

A woman with a backpack is seen from behind, looking at a map in a busy street market. The market is filled with stalls, colorful lanterns, and people. The scene is vibrant and captures the essence of a bustling urban environment.

Could the career you seek be something that you build, not find?

Most Popular Integrated Marketing Campaign
AAGE

The EY logo is displayed in white, bold, sans-serif font. A yellow diagonal line is positioned above the letters 'Y' and 'E', extending from the top right towards the center.

EY

Building a better
working world

■ ■ ■
The better the question. The better the answer. The better the world works.



Campaign message and elements

- ▶ We wanted to shift the perception to show students that EY is a business empowered by technology and at the forefront of innovation.
- ▶ The campaign and messages focused on how technology is transforming the way we live and work, and that success will be defined by mindsets as well as skillsets.
- ▶ This was communicated through a series of better questions to challenge, inspire and show that at EY, students will develop their mindset to ask and answer better questions and by bringing their curiosity they can help build a better working world. To do this we focused on global, innovation and an analytical mindset.
- ▶ We wanted to make students curious about a career with EY and show students that we offer career experiences with meaning and purpose.



Campaign highlights

STEM hires have increased **From 22%**  **To 24%**
FY19 hires forecast in FY21

Gender balance for graduate intake in FY19

48% female

High volume of

applications over 13,000

in March campaign

Acceptance rate

94%

for our graduate and vacationer roles

Voted the top professional services organisation for

'Best internship recruitment promotional campaign'

in the 2020 AAGE Intern Survey

What did we do differently to focus on innovation?

- ▶ Embedded a digitally enabled experience in our recruitment process that incorporated bespoke videos, articles, visuals and charts
- ▶ Transitioned all events, programs and Recruitment Days to virtual
- ▶ Adapted and delivered the EY Tax Consulting Challenge Regional Finals virtually
- ▶ Designed and implemented a 'keep warm' program including virtual sessions to stay connected with our candidate pipeline in response to COVID-19
- ▶ Developing a new tech attraction initiative that will be delivered in late 2020
- ▶ Implemented the EY Oceania Careers YouTube account



Campus events

We hosted and participated in a range of campus recruiting events both face-to-face and in a virtual setting once the landscape shifted. Our events aim to showcase the career paths and opportunities available to students at EY, and are strategically designed so that students come away with tangible learning outcomes and career connections.

Face-to-face events run prior to COVID-19 restrictions include:

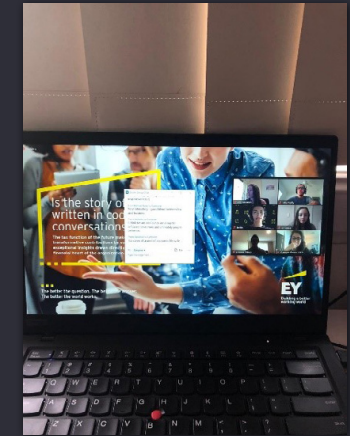
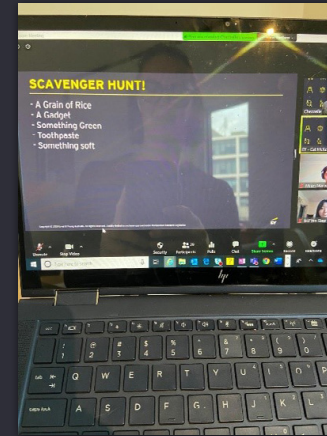
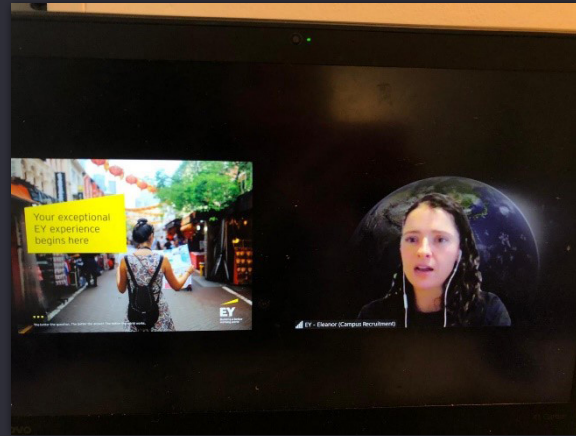
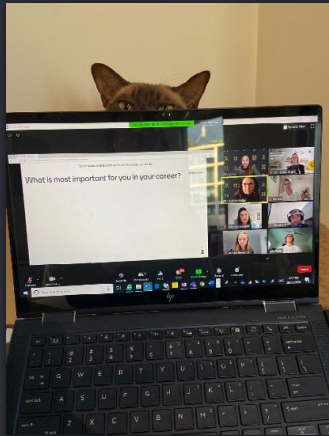
- ▶ EY Making your Day Better (a campus giveaway day)
- ▶ Career Fairs
- ▶ Application and interview workshops
- ▶ EY Careers in Tech Talk information events
- ▶ EY Female Future Leaders series



Virtual events

Recent virtual events have included:

