

employer
brand research
2025.

from curiosity to commitment:

how ai, flexibility, and purpose are
redefining employer brands

5,427 survey respondents



from curiosity to commitment: how ai, flexibility, and purpose are redefining employer brands.

The Australian workforce is in a state of evolution, driven by a new generation of talent with distinct priorities and expectations.

Randstad's latest Employer Brand Research offers crucial insights into these shifting workplace trends, highlighting how AI, flexibility, and a strong sense of purpose are redefining what makes an employer attractive.

values and purpose: a growing priority

While fair pay remains a consideration for all, the research highlights a deepening desire for employers who authentically align with individual values. Gen Z, in particular, is a powerful force in this shift, revolutionising the workforce with a deep desire to work for organisations that authentically share their values. For this youngest generation, business success is directly tied to the wellbeing of our planet and its people, leading them to declare that Purpose trumps profit. This strong conviction means they are willing to move, reskill, and even change career paths entirely to find employers whose values resonate.

This sentiment is reflected in the rise of purpose-led organisations across the board. Our research found that six of the top ten spots are occupied by social impact organisations, marking a sharp departure from 2024 when blue-chip companies led the field. This indicates a broader appreciation for organisations demonstrating a commitment to equity, possessing strong reputations, and offering clear opportunities for progression – values that particularly resonate with Gen Z, who prioritise equity in their ideal employer profile.

flexibility and growth: universal desires

Work-life balance consistently stands out as the top priority across all generations, and is indeed the leading reason employees leave jobs, surpassing all other motivators. This universal demand for autonomy and flexibility empowers individuals to make decisions about how and where they allocate their time, translating into greater personal agency over their work lives.

Beyond balance, the desire for continuous learning is paramount. Reskilling is deemed important to 69% of the workforce, underlining the critical role of ongoing development in employee satisfaction and retention. While this is a broad sentiment, Gen Z carries a strong expectation that employers invest in their ongoing development. They anticipate genuine opportunities for reskilling and career flexibility, demonstrating their fluid, self-directed approach to professional growth.

ai: adoption and adaptation

The integration of Artificial Intelligence into the workplace is another evolving dynamic. Our research suggests a slight decline in regular AI usage, with 21% of

employees regularly incorporating AI into their work this year, down from 25% last year. Interestingly, younger generations, particularly Millennials, are driving the decline in regular AI usage, with daily usage amongst Gen Z also falling from 13% to 9%. This suggests that after initial excitement, some workers may not yet see the tangible benefit of daily AI integration.

However, attitudes towards AI remain broadly positive. A slight majority of Australian workers (55%) believe AI will have little to no impact on their jobs in the next five years, and overall sentiment is more positive than negative. Digital professionals, for instance, generally view AI as a tool for enhancement rather than a direct threat. This highlights the ongoing opportunity for employers to support employees in developing the skills needed to effectively use AI and to foster a positive, adaptable work environment.

cultivating commitment in a dynamic landscape

The Randstad Employer Brand Research provides crucial insights for navigating this dynamic talent landscape. Employee engagement is on the rise, with 61% feeling

motivated and nearly half more engaged than last year. To attract and retain this engaged workforce, employers must respond to both universal priorities like work-life balance and continuous development, while also understanding generational nuances – particularly the values-driven approach of Gen Z.

As Jo Jakobs, Director of Professional Talent at Randstad, comments, "companies that align with Gen Z's values, while still offering the stability many older workers seek, are already winning the race for top talent." By embracing these multifaceted employee expectations, Australian businesses can cultivate commitment and thrive.

survey methodology.

75 of Australia's largest private and public organisations are included in our research, alongside a handpicked sample that gives a fair representation of the nation's employers.

This list is presented to a representative cross section of working-age respondents based on region, age and gender; 5,427 members of the general public, between the ages of 18-64.

There is a slight emphasis towards respondents under 40 as the survey's main target audience are potential employees.



18-64

years of age

5,427

members of
the Australian
general public

34

countries
worldwide

relative attractiveness explained.

