

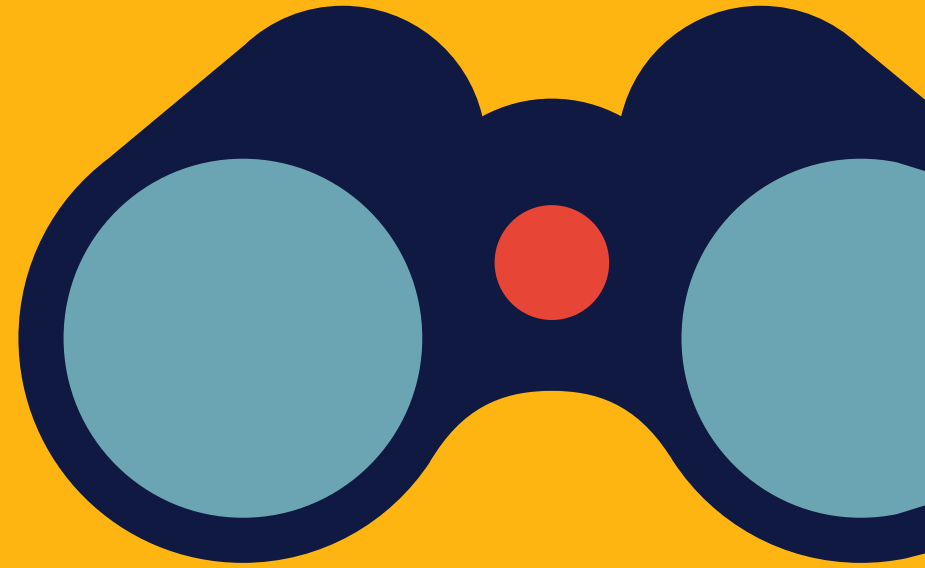
employer brand research 2018



country report
new zealand.

content.

- 1 introduction
- 2 country results
- 3 sector insights
- 4 top employers
- 5 deep dive
- 6 methodology



introduction.



why employer branding matters.



Companies with positive brands get twice as many applications as companies with negative brands, and they spend less money on employees.¹

50%

of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.¹

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.² As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.³

62%

of candidates research companies on social media before applying.⁵

88%

millennials and minorities agree that being part of the right company culture really matters to them.³



companies with bad reputations pay 10% more per hire.⁴

87%

joined a company specifically because of cultural fit.³

80%

have left a company specifically because of its culture.³

the employer brand roadmap.



what is the randstad employer brand research?

- **representative employer brand research** based on perceptions of the general audience. Optimizing 17 years of successful employer branding insights.
- **independent survey** with over 175,000 respondents in 30 countries worldwide.
- **reflection of employer attractiveness** for the country's 150 largest employers known by at least 10% of the population.
- **valuable insights** to help employers shape their employer brand.



30 countries surveyed covering more than 75% of the global economy.

Austria
Australia
Argentina
Belgium
Brazil
Canada
China
Czech Republic
Dubai
France
Germany
Greece
Hong Kong
Hungary
Italy
India
Japan
Luxembourg
Malaysia
New Zealand
Netherlands
Poland
Portugal
Russia
Singapore
Spain
Sweden
Switzerland
UK
USA



worldwide

- over 175,000 respondents
- 5,755 companies surveyed

sample

- aged 18 to 65
- representative on gender
- overrepresented on age 25 – 44
- comprised of students, employed and unemployed workforce

country

- 3757 respondents

fieldwork

- online interviews
- between 05 december and 24 december 2017

length of interview

- 16 minutes

employer brand research set up.

30 companies per respondent

'do you know this company?':
determines awareness.

for each company known

'would you like to work for this company?':
determines attractiveness.

each company known

rating on a set of drivers:
determines reason for attractiveness.

randomly assigned

the 30 companies shown to respondents are assigned randomly based on their awareness level registered in the previous year.

companies with a higher awareness are shown less often while companies with a lower awareness are shown more often. New companies are shown 1400 times for the first time they are researched.

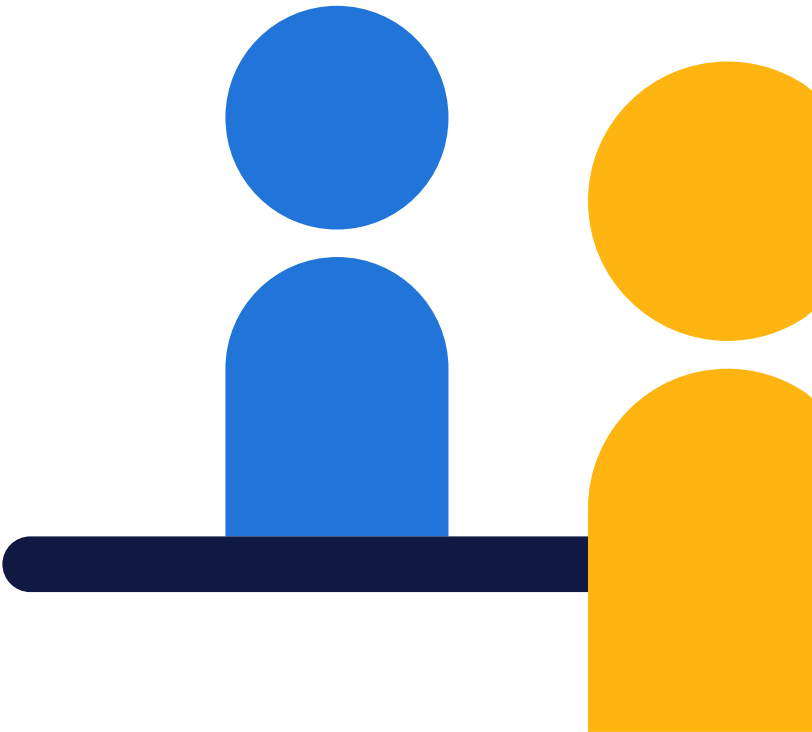
number of evaluations

the smart sampling method ensures a mix between more and lesser known companies and also that the number of evaluations per company is between n=140 and n=400. This base is statistically robust for being able to draw generalized conclusions about the findings.

drivers

each company is evaluated on:

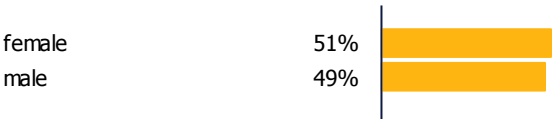
- 01 financially healthy
- 02 uses latest technology
- 03 very good reputation
- 04 job security
- 05 career progression
- 06 gives back to society
- 07 interesting job content
- 08 pleasant work atmosphere
- 09 work-life balance
- 10 attractive salary and benefits



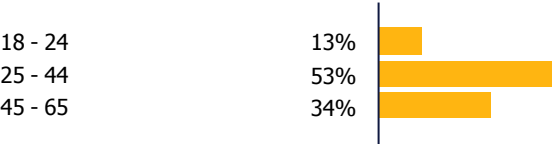
sample composition

socio-demographics, employment situation, region.

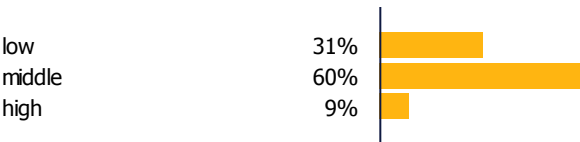
gender



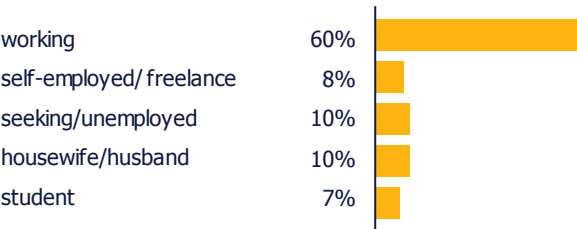
age



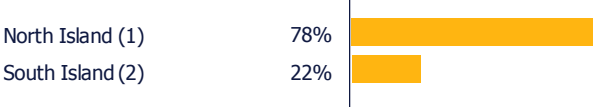
education



situation



region



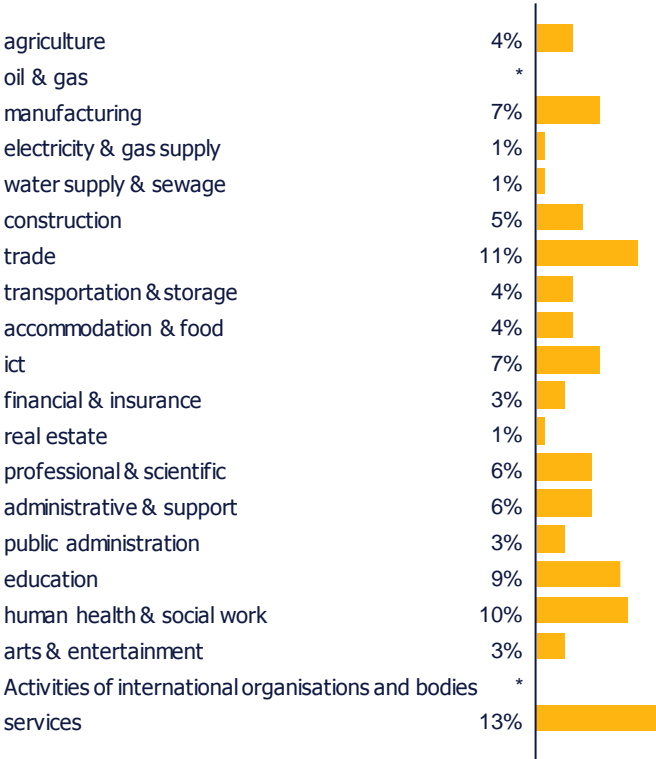
- 1. Northland, Auckland, Waikato, Bay of Plenty, Gisborne, Hawke’s Bay, Taranaki, Manawatu-Wanganui, Wellington
- 2. Tasman, Nelson, Marlborough, West Coast, Canterbury, Otago, Southland