- ▶ Participating in industry panels run by universities
- ▶ Virtual coffee drop-in sessions to chat informally with Campus Recruiters and Hiring Managers over Zoom
- ▶ Employability skills sessions such as virtual mock interview training (with a lens on virtual recruitment processes)
- ▶ EY service line information sessions
- ▶ A virtual version of our EY Female Future Leaders event typically run for half a day in EY offices during our March recruitment campaign



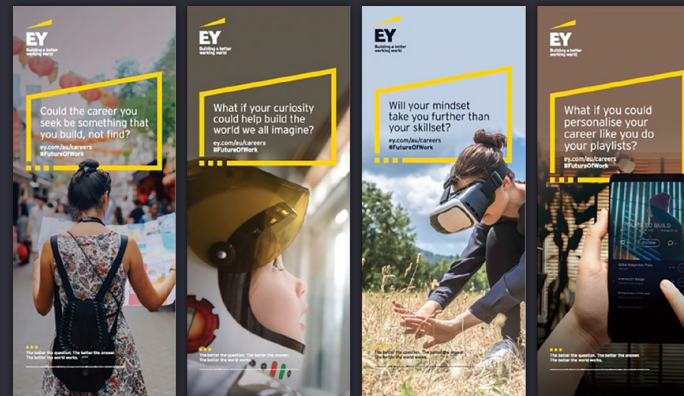
Campus marketing items

The teams used a number of marketing items to support recruitment campaigns at events including pull-up banners, the main flyer with high level information about EY and our student programs with links to drive traffic to our careers site, as well as tailored, specific flyers. We also introduced new, distinctive EY t-shirts for our campus ambassadors to wear at events, and provided a number of other giveaway items.

Flyers



Pull up banners



T-shirts



Game Changers drink bottle



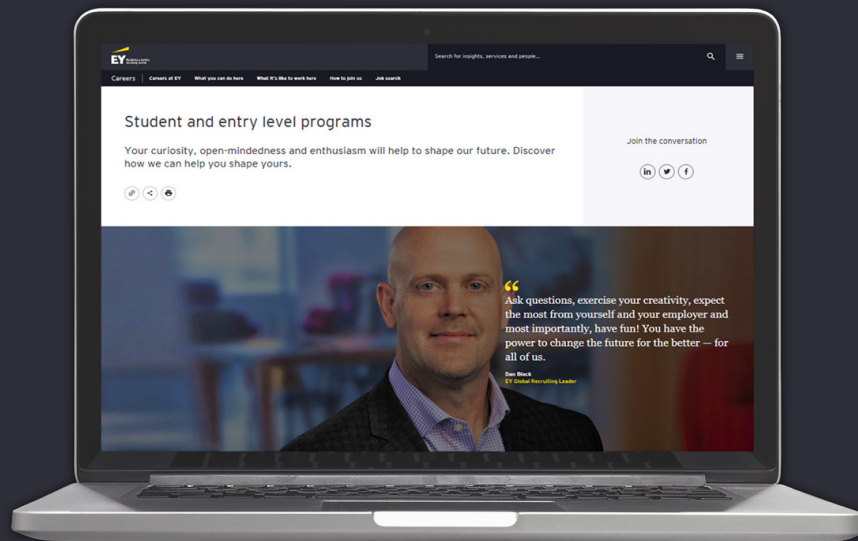
Careers Centre gift



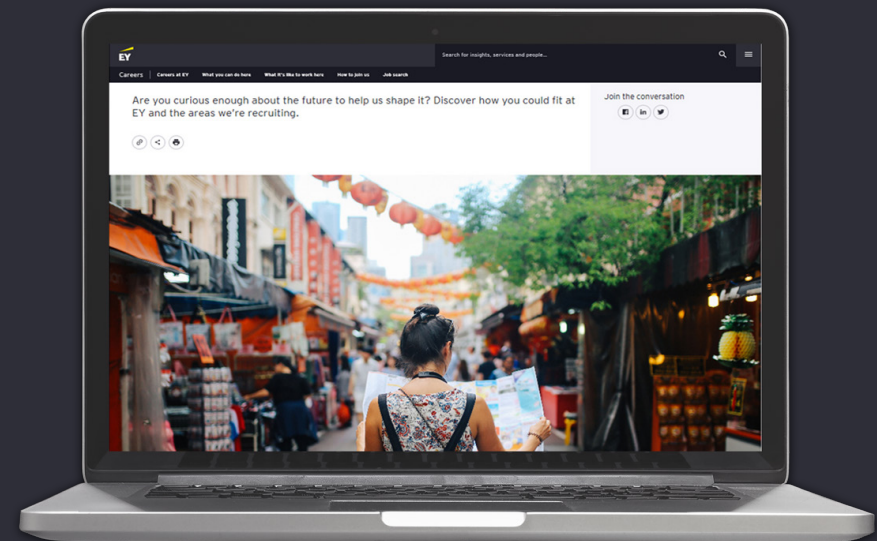
Careers site

The EY careers site brings a digital experience for students seeking a career with EY. The site had a huge transformation to make it easier to navigate with a simplified structure putting our audience at the centre and with inspiring, relevant content delivered in different formats and lengths they can engage with. Students can read stories of how EY is building a better working world, how an EY career makes an impact and the EY employee value proposition that the 'EY experience lasts a lifetime' is now intertwined throughout the site.

