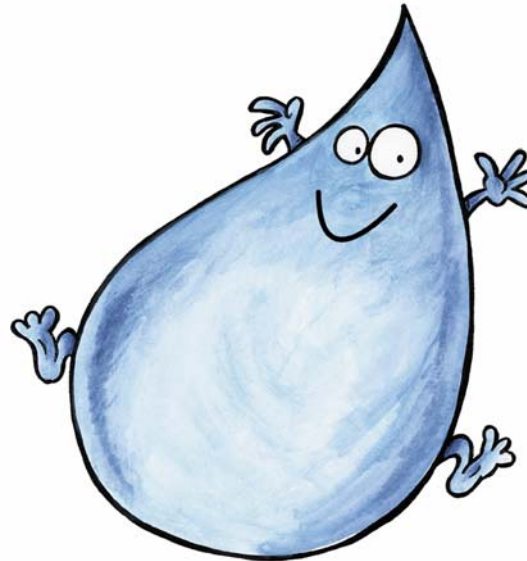


# **WICD Project 3 Update:**

- **National Water Industry  
Employment Brand**

# Industry Employment Branding

**What do you think of when we say employment in the water industry?**





# Employment Brand Committee

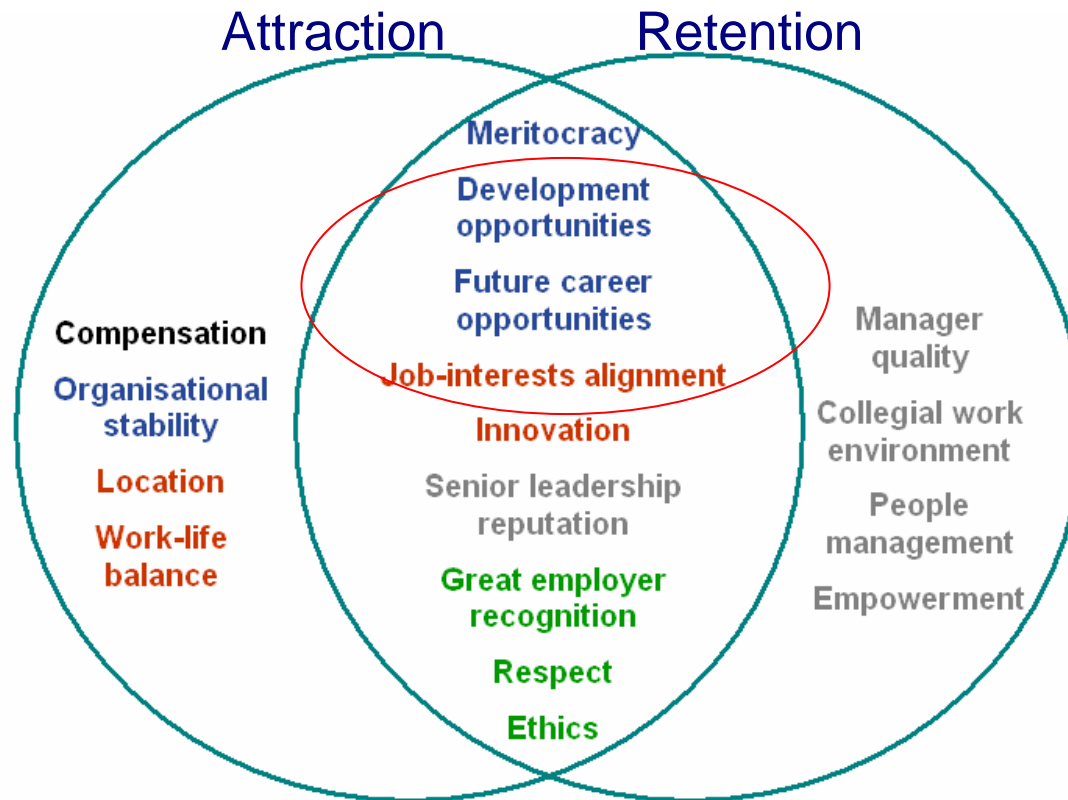
## The committee include:

- Sydney Water
- Melbourne Water
- Water Corporation
- Sun Water
- Goulburn Valley Water
- Smart Approved Water Mark
- Principal Consultants
- Government Skills Australia
- AWA

# What do we promote?

## Corporate Leadership Council (CLC), 2006:

- Drivers of attraction/retention in Australia



### Key:

Rewards  
Opportunity  
Organisation  
Work  
People

# What do we promote?

## Key attraction factors:

- Attractive industry
- Career opportunities

Unique to the industry

```
graph TD; A[Unique to the industry] --> B[Career opportunities]; B --> C[Attract candidates]; D[Something all organisations can deliver] --> B;
```

The diagram illustrates the relationship between industry uniqueness, career opportunities, and candidate attraction. A box labeled 'Unique to the industry' has an arrow pointing up to 'Career opportunities'. A box labeled 'Attract candidates' has an arrow pointing left to 'Career opportunities'. A box labeled 'Something all organisations can deliver' has an arrow pointing up and left to 'Career opportunities'.