sample composition

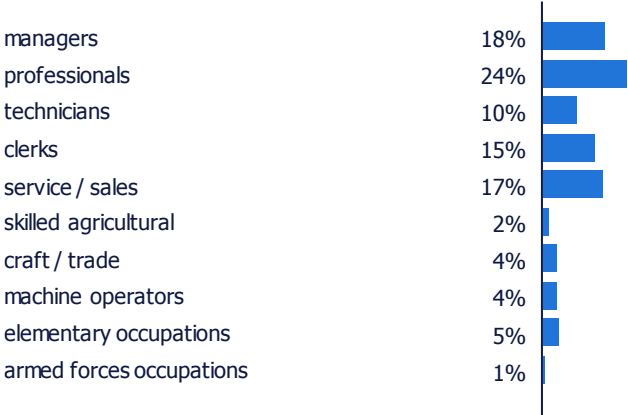
sector, function.

sector



* subgroup not present in sample

job function

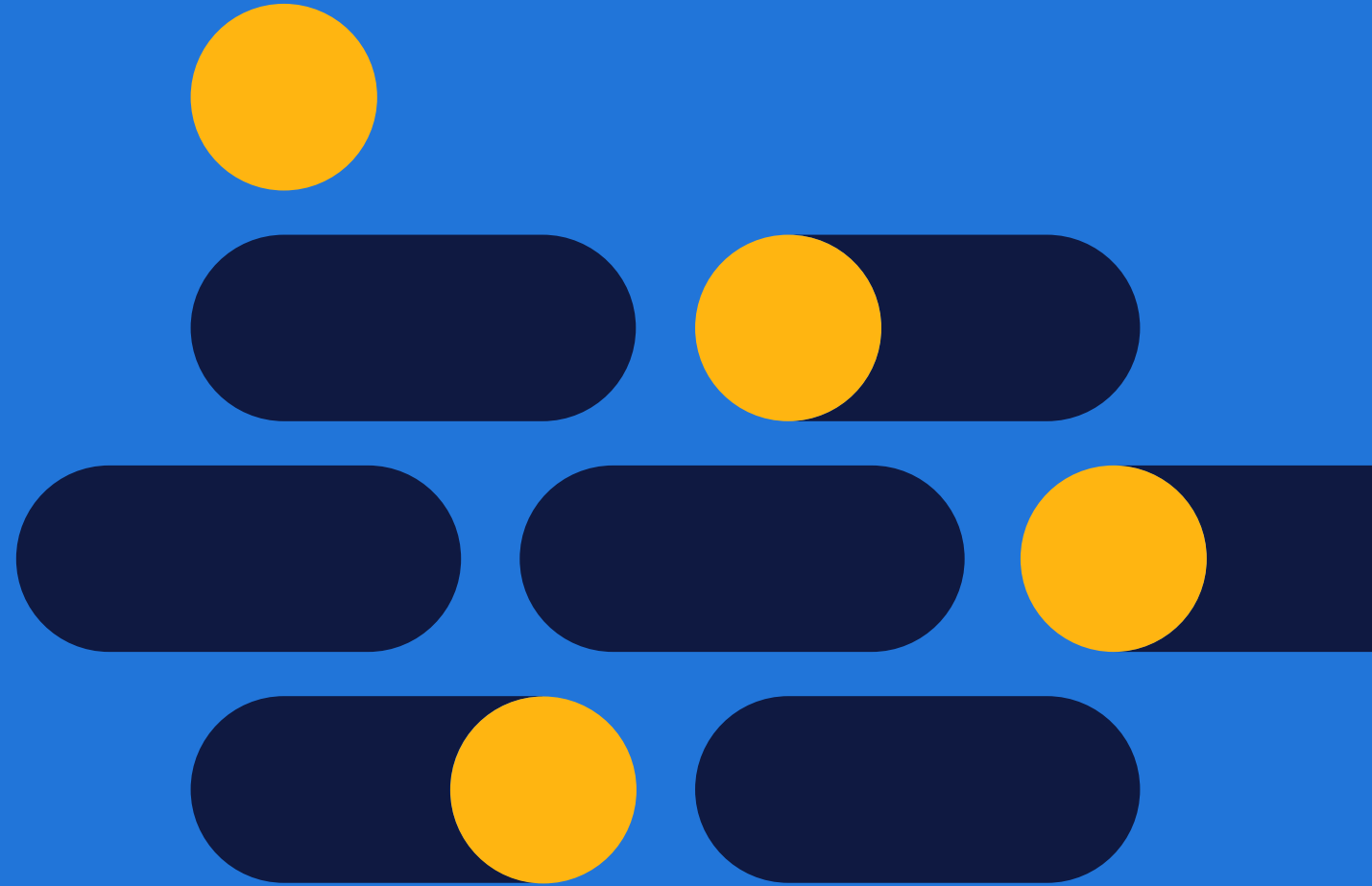


base: currently employed (n= 2595)



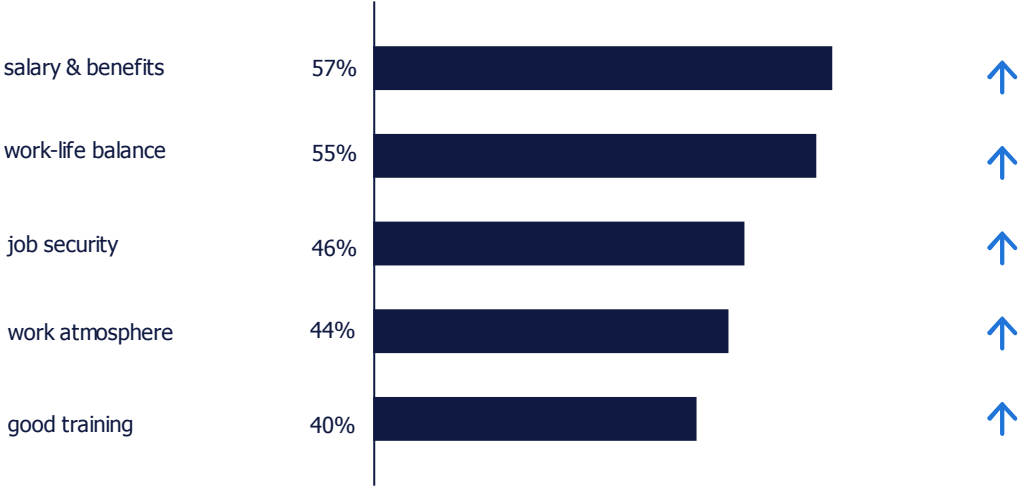
country

results.



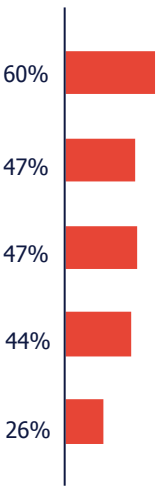
what potential employees want when choosing an employer.