www.ey.com/au/careers



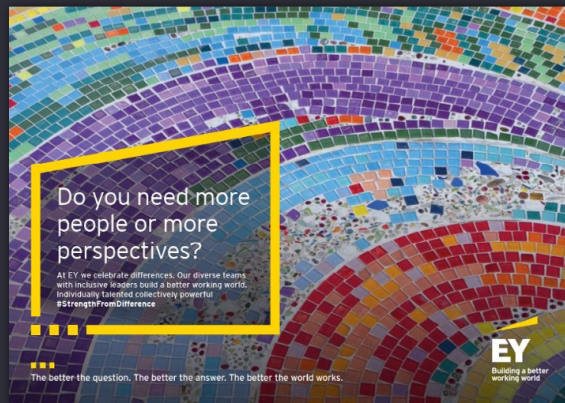
[Student entry level programs](#)



[Students apply here](#)

Diversity and inclusiveness

At EY we recognise that the highest performing teams are teams who maximise the power of different opinions, perspectives and cultural references to succeed in the global marketplace. We aim to attract and recruit diverse people at all levels and so sharing this business imperative through our campus marketing strategy is essential. In 2020, we shared our messages with students through handouts, presentations and social media to encourage the conversation about inclusivity.



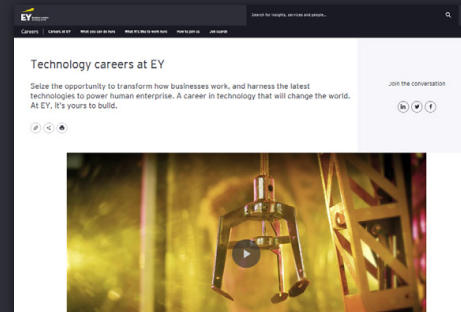
Attraction of tech talent

At EY we believe that business transformation builds trust and drives growth, helping to unlock human potential. That technology is accelerating human enterprise to create new ways of working and build a better working world.

https://www.ey.com/en_au/careers/technology

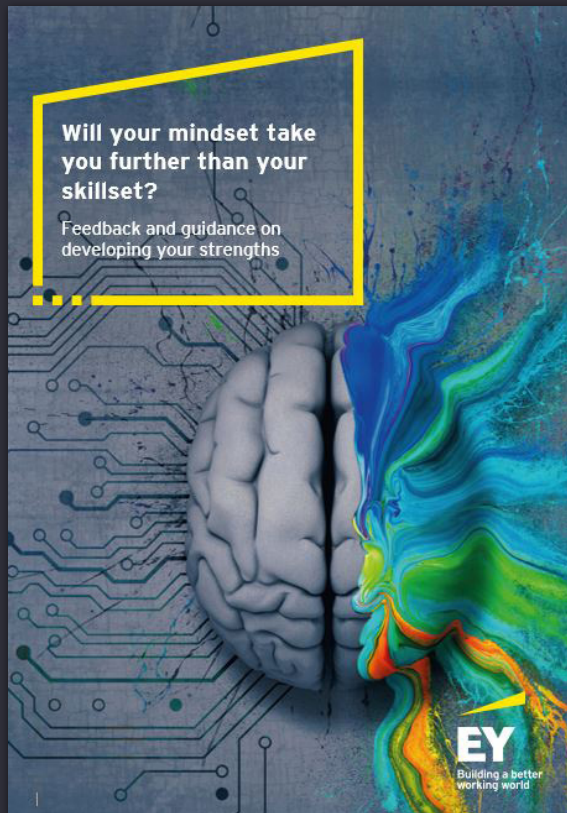
What are we doing to attract tech talent to EY?

- ▶ EY Careers in Tech Talk events were held in most offices across Australia, providing an opportunity for students to learn about exciting and innovative EY projects directly from our Tech Teams, as well as the diverse career paths available to tech students at EY
- ▶ Targeted collateral through Technology flyer and social media promotion
- ▶ Development and promotion of EY Tech Fest, an innovative new tech student attraction initiative to be held in our [Sydney wavespace™](#) in late 2020



Cappfinity

Our marketing campaign was complemented by the launch of an innovative and digital new testing experience for candidates to raise our brand as an innovator. Students were immersed in a blended strengths assessment with a 'future of work' theme, as well as a job simulation bespoke to EY. Through a series of videos, articles and press releases students learnt about emerging trends in work and society based on technology as well as an insight into the work at EY. Each student that completed the testing experience also received a personalised strengths report.



Will your mindset take you further than your skillset?

Congratulations, you have been invited to the next stage of our recruitment process which is to complete our online assessments. Here are some tips to help you.

- 1. Preparing for the online assessments**

What we look for
Technology continues to change the way we live and work, and because of this constant evolution, the strengths and traits needed to succeed are shifting.

Strong communicator - as well as being a strong verbal and written communicator, we look for your ability to adapt your communication style based on your audience, delivering messages in a clear and professional way.

Team player - you have built your own networks by interacting with friends, mentors, family and colleagues to broaden your own knowledge, and are comfortable working with people in person and remotely.

Adaptable - you can adapt to new situations and use your creativity to find innovative solutions. You show a real sense of responsibility and won't let obstacles stand in the way of doing a job well.