Attract candidates

Something all  
organisations can deliver

# What do we promote?

## Attractive Industry:

- Join an essential industry that helps contribute to the sustainable future of Australia.
- Help provide a future for generations to come.
- The water industry provides opportunities on many exciting projects all over Australia.

# What do we promote?

## Career Opportunities:

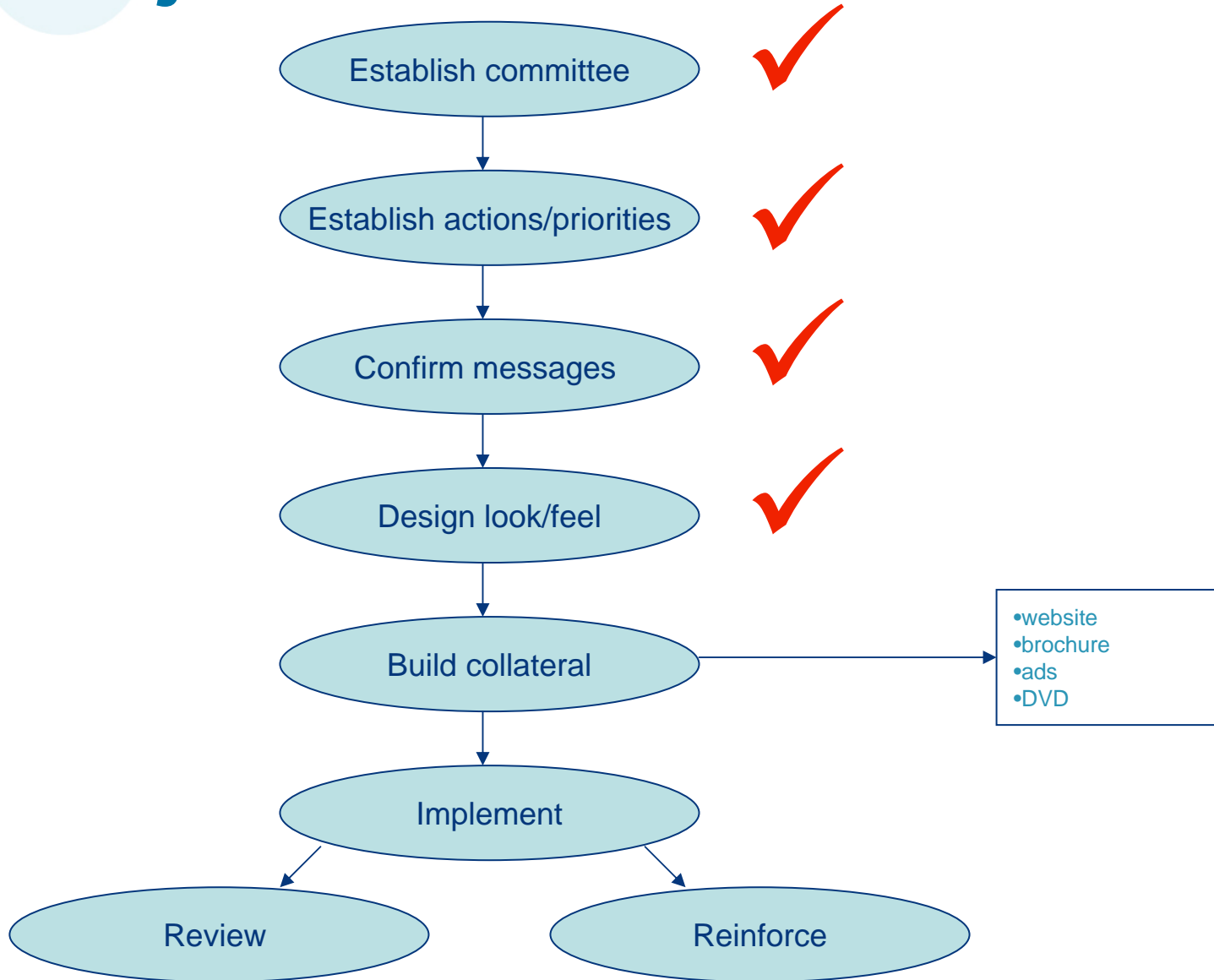
- A career in the water industry opens up job opportunities all over Australia and the world.
- The water industry provides a varied work environment in the fields of:
  - engineering
  - information technology
  - human resources
  - project management
  - business administration
  - customer service
  - science and technology
  - finance and accounting
  - communications and marketing
  - water conservation and environment
  - economics and policy
  - trades

# Who do we promote to?

## Our key target audiences include:

- Employees in the industry
- Customers of member organisations
- General Employment market
- Universities
- TAFE
- School Career Advisors
- Alumni Groups
- Professional Associations
- Trade Associations
- Recruitment agencies
- Centrelink
- Group Training Organisations

# Project Outline



# Where are we up to?

- Engaged Adcorp for design of look/feel and building of collateral
- Working with Adcorp on the creation of a communications strategy
- Looking into further options to enhance project, eg Brooklyn Group recruitment platform