5 most important criteria

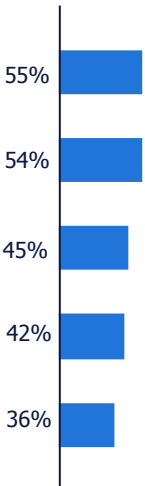


versus 2017

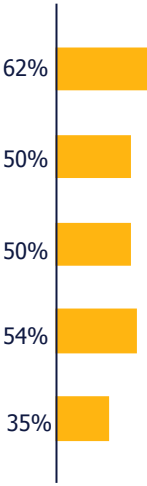
APAC



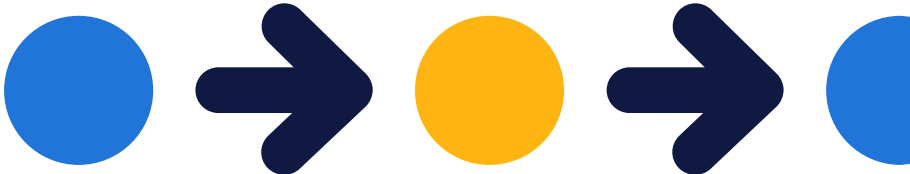
2017



2016



[click here](#) for a breakdown of all results by socio-demographic profile and trends for the last 5 years.



what do potential employees want by socio-demographic profile.



men

59%

men find attractive salary & benefits more important than women do.

age 18 – 24

47%

workforce aged 18-24 finds good training more important than workforce over 24 does.

age 25 – 44

33%

workforce aged 25-44 finds flexible working arrangements more important than workforce below 25 or over 44 does.

age 45 – 64

28%

workforce aged 45-64 places more value than workforce under 45 on interesting job content.

women

57%

women place more value than men on a good work-life balance.

higher educated

42%

higher educated workforce finds career opportunities more important than the lower educated workforce does.

middle educated

60%

middle educated workforce finds attractive salary & benefits more important than the lower educated workforce does.

lower educated

49%

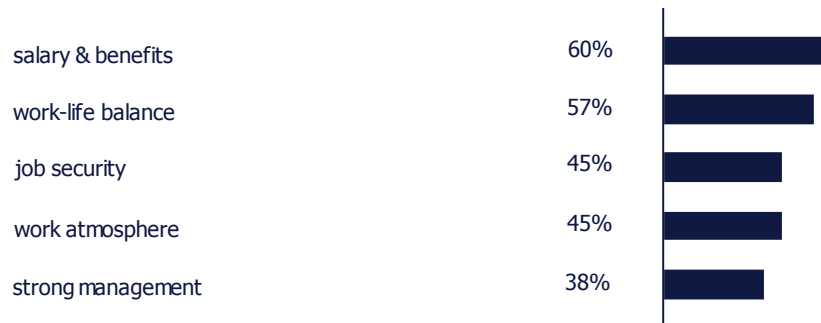
lower educated workforce finds long-term job security more important than the middle or higher educated do.

[click here](#) for a breakdown of all results by socio-demographic profile and trends for the last 5 years.

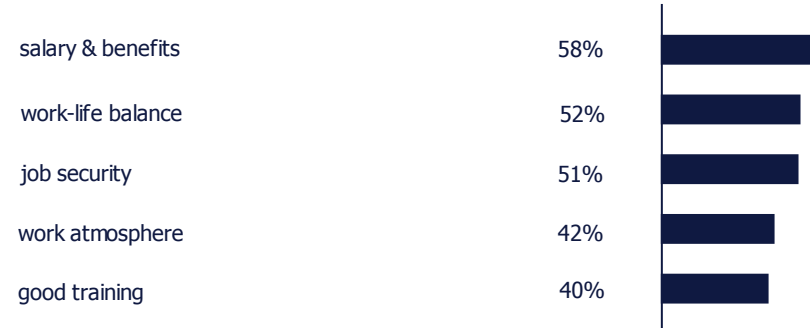
what do potential employees want

top 5 by job category and industry.

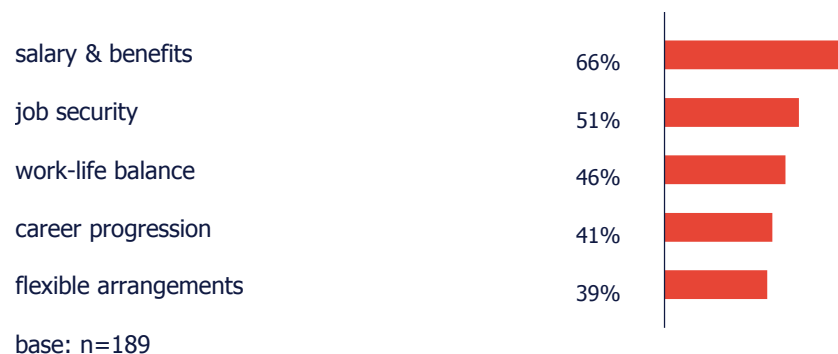
white collar workers



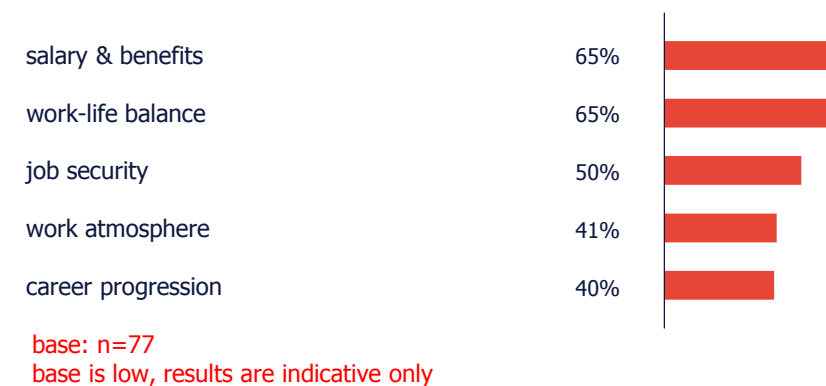
blue collar workers



information and communication (ICT)



public administration and defence



employee - employer exchange in new zealand and the region.

a gap between what employees seek and what employers offer is a valuable opportunity for your EVP.

employees in new zealand seek

- 1 salary & benefits
 - 2 work-life balance
 - 3 job security
 - 4 work atmosphere
 - 5 career progression
 - 6 interesting job content
 - 7 financially healthy
 - 8 very good reputation
 - 9 gives back to society
 - 10 uses latest technologies
-

employers in new zealand offer

- 1 financially healthy
 - 2 uses latest technologies
 - 3 job security
 - 4 very good reputation
 - 5 career progression
 - 6 salary & benefits
 - 7 interesting job content
 - 8 work atmosphere
 - 9 work-life balance
 - 10 gives back to society
-

employers in APAC offer

- 1 financially healthy
 - 2 very good reputation
 - 3 job security
 - 4 uses latest technologies
 - 5 salary & benefits
 - 6 career progression
 - 7 gives back to society
 - 8 work atmosphere
 - 9 interesting job content
 - 10 work-life balance
-

gap top 3

- 1 salary & benefits
 - 2 work-life balance
 - 3 work atmosphere
-



how do the new zealanders look for jobs.



21%

changed employer in the last year.

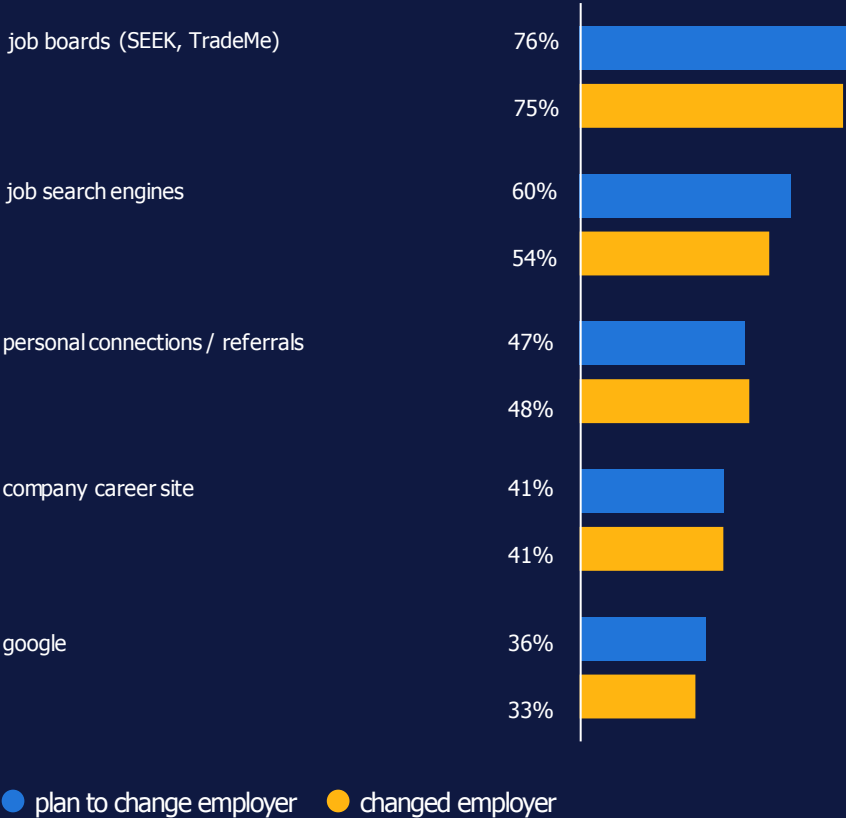


30%

plan to change employer within the next year.



top 5 channels used to look for a job



how do the new zealanders look for jobs

channels used to find new job opportunities, by profile.