Analytical - you are open minded, hungry for knowledge and embrace learning new ways of doing things. You're a good listener and can draw conclusions from information and then apply it to your work.

Numbers savvy - you understand and interpret numerical information in a wide range of formats, deriving insight from data to solve problems and making recommendations.

Global Mindset - you are interested in current affairs, global trends and market activity, and keep up to date with technological innovations.
- 2. Taking the assessments**

All eligible candidates will be invited to complete the Portal Assessment ('Learning for a changing world'). Those who successfully complete the Portal Assessment, will then be invited to complete a Job Simulation ('Learning on the job').

Assessment 1: Learning for a changing world [Portal Assessment Stage]
Technology is changing our world - but how is it affecting the way people work? You'll explore this with case studies and multiple choice questions. We'll identify your key strengths and the things that you're naturally good at.

We recommend for the assessments that you:

 - Use a computer or laptop, rather than a mobile or smartphone
 - Set aside some quiet time to complete the task
 - You may benefit from having a calculator, pen and paper to hand

You'll also be asked to take a numerical reasoning test. This needs to be completed in one sitting and we recommend using Chrome (avoid using a Mac as this can cause issues). We encourage you to practice as many numerical tests as you can prior to this stage. There are plenty available online.

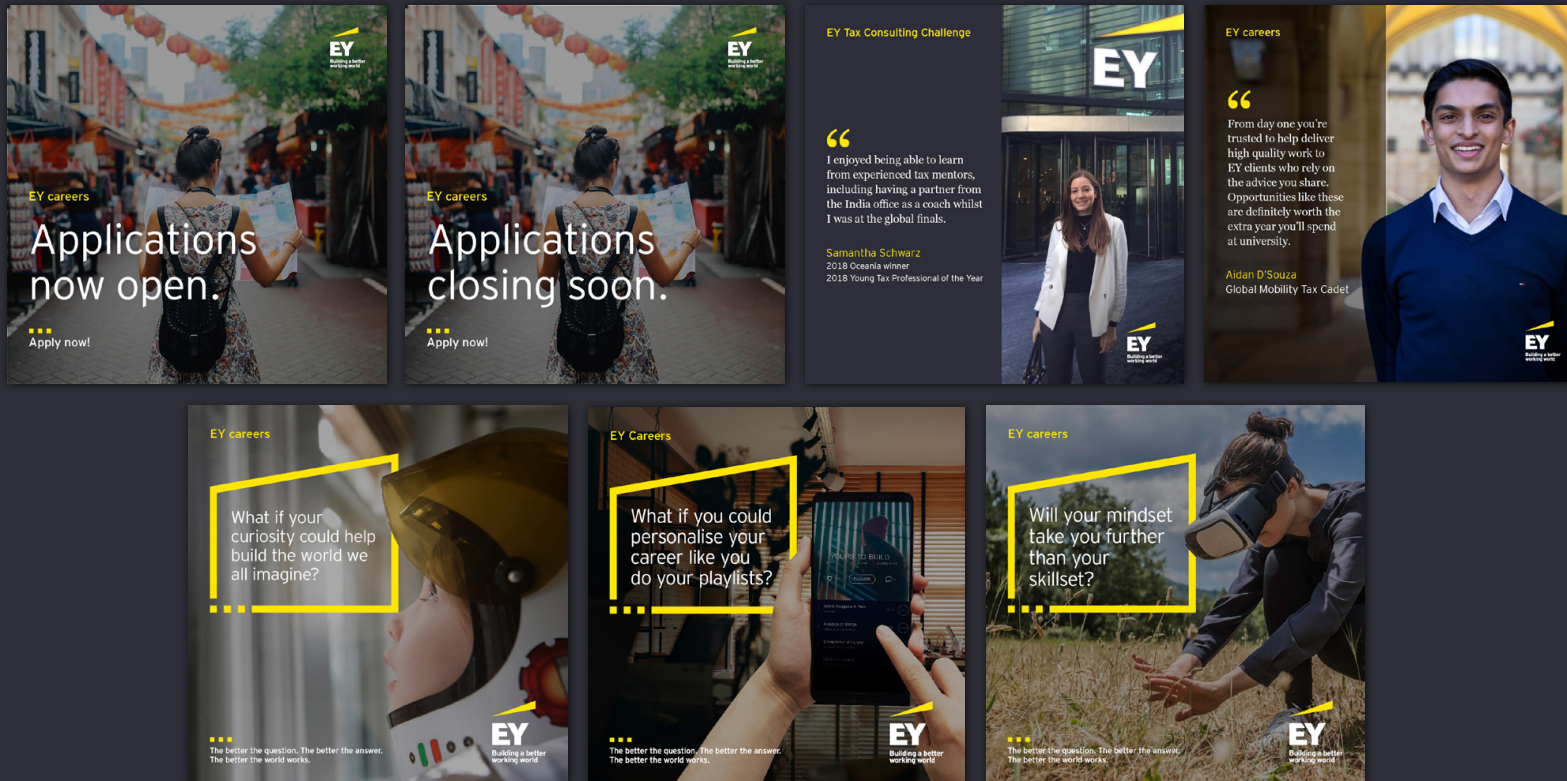
Once you've completed this assessment, you'll receive personalised feedback on the strengths you displayed in the test - and the ones you can improve on. If you're successful with the Portal Assessment, you'll receive an invite to take part in the Job Simulation ('Learning on the job').

