

Will your mindset
take you further
than your skillset?

Most Popular Integrated Marketing
Campaign, AAGE



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



EY

Building a better
working world

What's our campaign message?

We wanted to focus on how we are embracing change and how students can collaborate with us to develop the mindsets they need to be relevant and stay relevant, allowing them to drive their careers further, faster.

We used better questions to embrace a consulting mindset and put students into this future state of mind getting them to consider if they want to be 'the disruptor, not the disrupted'; and 'embrace change, not brace for change'. By equipping students with the mindsets to analyse, innovate, think and act globally, they will be able to ask better questions of themselves and our clients, to solve issues and build a better working world which is our purpose. Our interactions with students will help them to be better prepared for the changing world of work. **#FutureOfWork**

How did we measure success?

STEM hires have increased



High volume of

applications over 12,000
applications in March campaign

Gender balance for graduate intake in FY19

48% female

Acceptance rate

93%
for our graduate and vacationer roles

What did we do differently in 2019?

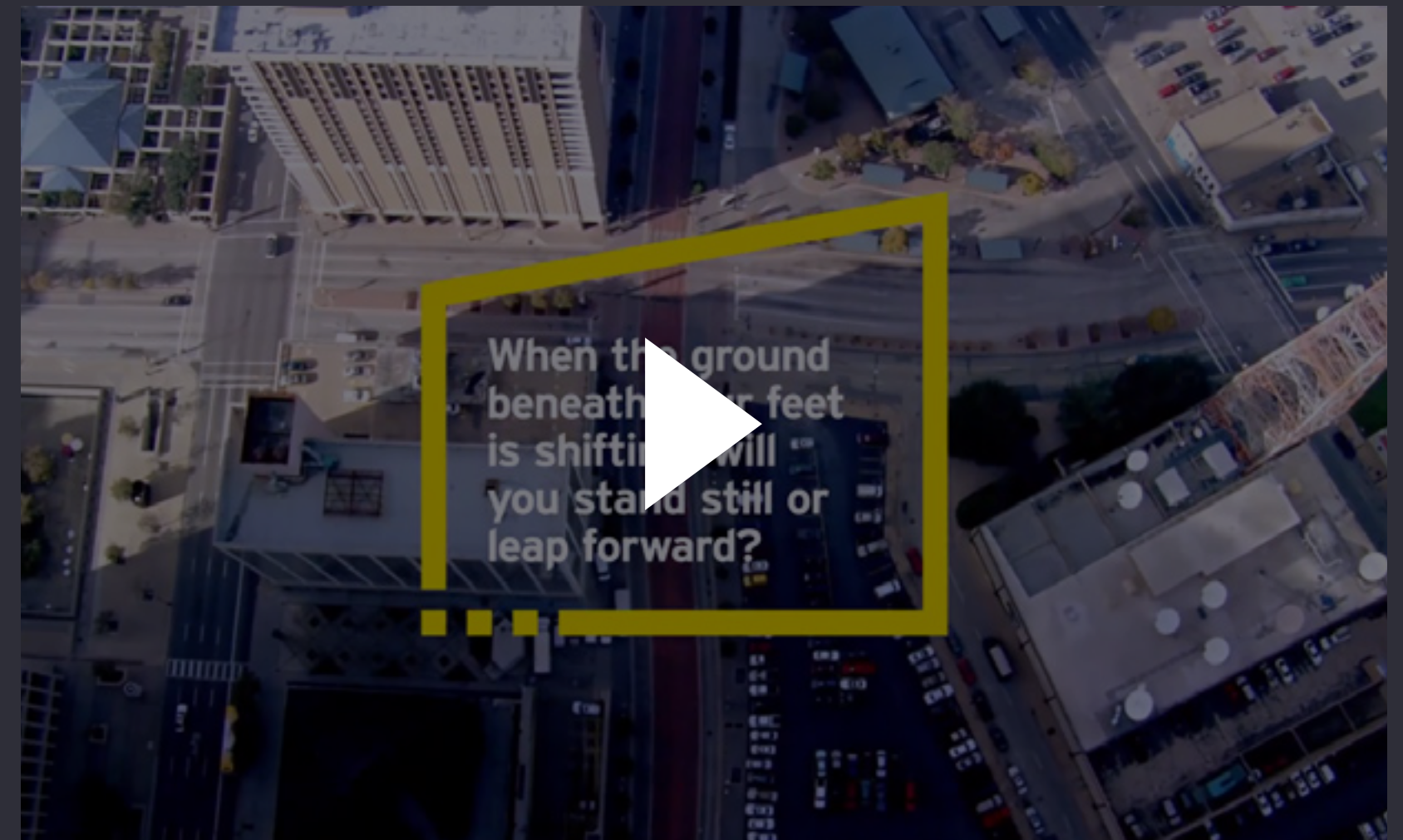
- ▶ **Launched EY NextWave Data Science Challenge** globally with Sergio Banchero from Australia winning an internship and going to the final in New York
- ▶ **Launch of Cybersecurity Challenge globally** attracting over 7,000 applications
- ▶ The EY Tax Consulting Challenge celebrated the **success of a global winner with Samantha Schwarz** winning an around the world business trip
- ▶ **Female Future Leaders Series** delivered across most offices in Australia to increase our pipeline of females and received outstanding feedback from participants
- ▶ Focus on indigenous recruitment and offering tailored student programs with our largest intake to date with **23 Indigenous interns joining EY**
- ▶ **Focus on attracting STEM talent** with an EY Technology Event held in most offices in Australia, Technology Flyer & targeted social media campaign
- ▶ **Reached a wider and more diverse audience via Zoom events** running skills sessions such as application and interview skills workshops and information sessions on technology and Tax
- ▶ **Future of Work theming** throughout campus events, campus marketing and student programs