men

31%

men are more likely than women to use recruiters when looking for a job.

age 18 – 24

59%

workforce aged 18-24 is more likely than workforce over 24 to use job search engines when looking for a job.

age 25 – 44

69%

workforce aged 25-44 is more likely to use job boards (eg. SEEK, Trademe) when looking for a job, when compared to workforce over 44.

age 45 – 64

53%

workforce aged 45-64 is more likely to use personal connections or referrals when looking for a job, when compared to workforce under 45.

women

53%

women are more likely than men to use job search engines when looking for a job.

higher educated

37%

higher educated workforce is more likely to use LinkedIn when looking for a job than middle or lower educated workforce.

middle educated

71%

middle educated workforce is more likely than higher or lower educated workforce to use job boards (eg. SEEK, Trademe) when looking for a job.

lower educated

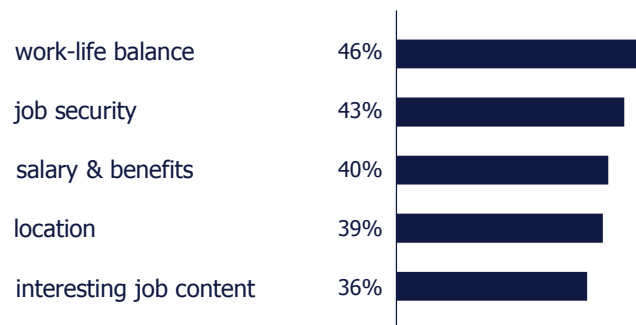
26%

lower educated workforce is more likely than higher or middle educated workforce to use Facebook when looking for a job.

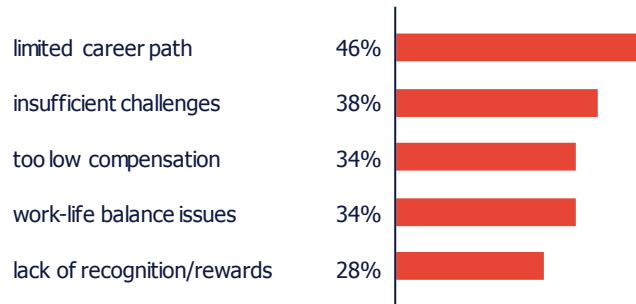


what factors do the new zealanders stay or leave for.

top 5 reasons to stay*



top 5 reasons to leave**



*of the respondents who said they stayed with the same employer for the past year and who do not plan to leave in the coming year

** of the respondents who said they changed employers in the past year or plan to do so in the coming year



what factors do the new zealanders stay for reasons to stay, by profile.

men

45%

men are more likely than women to stay with their current employer if they have a sense of job security.

age 18 – 24

35%

workforce aged 18-24 is more likely to stay if their employer provides good training, compared to workforce over 24.

age 25 – 44

43%

workforce aged 25-44 is more likely to stay with an employer if they are offered attractive salary and benefits, when compared to workforce under 25 and over 44.

age 45 – 64

45%

workforce aged 45-64 is more likely than workforce under 45 to stay with an employer if the company is conveniently located.

women

48%

women are more likely than men to stay with their employer if they support a good work-life balance.

higher educated

53%

higher educated workforce is more likely to stay with their employer if they get the opportunity to a good work-life balance, when compared to middle or lower educated.

middle educated

41%

middle educated workforce is more likely to stay with their current employer than lower educated workforce if they are offered attractive salary and benefits.

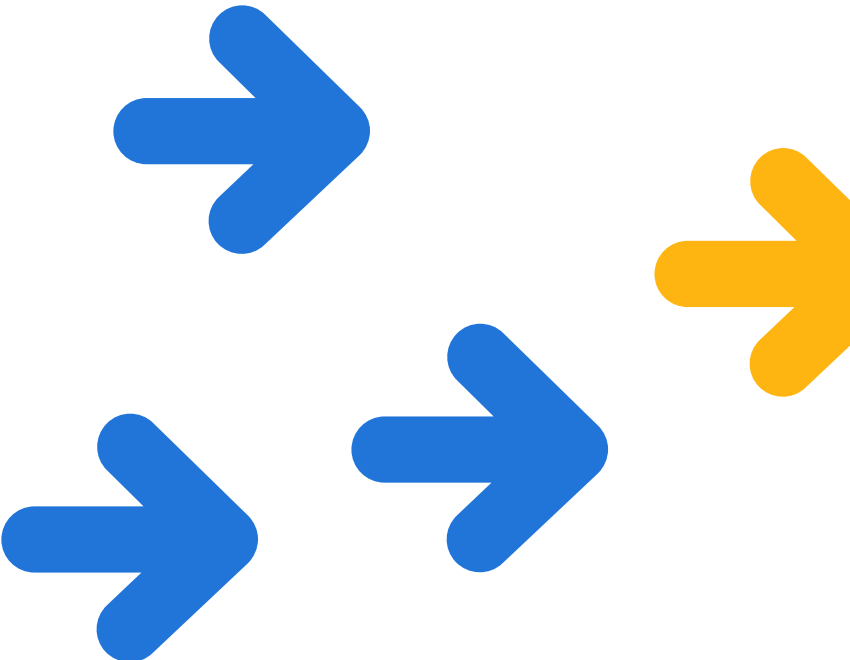
lower educated

27%

lower educated workforce is more likely to stay than middle educated workforce if their employer provides good training.

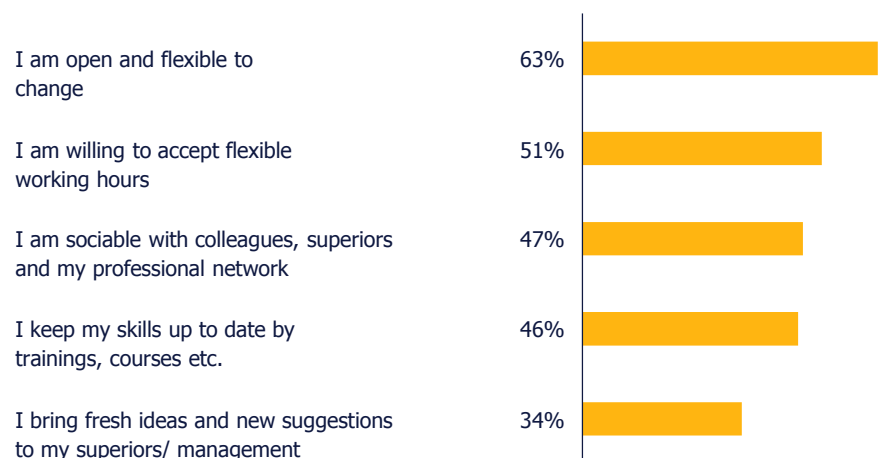
what factors do the new zealanders leave for reasons to leave, by profile.

men	age 18 – 24	age 25 – 44	age 45 – 64
38%	23%	47%	33%
men are more likely than women to leave their current employer because of a too low compensation (compared to other companies).	workforce aged 18-24 is more likely to leave than workforce over 24 if the organisation offers little or no advantages (such as company discounts or smartphones).	workforce aged 25-44 is more likely to leave than workforce over 44 due to a lack of career growth opportunities.	workforce aged 45-64 is more likely to leave because of a lack of recognition or rewards. than workforce under 45.
women	higher educated	middle educated	lower educated
25%	42%	45%	33%
women are more likely than men to leave their employer because of insufficient flexible work options.	higher educated workforce is more likely to leave if compensation is too low (compared to other companies) than lower educated workforce.	middle educated workforce is most likely to leave due to a lack of career growth opportunities.	lower educated workforce is more likely to leave because of a lack of recognition or rewards than middle or higher educated workforce.



actions the new zealanders take in order to stay employable.

top 5



actions new zealanders take in order to stay employable

staying engaged as an employee, by profile.



men

35%

men are more likely than women to adopt the latest techniques and technologies.

age 18 – 24

54%

workforce aged 18-24 is more likely to accept flexible working hours when compared to workforce aged 25-44.

age 25 – 44

35%

workforce aged 25-44 is more likely to bring fresh ideas and new suggestions to their superiors than workforce aged 18-24.

age 45 – 64

67%

workforce aged 45-64 is more likely than workforce under 45 to be open and flexible to change.

women

67%

women are more likely than men to be open and flexible to change.

higher educated

58%

higher educated workforce is more likely to keep their skills up to date by trainings or courses than the lower or middle educated workforce.

middle educated

52%

middle educated workforce is more likely to accept flexible working hours than higher educated workforce.