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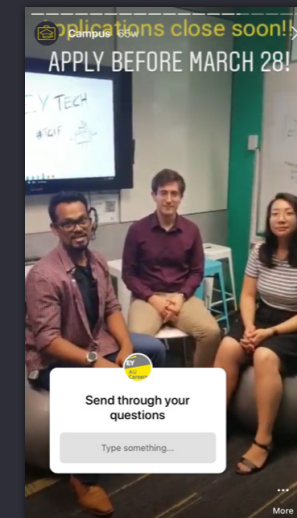
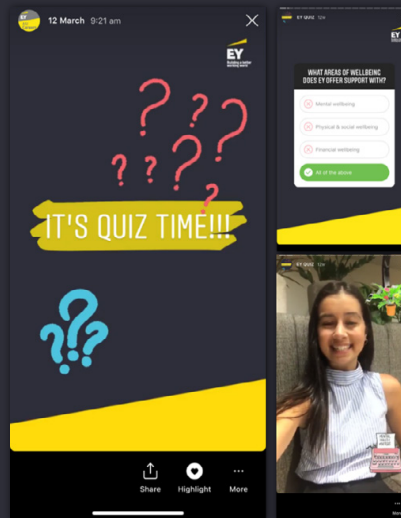
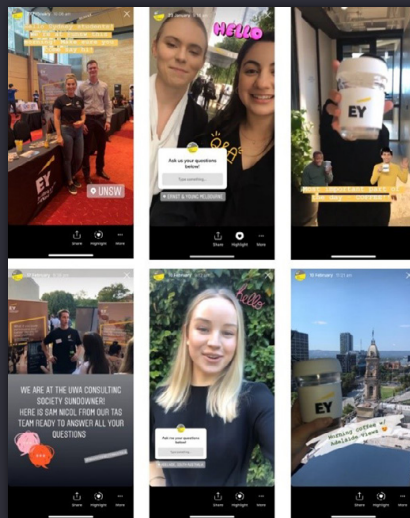
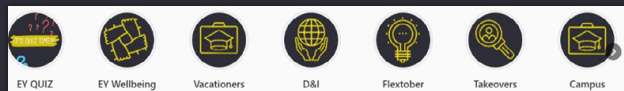
Digital – social media

We used a variety of digital assets across a number of digital platforms to bring to life the campaign elements. This year we focused on more video content so that our assets were more engaging. These platforms include Facebook, Twitter, Instagram and LinkedIn. We created a suite of promotional assets to showcase what a career at EY looks like. From thought provoking Better Questions to storytelling quote cards, our assets were used to highlight the different EY service lines and experiences of EY people.



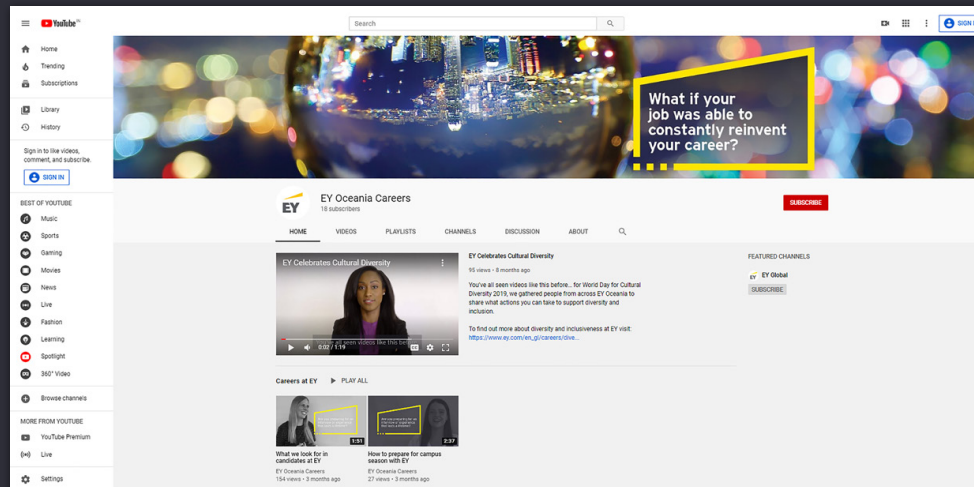
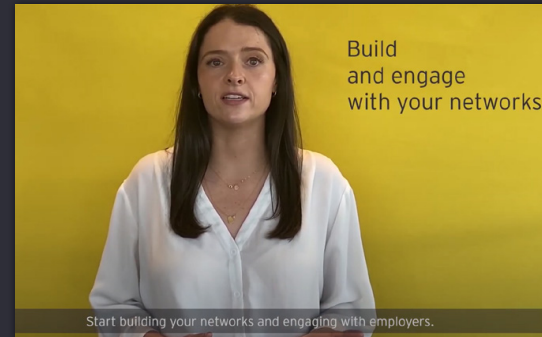
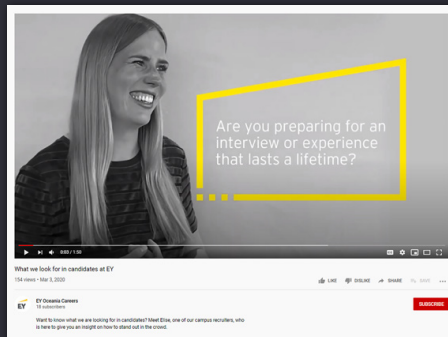
Digital - channels