Our campaign elements

The overarching strategy of our campaign was to drive students to our online digital experience which was complemented with a smaller leaflet to align how gen Z interact with marketing materials. The current flyer is smaller, visual, eye catching and has additional links for students to find out more information about EY and our student programs.

The campaign elements showcase:

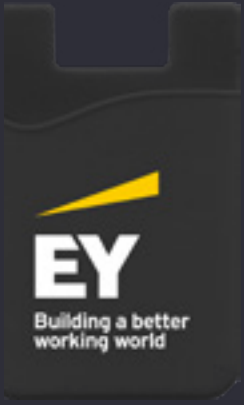
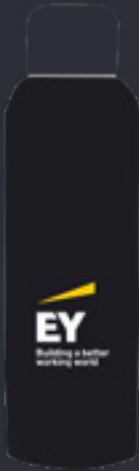
- ▶ Better questions to challenge and inspire
- ▶ Digital global experience about the **#FutureOfWork**
- ▶ Use of social media and video assets
- ▶ Highlight the different degrees and backgrounds we now recruit from (e.g. STEM)



The global BuildTomorrow campaign and website that ties into the overarching strategy can be clearly seen in the **video Carve Consulting created** for an award entry in the UK market. We were the #1 professional services employer in Universum's "World's Most Attractive Employers" globally.

On campus

We hosted and ran a number of events on campus to share our story and showcase the career paths that a student can have with EY. These events are strategically designed so students walk away with something from their interaction with our people.