lower educated

33%

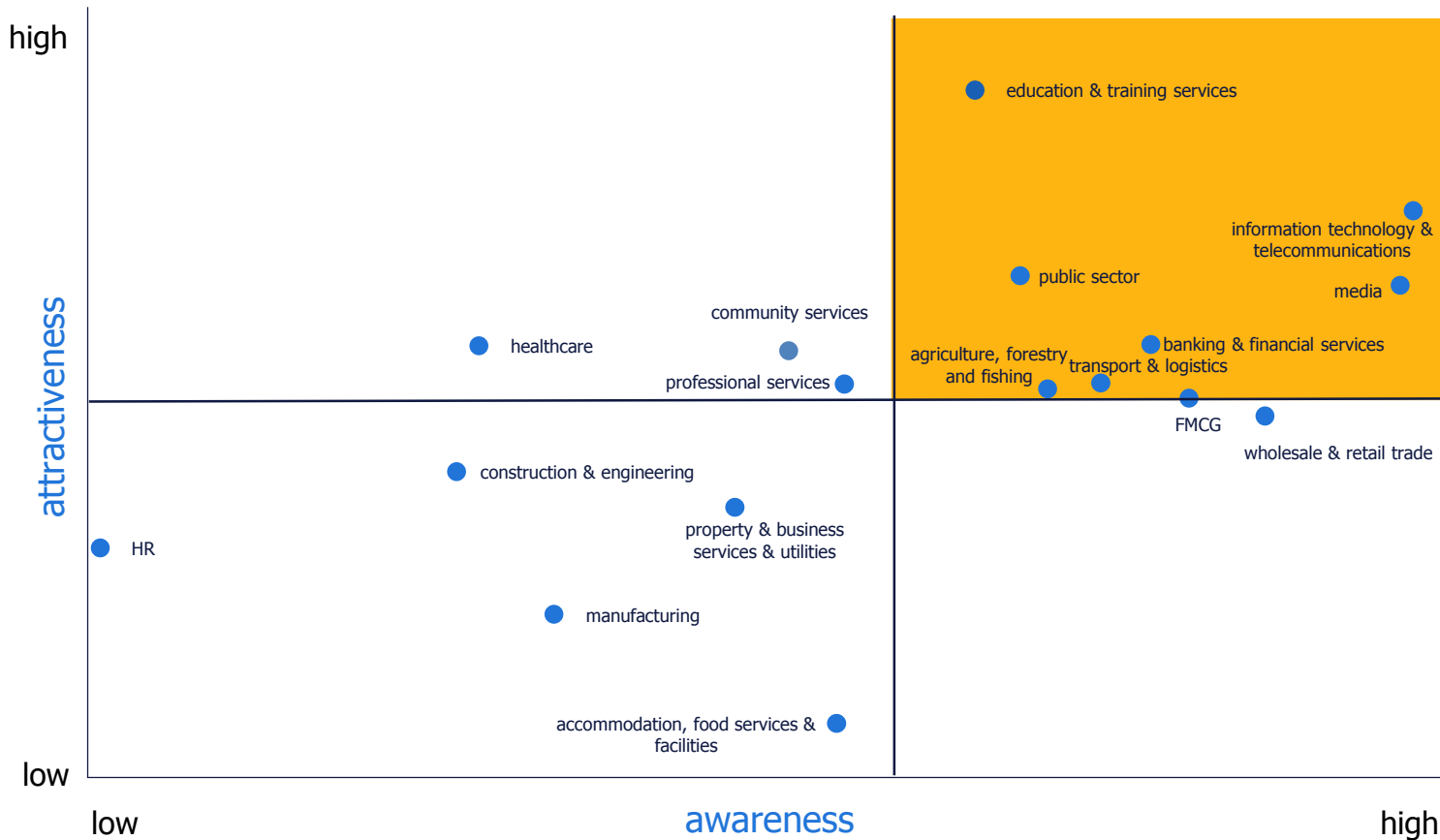
lower educated workforce is more likely to switch to a very different job in order to stay employable than the higher educated workforce does.

sector



insights.

top performing sectors in new zealand by awareness and attractiveness.



high awareness

having a high awareness means that employers in the sector are widely known.

high attractiveness

a sector with high attractiveness contains more highly attractive companies than other sectors.

top 3 sectors in new zealand by EVP driver.

EVP driver	1	2	3
salary & benefits	banking & financial services	information technology & telecommunication	professional services
career progression	banking & financial services	education & training services	information technology & telecommunication
financially healthy	banking & financial services	information technology & telecommunication	FMCG
gives back to society	education & training services	community services	public sector
interesting job content	education & training services	public sector	community services
job security	public sector	banking & financial services	education & training services
work atmosphere	education & training services	information technology & telecommunication	banking & financial services
uses latest technologies	information technology & telecommunication	media	education & training services
very good reputation	education & training services	banking & financial services	professional services
work-life balance	education & training services	information technology & telecommunication	healthcare



new zealand's sectors score best on these 3 EVP drivers.

1/2	top 3 EVP drivers		
sector	1	2	3
01 education & training services	uses latest technologies	very good reputation	financially healthy
02 information technology & telecommunication	financially healthy	uses latest technologies	job security
03 public sector	job security	financially healthy	uses latest technologies
04 media	financially healthy	uses latest technologies	interesting job content
05 banking & financial services	financially healthy	uses latest technologies	job security
06 healthcare	financially healthy	job security	very good reputation
07 community services	job security	career progression	interesting job content
08 transport & logistics	financially healthy	uses latest technologies	job security
09 professional services	financially healthy	uses latest technologies	very good reputation
10 agriculture, forestry and fishing	financially healthy	job security	very good reputation

new zealand's sectors score best on these 3 EVP drivers.

2/2	top 3 EVP drivers		
sector	1	2	3
11 FMCG	financially healthy	very good reputation	job security
12 wholesale & retail trade	financially healthy	uses latest technologies	very good reputation
13 construction & engineering	financially healthy	uses latest technologies	job security
14 property & business services & utilities	financially healthy	uses latest technologies	job security
15 HR	financially healthy	uses latest technologies	very good reputation
16 manufacturing	financially healthy	job security	uses latest technologies
17 accommodation, food services & facilities	financially healthy	uses latest technologies	job security

top



employers.

top employers in new zealand.

top 10 employers 2018

- 01 Air New Zealand
 - 02 Department of Conservation
 - 03 Ministry of Business, Innovation & Employment
 - 04 Healthcare of New Zealand
 - 05 TVNZ
 - 06 House of Travel
 - 07 Deloitte
 - 08 AUT University
 - 09 New Zealand Customs Service
 - 10 Flight Centre New Zealand
-

top 10 employers 2017

- 01 Air New Zealand
 - 02 Department of Conservation
 - 03 New Zealand Customs Service
 - 04 TVNZ
 - 05 The University of Auckland
 - 06 Victoria University of Wellington
 - 07 University of Otago
 - 08 AUT University
 - 09 UNITEC Institute of Technology
 - 10 House of Travel
-

new zealand's top companies

top 3 EVP drivers for the top 5 companies.

	top 3 EVP drivers		
top 5 companies	1	2	3
1 Air New Zealand	financially healthy	uses latest technologies	very good reputation
2 Department of Conservation	gives back to society	interesting job content	very good reputation
3 Ministry of Business, Innovation & Employment	financially healthy	job security	career progression
4 Healthcare of New Zealand	job security	uses latest technologies	financially healthy
5 TVNZ	uses latest technologies	interesting job content	financially healthy

top employers by EVP driver.

EVP driver	1	2	3
salary & benefits	Air New Zealand	IBM	PwC (PriceWaterhouseCooper)
career progression	Royal New Zealand Navy	Royal New Zealand Air Force	NZ Army
financially healthy	Coca-Cola Amatil	Air New Zealand	McDonalds
gives back to society	Department of Conservation	The Salvation Army	Presbyterian Support Services
interesting job content	Department of Conservation	Royal New Zealand Navy	Royal New Zealand Air Force
job security	New Zealand Police	Royal New Zealand Navy	NZ Army
work atmosphere	Air New Zealand	Department of Conservation	Royal New Zealand Air Force
uses latest technologies	IBM	Air New Zealand	Datacom
very good reputation	Air New Zealand	Royal New Zealand Air Force	Royal New Zealand Navy
work-life balance	Department of Conservation	Kindercare Learning Centres	Presbyterian Support Services