Across our social media accounts, we continue to share experiences of our people through general posts and story functions, including a takeover series which saw our vacationers take control of our Instagram account for a day to showcase what they got up to during their programs. We used our social media profiles to promote campus events that EY recruiters were attending in real time, so that students would have the opportunity to meet with us and have meaningful career conversations. We also ran EY Quizzes on our Instagram story where we asked a variety of questions to our followers, followed by a video response from people within our business. On average, we received 567 views per story throughout our March-April campaign.



Digital - Videos

We continue to showcase our people through video and this helps with shifting perceptions of a career at EY through the voices of the people who do the work - making it relatable and engaging for both our traditional and non-traditional audiences. This year we launched the [EY Oceania Careers YouTube channel](#) which hosts all our campaign videos. We launched, for the first time, our recruiter tips videos, with more currently in the works for future campaigns. We also launched IGTV on the EY Careers Instagram account.

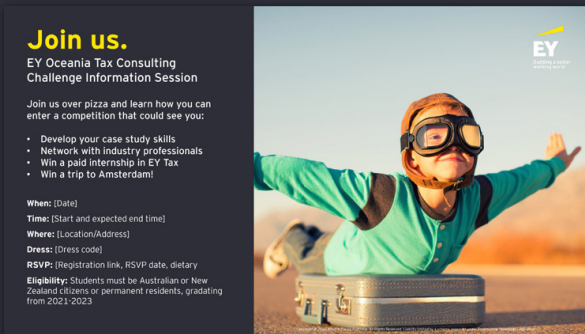


Direct mail

Direct emails were sent to students inviting them to attend in-house and virtual events that highlighted the campaign imagery and key messages of the campaign. We also used a third party to connect with students through this channel. Direct email was used to promote competitions to the student market.

GradAustralia eDM

The GradAustralia eDM was used to announce applications were opening in Australia. The eDM was sent out to 891 contacts in the EY community. We had a 66% open rate and 14% click through.



Join us.
EY Oceania Tax Consulting Challenge Information Session

Join us over pizza and learn how you can enter a competition that could see you:

- Develop your case study skills
- Network with industry professionals
- Win a paid internship in EY Tax
- Win a trip to Amsterdam!

When: [Date]
Time: [Start and expected end time]
Where: [Location/Address]
Dress: [Dress code]
RSVP: [Registration link, RSVP date, dietary requirements]

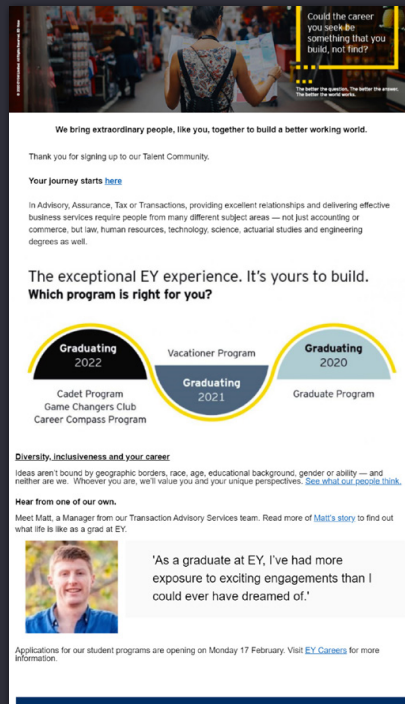
Eligibility: Students must be Australian or New Zealand citizens or permanent residents, graduating from 2021-2023



Join us.
[Name of event]

[Event description]

When: [Date]
Time: [Start and expected end time]
Where: [Location/Address]
Dress: [Dress code]
RSVP: [Registration link, RSVP date, dietary requirements & other important info]



Could the career you seek be somewhere that you build, not find?
The better the graduate, the better the world.
The better the world, the better the career.

We bring extraordinary people, like you, together to build a better working world.

Thank you for signing up to our Talent Community.

Your journey starts [here](#)

In Advisory, Assurance, Tax or Transactions, providing excellent relationships and delivering effective business services require people from many different subject areas — not just accounting or commerce, but law, human resources, technology, science, actuarial studies and engineering degrees as well.

The exceptional EY experience. It's yours to build.
Which program is right for you?

