

WEBINAR

GIVE YOUR EMPLOYER BRAND A HEALTH KICK!

LEVERAGE A WELLNESS INITIATIVE TO STRENGTHEN YOUR EMPLOYER BRAND





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WEBINAR

HOUSE KEEPING

This is a Webinar, which means that your speakers are on mute at the moment and we won't be able to hear you, however we would love your participation! If you have any questions please type them in the GoToWebinar Action Pane on the right side of your screen, and we will leave time at the end to go through them.

- Our Webinar will last 30-40mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help.

QUICK POLL: TELL US ABOUT YOU

- Is employer branding part of your recruitment strategy?
- Have you hosted a wellness program?
- What do you believe is the biggest talent attraction offering for organisations?



Businesses offering wellbeing perks and flexibility top LinkedIn's list of the companies Australians most want to work for.



Leave flexibility, wellbeing initiatives and gender parity are the most sought after benefits (LinkedIn).

WHAT WE'LL COVER TODAY

- What is employer branding and key employer branding statistics
- How a wellness initiative is important in strengthening your employer brand
- What benefits you can expect to achieve by offering a wellness initiative
- Real case study - Motorama & Tour de Office.

WHAT IS EMPLOYER BRANDING?

Your reputation as an employer to attract the best talent to your organisation.

Today's talent market is digital, social and candidate-driven, which is why a strong employer brand is more important than ever.

Hiring the best people (with the right motivations and expectations) is just as important as finding customers and clients!

WHY EMPLOYER BRANDING MATTERS

51%

of employees are actively looking for new opportunities
(Gallup, 2018)

84%

of people would consider leaving their current organisation if another organisation with an excellent reputation offered them a role
(Glassdoor, 2015)

WHY EMPLOYER BRANDING MATTERS

Candidates are using, on average,

18

different resources to research a prospective employer
(Candidate Behaviour Study, CareerBuilder, 2015)

Millennials will comprise

50%

of the global workforce by 2020 and 75% in 2025
(Forbes, 2019)

WHY IS A WELLNESS PROGRAM IMPORTANT IN THE WORKPLACE?

- Increased engagement
- Increasing the health and wellness of your people and awareness about health issues
- Connecting people to your values
- Strengthening your employer brand



**Highly engaged teams produce 21% higher profitability
(Gallup, 2019)**

THE BENEFITS OF OFFERING A WELLNESS PROGRAM

- A more engaged workforce = more loyalty, trust, collaboration and productivity which is beneficial for business
- Increased interaction and collaboration between teams across all levels
- Strengthens your employer brand through authentic, shareable content and encouraging brand advocacy.



89% of employees at companies that support well-being efforts are more likely to recommend their company as a good place to work (American Psychological Association)

WELLNESS INITIATIVES & EMPLOYER BRANDING

- **Engaging prospective talent** - wellness initiatives are opportunities to create authentic, engaging content to share across channels
- **Engaging your current talent** - increased brand advocacy



75% of job seekers consider an organisation's employer brand before even applying for a role (LinkedIn Talent Solutions reports)



57% of job seekers use social media in their hiring search (Business News Daily, 2018)

WHAT IS TOUR DE OFFICE?

- Wellness initiative + philanthropy and corporate giving
- Inclusive, week-long interoffice cycling event
- 30-minute relays on a stationary bike
- Choose a charity of your choice
- Customer and community engagement event



Research shows that sitting for over 4 hours per day greatly increases your risk of chronic disease no matter how much exercise you do (Australia Department of Health)

CASE STUDY: MOTORAMA & TOUR DE OFFICE



"Our culture is based on our people living our core values."



"Our people help us achieve our mission, which is creating customers for life. That's why we believe in investing in them."

CASE STUDY: MOTORAMA & TOUR DE OFFICE

- 6 core values - one of which is "have fun"
- Inclusive, easy
- Visual and inclusive event with their customers
- Engaged employees through choosing which charity they would support
- Fulfilling corporate philanthropic goals
- Employer branding content for website, blog, forums and social media



THE IMPORTANCE OF AUTHENTICITY

"There's a lot that employees may gain from wellbeing programs. But we need to be very careful they don't become a form of 'responsibilisation', where companies are expecting workers to perform their task well and maintain their wellbeing, in instances where these may not be compatible.

Wellbeing initiatives need to be balanced with careful consideration of job design and task load."

– Dr McGrath-Champ, human resources academic at The University of Sydney Business School.

SUMMARY OF BENEFITS

- Opportunity to showcase your values
- Connect your people with values
- Increase the health, wellness, motivation and engagement of your people
- Increase collaboration between teams across all levels
- Strengthen relationships with customers, suppliers and clients (for example, by getting them involved in the event)
- Creating great content to share to build your employer brand in an authentic way and encourage brand advocacy.

QUESTIONS

THANK YOU!

Continue the conversation with us on LinkedIn:
Employment Office and Tour de Office

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COMPLIMENTARY OFFER

Employer branding assessment of one of your channels (e.g. careers site, social channels, LinkedIn, Facebook) by one of our experienced specialists to assess your strengths and areas for improvement.

CONTACT US



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