100

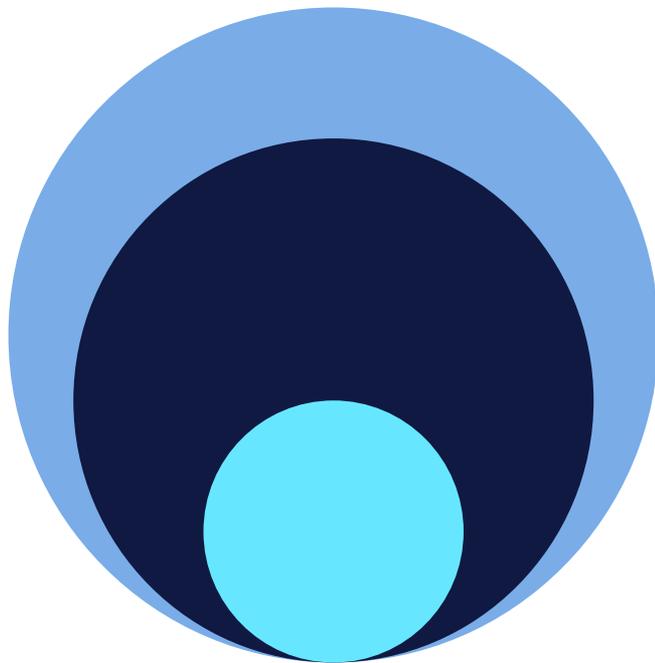
total sample

80

know the
organisation

40

desire to work
for the organisation



$$80/100 = 80\%$$

organisation
awareness

$$40/80 = 50\%$$

relative attractiveness

what australians want when choosing an employer.



1st

work-life
balance



2nd

attractive
salary
& benefits



3rd

job security



4th

good training



5th

pleasant work
atmosphere

but employers are perceived as focusing on other factors.



1st

is conveniently
located



2nd

equity



3rd

job security



4th

financially
healthy



5th

work-life
balance

employer brand research 2025

employee priorities in australia remain stable but vary by generation and specialist skills.

EVP drivers



7 in 10 employees rate their employer positively in equity

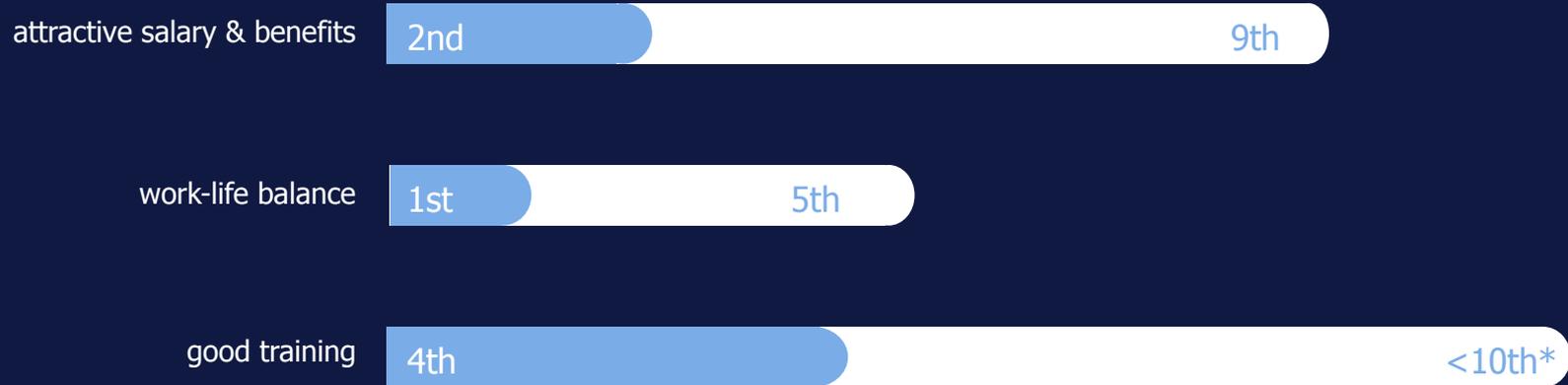
specialist skills



Strong differences emerge across the specialist skill groups when looking at the evaluation of work-life balance

The opportunity gap.

between what employees want vs what employers offer



*employees rated their currently employer so low on good training that it did not make the top 10 factors

top 5 most important factors by specialism when choosing an employer.

operational



1st

work-life balance



2nd

attractive salary & benefits



3rd

good training



4th

job security



5th

pleasant work atmosphere

professional



1st

work-life balance



2nd

attractive salary & benefits



3rd

job security



4th

good training



5th

pleasant work atmosphere

digital



1st

work-life balance



2nd

attractive salary & benefits



3rd

job security



4th

strong management



5th

possibility to work from home/remotely



demographics shared motivational factors.

top 3 EVP drivers

gen z

Are more likely to look good training than other ages when choosing an employer.



good work-life balance



good training



attractive salary and benefits

millennials

Are more likely to look for job security when choosing an employer.



good work-life balance



attractive salary and benefits



good training

gen x

Are more likely to look for job security when choosing an employer.



good work-life balance



attractive salary and benefits



job security

boomers

Are more likely to look for job security when choosing an employer.



good work-life balance



attractive salary and benefits



job security

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find out more.

If you wish to discuss any of the findings in this report or explore ways to leverage the research insights for improving your employer brand and implementing more impactful employer branding strategies in your organisation, please request a visit by contacting your Randstad Account Director or sending an email to employerbranding@randstad.com.au