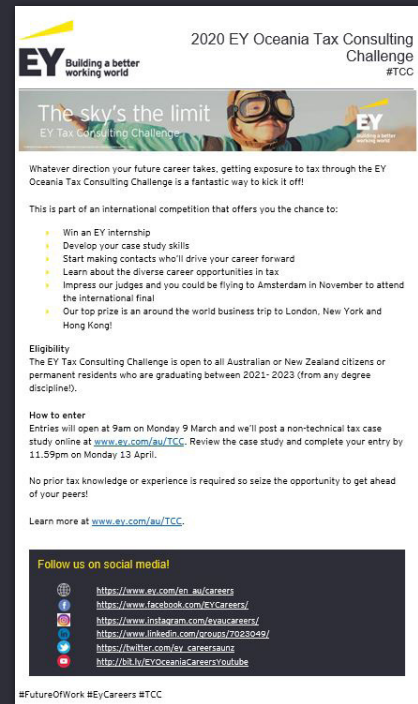
- Graduating 2022: Cadet Program, Game Changers Club, Career Compass Program
- Vacationer Program
- Graduating 2021
- Graduate Program
- Graduating 2020

Diversity, inclusiveness and your career
Ideas aren't bound by geographic borders, race, age, educational background, gender or ability — and neither are we. Whomever you are, we'll value you and your unique perspectives. [See what our people say.](#)

Hear from one of our own.
Meet Matt, a Manager from our Transaction Advisory Services team. Read more of [Matt's story](#) to find out what life is like as a grad at EY.

'As a graduate at EY, I've had more exposure to exciting engagements than I could ever have dreamed of.'

Applications for our student programs are opening on Monday 17 February. Visit [EY Careers](#) for more information.



2020 EY Oceania Tax Consulting Challenge #TCC

The sky's the limit
EY Tax Consulting Challenge

Whatever direction your future career takes, getting exposure to tax through the EY Oceania Tax Consulting Challenge is a fantastic way to kick it off!

This is part of an international competition that offers you the chance to:

- Win an EY internship
- Develop your case study skills
- Start making contacts who'll drive your career forward
- Learn about the diverse career opportunities in tax
- Impress our judges and you could be flying to Amsterdam in November to attend the international final
- Our top prize is an around the world business trip to London, New York and Hong Kong!

Eligibility
The EY Tax Consulting Challenge is open to all Australian or New Zealand citizens or permanent residents who are graduating between 2021-2023 (from any degree discipline).

How to enter
Entries will open at 9am on Monday 9 March and we'll post a non-technical tax case study online at [www.ey.com/au/TCC](#). Review the case study and complete your entry by 11.59pm on Monday 13 April.

No prior tax knowledge or experience is required so seize the opportunity to get ahead of your peers!

Learn more at [www.ey.com/au/TCC](#).

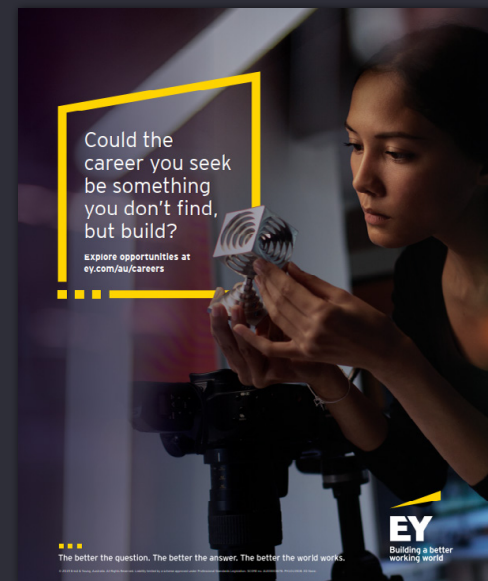
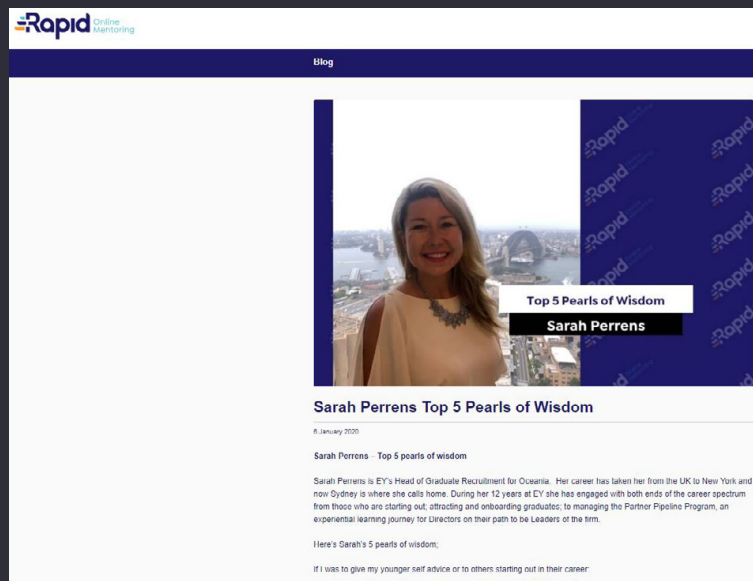
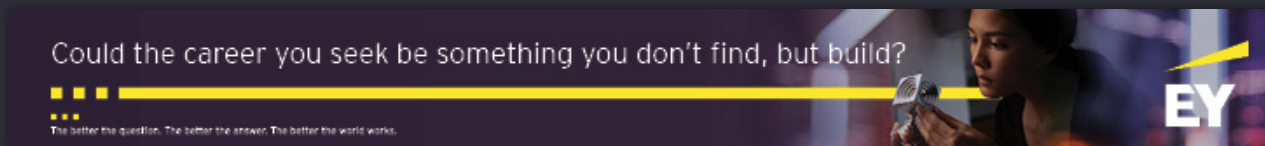
Follow us on social media!

