

Water Industry Employment Branding

- **Project Feedback - HR Network Meeting, Melbourne, 12 October 2007**

Results

Do you like Adcorp's concept for the industry employment brand?

- 95% of respondents answered YES
- The main comments were that the concept is fresh, catchy, innovative, very visually pleasing, fun.

Results

Is there anything you think is missing in Adcorp's concept?

- Too much generation-y focus – need a strategy and visuals for older people
- Too much focus on capital cities – need more for rural/regional areas
- Needs a strategy to link to education – push for a career in water

Results

Would you be interested in including the Brooklyn Recruitment concept in the project?

- 62% were interested
- 19% were unsure
- Main comments about the system is that more information is needed. The Architects site can be accessed at www.archistaff.com.au



Results

Would you post jobs on the Brooklyn System?

- 67% would post jobs on the system

Results

Would you use industry communication collateral alongside your organisational material?

- 90% of respondents would use the H2Oz material

Results

Would you like to receive further updates on the project?

- 90% of respondents would like to keep up to date with the project