deep dive

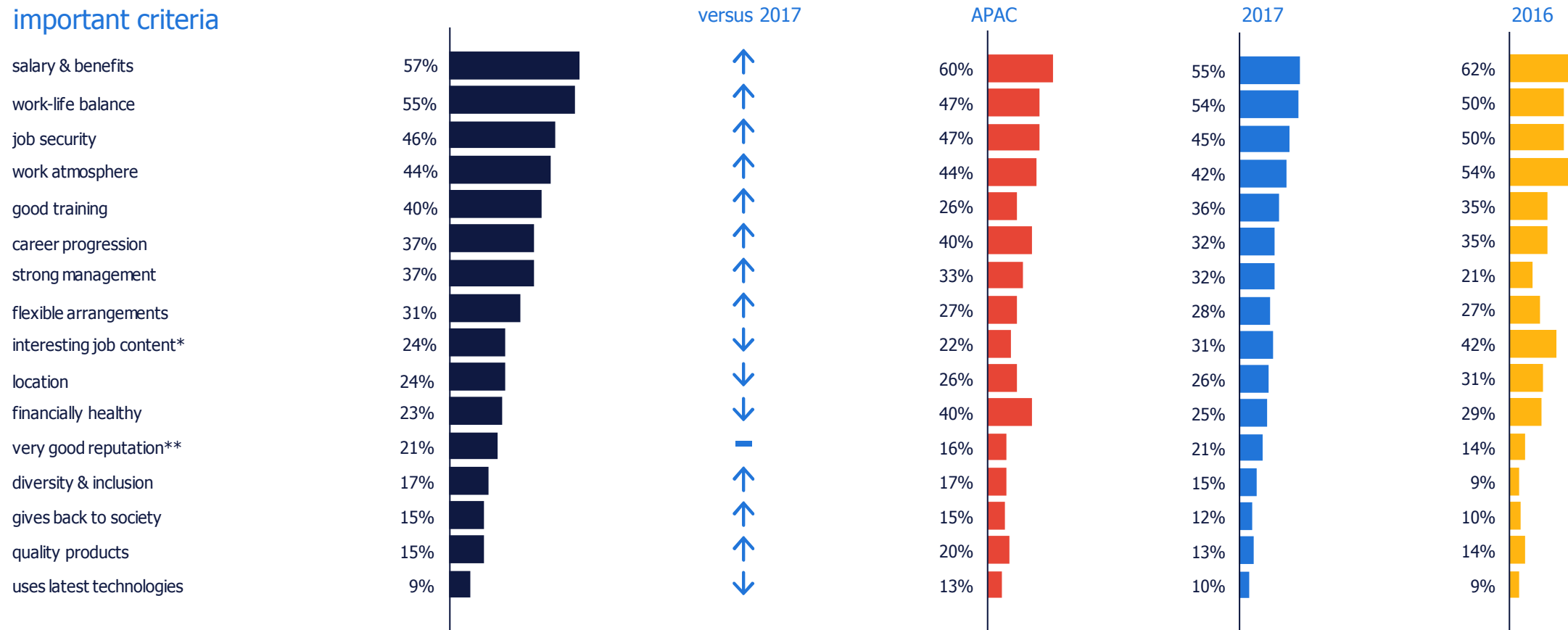
appendix 1.



what potential employees want

the most important criteria when choosing an employer.

important criteria

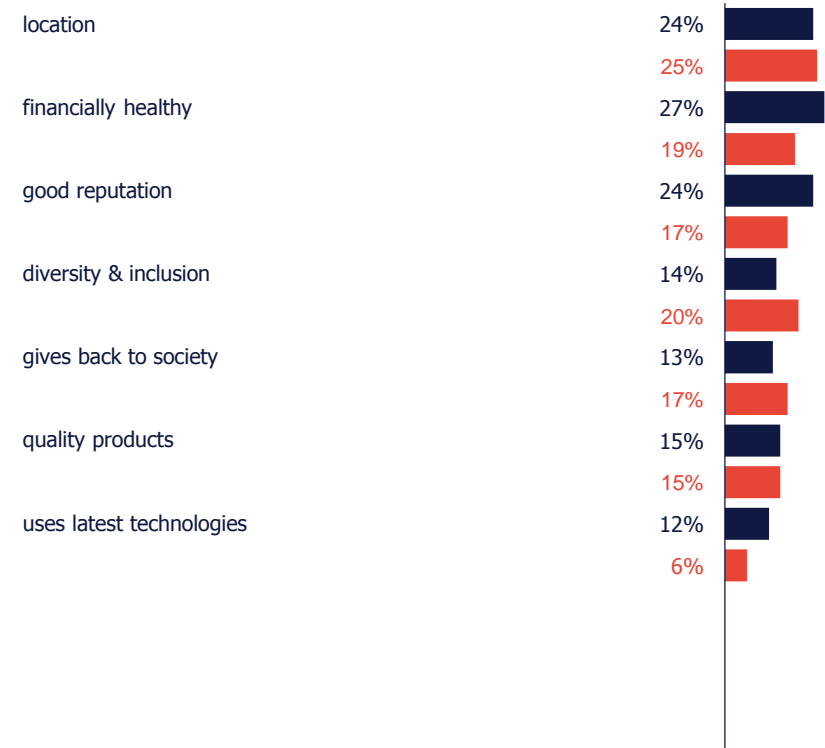
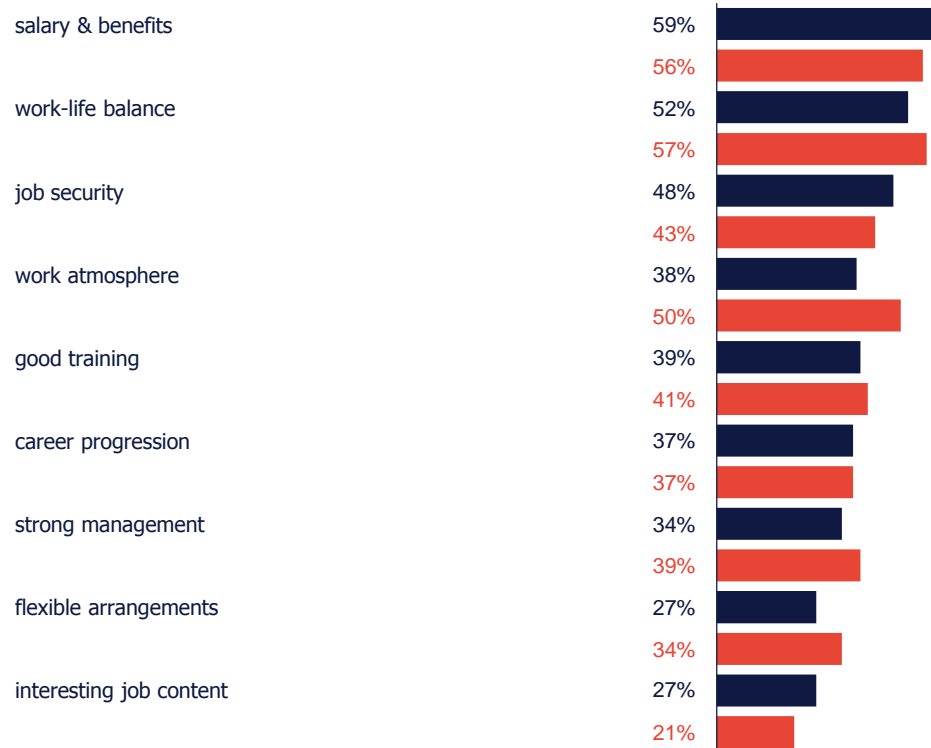


characteristics highest rated by the labor force. stressing these elements or improving them is critical for your EVP because they contribute most to the strength of your employer brand.

*2017: work that is stimulating and challenging/ **previous years: strong image/strong values



