

National Water Industry Employment Brand

PROJECT SCOPE

To create an employment brand to attract people to the water industry that does not conflict with existing brands and is useable by all member companies of WICD.

BACKGROUND

Water Industry Capacity Development (WICD) has been created to provide national coordination of and access to water-related training and professional development to ensure that necessary skills are available to meet the water industry's future needs. To achieve this, a number of projects have been identified. One of these projects is the need for a structured water industry employment brand to attract people to the water industry.

The current employment market includes low unemployment levels, a skills shortage and an aging workforce. The water industry has not previously prepared a coordinated employment branding strategy and this lack of general awareness is resulting in an inability to attract talent and an inability to effectively compete with other industries that are recruiting for similar skill sets.

An employment branding campaign is defined as the sum of an organisation's efforts to communicate to existing and prospective employees that it is a desirable place to work. To put this in an industry perspective, it is the sum of an industry's efforts to communicate to existing and prospective employees that it is a desirable industry to work within.

A coordinated awareness raising campaign will help ensure that a large pool of high quality candidates will be attracted to a career path within the water industry. Furthermore, as there has not been a coordinated employment branding effort previously, there is little knowledge of the range of skills sets, careers and jobs available in the industry both in Australia and internationally.

OBJECTIVES

1. Create a brand that will attract people to work in the water industry by focusing on key employment attributes that the industry as a whole is capable of delivering.
2. Create tools and material to assist member organisations to deliver key messages to their employment markets.

For more information on this project, please contact:

Peter Mills

HR Director
Sydney Water
PETER.MILLS@sydneywater.com.au