- https://www.ey.com/en_au/Careers
- <https://www.facebook.com/EYCareers/>
- <https://www.instagram.com/eyaucareers/>
- <https://www.linkedin.com/groups/7023049/>
- <https://www.youtube.com/channel/UCvceania-careers>
- <http://bit.ly/EYOceania-careersvoutube>

#FutureOfWork #EYcareers #TCC

Media

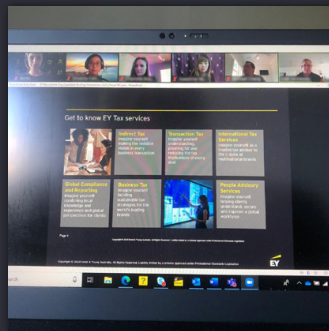
We had a full-page print ad and digital ad in the Australian Financial Review's Top Graduate Employers Guide 2020. We also had media coverage in the Herald Sun with Sarah Perrens, EY Oceania Campus Recruitment Lead, sharing graduate recruitment tips.



Competitions - EY Tax Consulting Challenge

The EY Tax Consulting Challenge aims to raise the profile of a career in Tax to students, and attract the best talent from a broad range of degree backgrounds to help us recruit for the changing and diverse role of the Tax Professional of the Future: www.ey.com/au/TCC

This competition is a feeder into the global EY Young Tax Professional of the Year competition where last year, Joyeeta Bhakta from The University of Auckland took out third place in the global final in Amsterdam. We leverage the previous year's winners to promote the competition as seen below. 2020 has seen a shift in the delivery of the Challenge with Regional Finals hosted virtually and the Oceania Finals delayed.



When the ground beneath your feet is shifting, will you stand still or leap forward?

In a rapidly changing business and tax environment, EY tax professionals combine agility, diverse thought, tax technical depth and the power of technology and analytics to provide exceptional client service.

Whatever direction your future career takes, getting exposure to tax through the EY Tax Consulting Challenge is a fantastic way to kick it off. This Challenge offers you the chance to:

- Start making the contacts who'll drive your career forward
- Learn about the global and diverse career opportunities in tax
- Discover how a leading class professional services organisation uses tax advice to give global clients the edge
- Develop your case competition skills

Prizes include:

- Domestic Internships
- International Internship
- Trip to Amsterdam

◆◆◆ The better the question. The better the answer. The better the world works.

EY Tax Consulting Challenge

When the ground beneath your feet is shifting, will you stand still or leap forward?

Are you ready to drive your career forward?

Dedicated to supporting students, EY awards a total of \$5,000 for professionals in a or 102 countries.

In a world of changing business and tax environments, EY tax professionals combine agility, diverse thought, tax technical depth and the power of technology and analytics to provide exceptional client service.

Whatever direction your future career takes, getting exposure to tax through the EY Tax Consulting Challenge (TCC) is a fantastic way to kick it off.

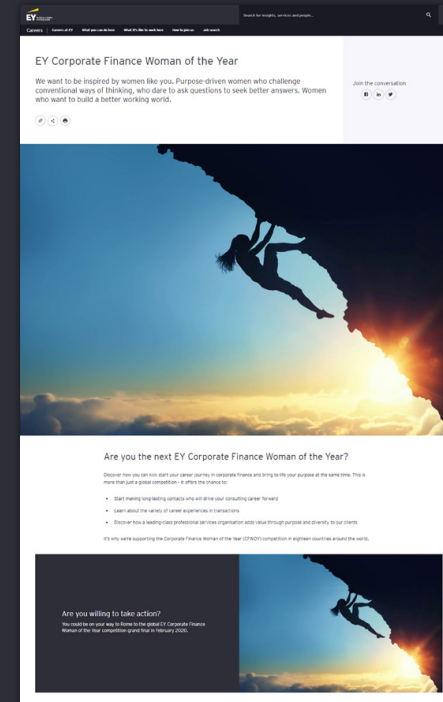
- Start making the contacts who'll drive your career forward
- Learn about the global and diverse career opportunities in tax
- Discover how a leading class professional services organisation uses tax advice to give global clients the edge

Competitions - EY Corporate Finance Woman of the Year

As part of our Transaction Advisory Services recruitment strategy, our EY Corporate Finance Woman of the Year (CFWY) competition provides female students with an opportunity to gain an insight into a career in corporate finance and develop connections that can help drive their career forward.

The Australian (and Oceania) winner, Julia Down, from The University of Melbourne (pictured below), travelled to Rome in February 2020 to represent our region in the international final. At this event, Julia competed against 21 other global finalists in individual and group activities in front of EY leaders, clients and academia.

The 2019/20 Oceania competition has seen a significant increase in the conversion of CFWY talent recruited into our early identification programs, Vacationer/Internship and Graduate Programs. www.ey.com/au/CFWY



EY | Assurance | Tax | Transactions | Advisory

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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ey.com