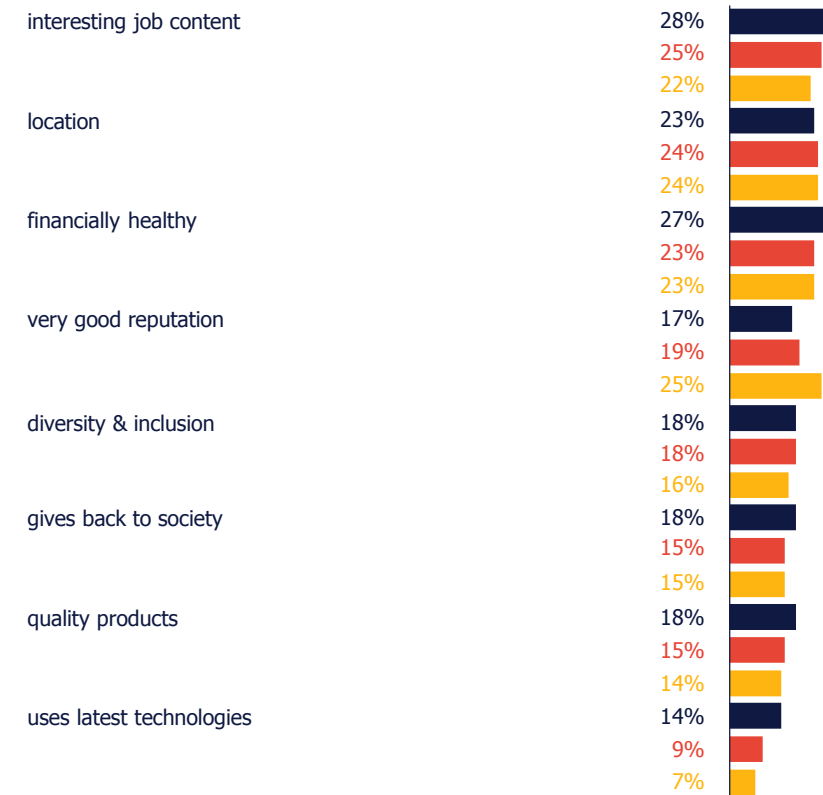
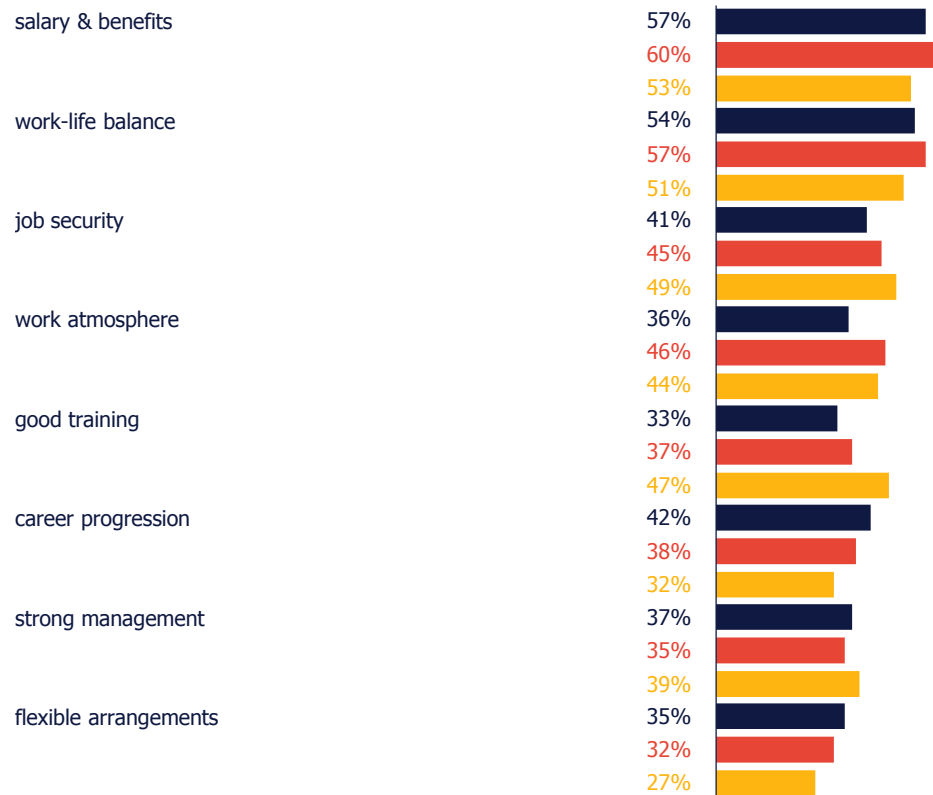
EVP driver importance by gender.



● male ● female

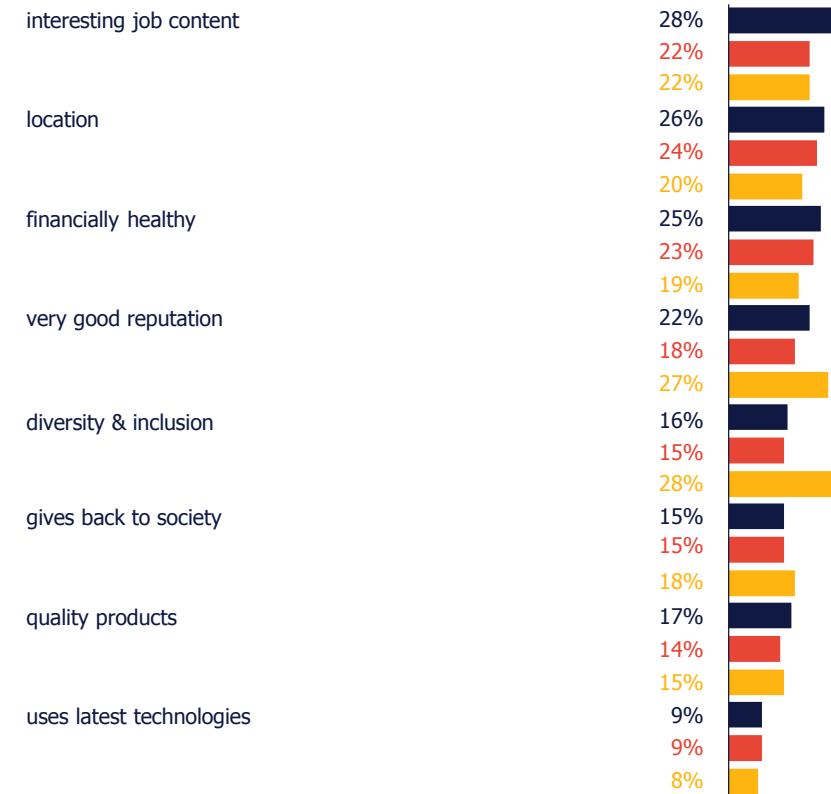
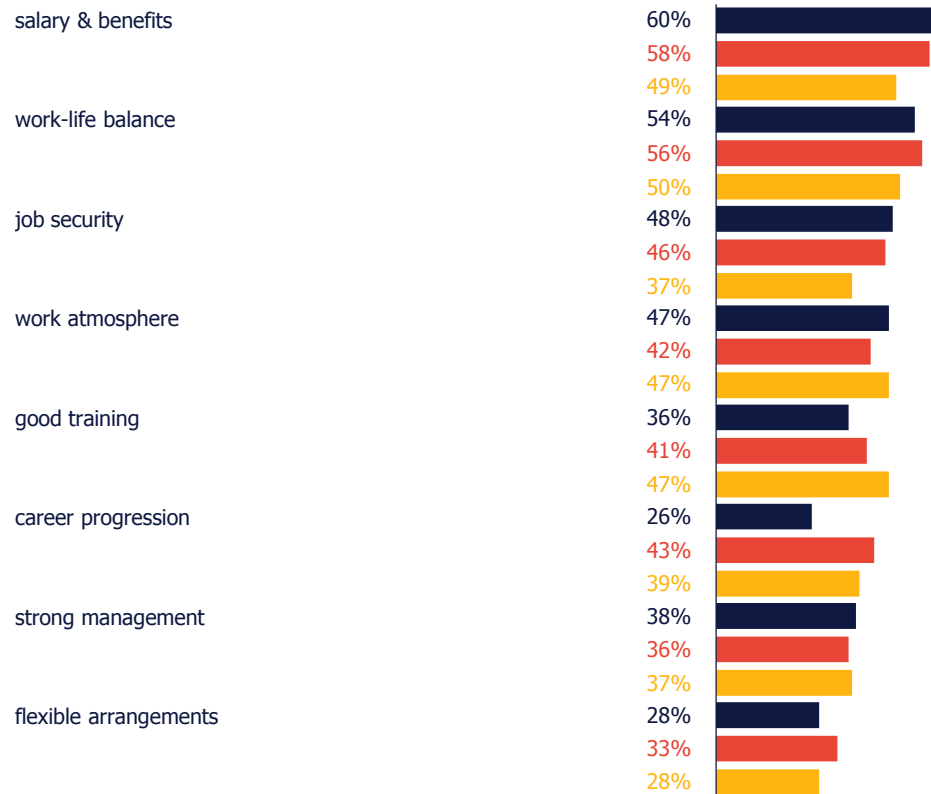


EVP driver importance by education.



● high ● middle ● low

EVP driver importance by age.



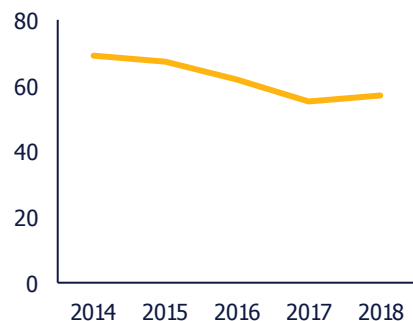
● 45+ ● 25 - 44 ● 18 - 24



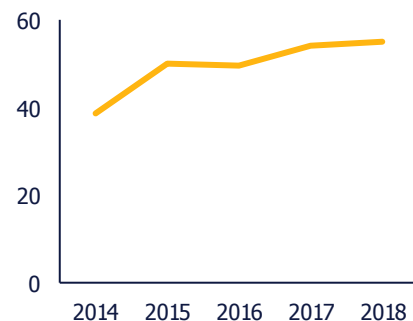
EVP driver importance trends, total.

