognise the importance of their company's reputation when attracting and retaining talent.
- The top three elements in Australian organisations' employer branding strategy are ethics and values (64%), work-life balance (50%) and competitive/high salary and remuneration packages (34%).

Sydney, 16th May 2017 – With the majority of Australian companies understanding the importance of employer branding in a competitive landscape, there are stark differences into what the core elements are of companies' reputation according to Australia's HR managers. Being perceived as an ethical company (64%) ranks higher than being perceived as a company that pays high salaries (34%), according to independent research commissioned by specialised recruitment company [Robert Half](#).

The research found the overwhelming majority (95%) of Australian hiring managers believe company branding is crucial in their strategy to not only attract high-calibre workers, but also to retain their existing staff.

Andrew Morris, Director at Robert Half Australia said: *"Branding goes beyond logos – it promotes a company's reputation to all stakeholders, including the skilled talent companies are most keen on attracting and hiring. Examples like Google, Apple, Facebook and Coca Cola highlight the successes companies can reap in terms of staff acquisition and retention."*

"In the same way that a candidate's resume and interview skills can influence an employer's decision of whether the jobseeker is suitable for the role and company or not, so too can corporate branding shift a candidate's perception about whether or not the company is the right fit for them. The importance of developing a clear and well-defined employer branding strategy that appeals to employees should therefore not be underestimated in a competitive employment market."

When asked what companies consider the top three elements in their organisation's current employer branding strategy, almost two in three (64%) employers refer to their organisation's ethics and values. This is ahead of promoting work-life balance (50%), paying a competitive salary (34%), promoting career advancement (34%) and being an innovative company (34%).

"While we often think of organisational values as a lofty concept, companies generally spend a significant amount of time developing their corporate brand, deciding what sets them apart from other organisations, including how their company is perceived by their (potential) employees. People want to feel they are a good fit with their organisation, making them more likely to develop good working relationships with their employer, be more productive and more likely to stay loyal to their company," concluded **Andrew Morris**.

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Notes to editors

About the research

The annual study is developed by Robert Half and conducted in April 2016 by an independent research firm, surveying 100 Australian HR managers. This survey is part of the international workplace survey, a questionnaire about job trends, talent management and trends in the workplace.

About Robert Half

Robert Half is the world’s first and largest specialised recruitment consultancy and member of the S&P 500. Founded in 1948, the company has over 325 offices worldwide providing temporary, interim and permanent recruitment solutions for accounting and finance, financial services, technology, and administrative professionals. Robert Half Australia has offices in Brisbane, Melbourne, Mount Waverley, Perth and Sydney. More information on roberthalf.com.au.

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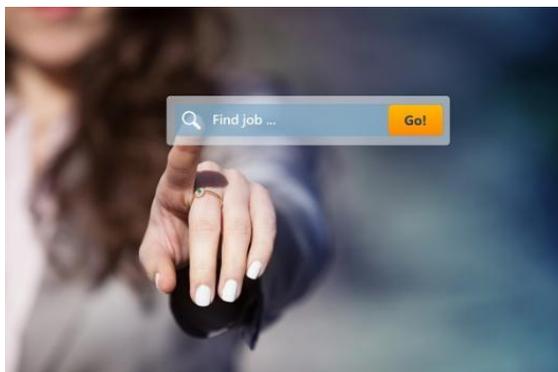


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5 ways corporate branding can actually influence the recruitment of skilled talent

Good branding is an essential component of your organisation’s strategy, right? No matter whether you’re in administration, IT, finance, accounting or the executive sector – it’s essential. However, corporate branding differs significantly as it addresses the identity and reputation of your whole organisation. Here are five ways that corporate branding impacts the recruitment of the best candidates.



3 ways your company mission statement could influence your recruitment

Are you disappointed by the response to your new job openings? Have you not received as many CVs as expected? Or are you not attracting the right type of candidate? In this article, we take a deeper look at how a company mission statement can affect recruitment, how it influences your hiring process, and how you can write your own in just a few simple steps.

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