1/2

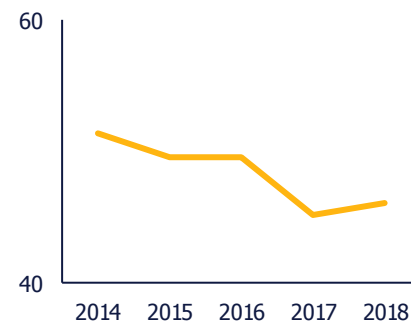
salary & benefits



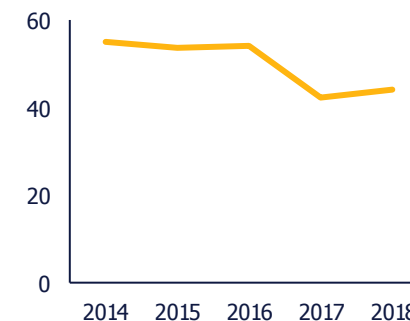
work-life balance



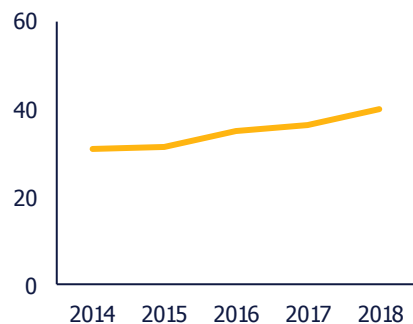
job security



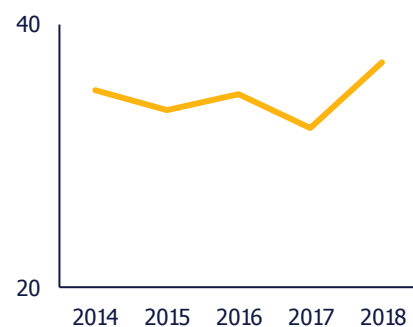
work atmosphere



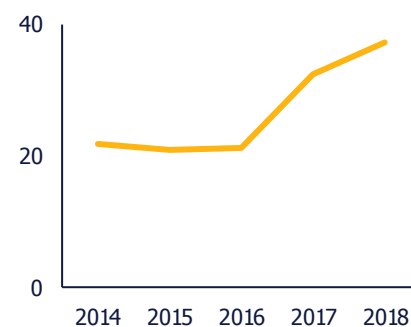
good training



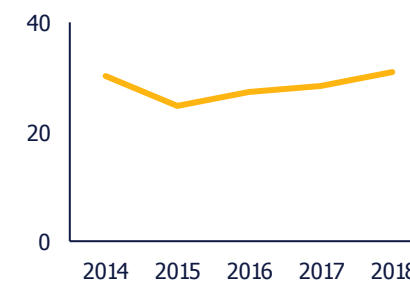
career progression



strong management



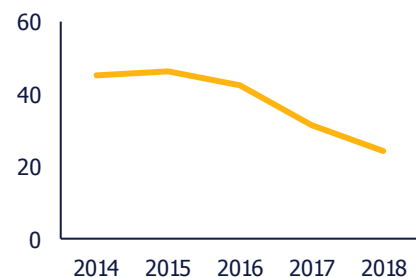
flexible arrangements



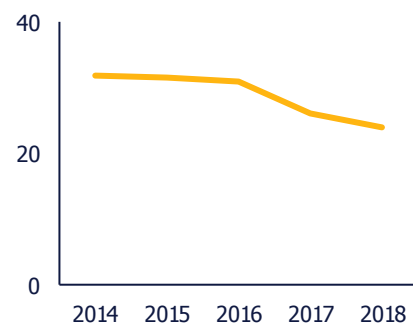
EVP driver importance trends, total.

2/2

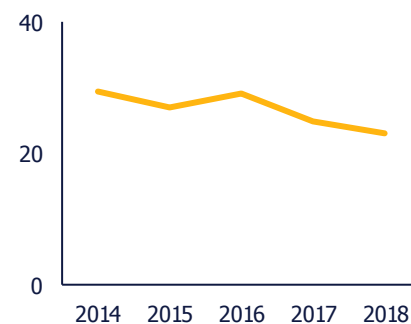
interesting job content



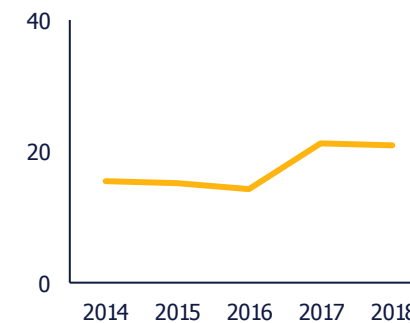
location



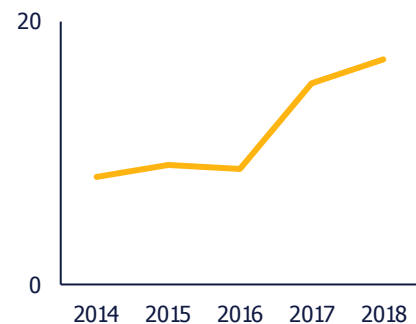
financially healthy



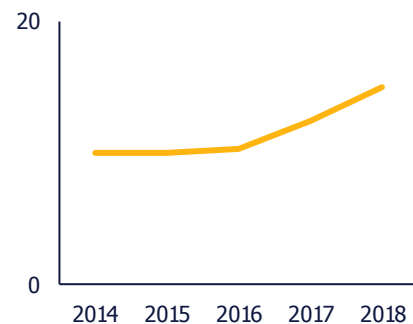
very good reputation



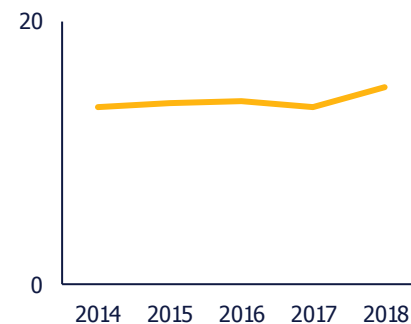
diversity & inclusion



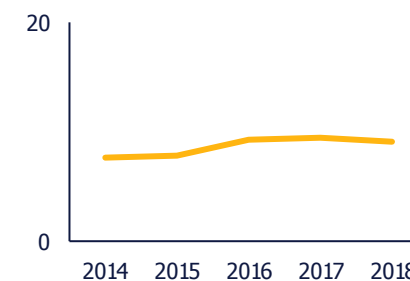
gives back to society



quality products



uses latest technologies



methodology

appendix 2.



methodology

why smart sampling?

In the past, companies were evaluated by 140 to 1400 respondents. Having analysed the data and error margins, it was concluded that a large sample was not necessary when reliable data can also be obtained with a smaller sample size. Therefore, since REBR 2017 companies are evaluated between 140 and 400 respondents. The actual number of evaluations per company depends on the awareness of the company.

The error margin is determined by the % of respondents giving a certain answer and the sample size to which the question has been asked. The highest error margin occurs when 50% of the respondents give a certain answer. The error margin is lower when 30% (or 70%) of the respondents give a certain answer.

example

140 respondents have evaluated company X. Of these 140, 50% find the company nice to work for. Taking the error margin at $n=140/50\%$ into account, the real answer lies between 42% and 58%.

400 respondents have evaluated company Y and of these 400, 50% finds the company nice to work for. Taking the error margin at $n=400/50\%$ into account, the real answer lies between 45% and 55%.

1200 respondents have evaluated company Z and of these 1200, 50% finds the company nice to work for. Taking into account the error margin at $n=1200/50\%$, the real answer lies between 47% and 53%.

Therefore, the difference in error margin is very small between $n=1200$ and $n=400$ evaluations per company (5% margin vs 3% margin at the most). As such it can be concluded that maximum 400 evaluations per company are sufficient in order to determine a reliable attractiveness per company.

In practice, this means that every company with an awareness over 35% will have max 400 respondents evaluating the company. Companies with an awareness below 35% will be evaluated by 140 to 400 people (depending on awareness).



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4 Harvard Business Review, A Bad Reputation Costs a Company at Least 10% More Per Hire

<https://hbr.org/2016/03/a-bad-reputation-costs-company-at-least-10-more-per-hire>

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company specific slide.

your company

- What does it do/ what is it known for
- Active in x countries: name countries

few facts about their EVP (if any)

- Abc
- Abc

how can the RS consultant help them

- Ipient re laceatu riateni temquis coraectem volorro totasi ipsam dis sum quissinvenis enisti ut faccae.
- Obita qui qui as modisque pos est re, officataque dem ut atur sum nis assi nimo vollab ilit ratus, vid ut volo rem la idebis etur ressi deri dolo bearum remporenis.
- Alita ex ellupta tecusam que non repuda nimpe solum am dolecti re il ipsam fugiam volorum quam.



let's talk.

Our research has many insightful, but complex insights so we'd love the opportunity to walk you through this document, share our thoughts and answer any questions you might have.



name organisation
name contact
person



name organisation
name contact
person



name organisation
name contact
person



name organisation
name contact
person

randstad

human forward.