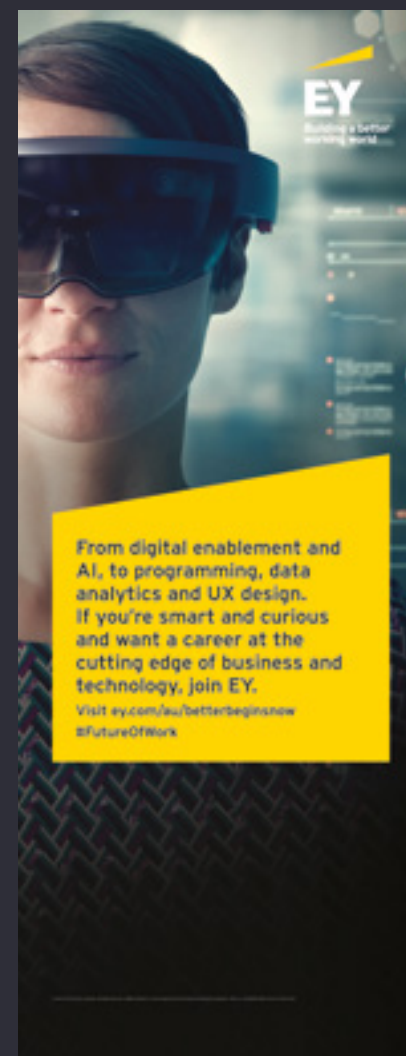


Attraction of STEM talent

A technology career at EY is about far more than cutting-edge innovations. It's about the application of these technologies in the real world, to make a real, meaningful impact. We're looking for students with a degree background in science, technology, engineering or mathematics.

What are we doing to attract STEM talent to EY?

- ▶ Launched EY NextWave Data Science Challenge globally with Sergio Banchero from Australia winning an internship and going to the final in New York
- ▶ Launch of Cybersecurity Challenge globally attracting over 7,000 applications
- ▶ EY Technology Information events held in most offices in Australia, providing an opportunity for students to learn about exciting projects directly from our Tech Teams as well as sample our work such as ethical hacking
- ▶ Targeted collateral through a Technology flyer and a social media campaign including videos about life in the Tax Technology & Transformation team
- ▶ Highlighted the different degrees and backgrounds we now recruit from (e.g. STEM)



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 2019, we shared our messages with students through handouts, presentations and social media to encourage the conversation about inclusivity.



2018 saw the first 'First Nations Intern Empowerment Day' (FNIED), which all of our interns attended.

We attended several events including RMIT Pride Week and an AccessAbility event at Swinburne University.

We were recently named as a 2019 gold employer at the Australian Workplace Equality Index awards and a platinum qualifier for 2020.



Do you need more people or more perspectives?
At EY we celebrate differences. Our diverse teams with inclusive leaders build a better working world. Individually talented, collectively powerful. #StrengthInDifference

- Our founder, Arthur Young,** was deaf and vision impaired. From the start we have embraced diverse abilities.
- 25%** of our people did not go to university in Oceania.
- Indigenous** intern and graduate programs
- Stretch Reconciliation Action Plan** released
- Unity LGBTI** internal network spread across 90 EY locations
- Discover EY** program for Maori and Pasifika students
- Accessibility** and inclusion plan launched
- Women's Internal** networking and mentoring opportunities
- At least **30% females** in partnership roles by 2020
- Cultural Diversity** mentoring program and networks
- Ability EY** internal staff network for those of all abilities

At least **30%** culturally or linguistically diverse partners by 2022

46% of our people were born outside Oceania, while 65% had parents that were born outside Oceania



FlexEY
At EY every day is different - so we're changing how we think about work. We want to ensure our people feel fulfilled, resulting in high performing individuals, teams and better results for our clients.

If you can think outside the box, why work in one?

- Work smarter, not harder.** We take a team-based approach to flexibility and offer both formal and informal flexible working arrangements, including part-time, job share, and remote working options.
- Work your way.** We offer flexible working options to suit your needs and lifestyle. We also provide access to working while studying, parental leave, and the transition back to work.
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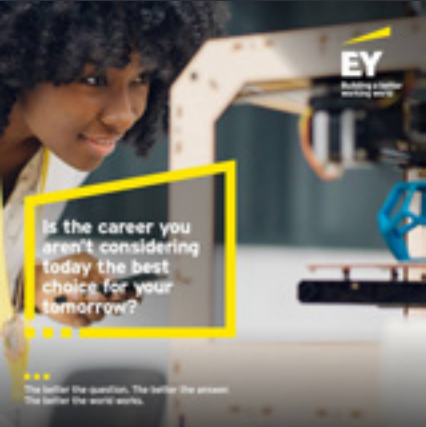
Testimonials:

- Joyce Lu Sydney:** "I'm really appreciated having the scope to work and learn flexibly."
- Petar Kennedy Brisbane:** "I'm super impressed by how EY is supporting flexibility that is aligned to the future of work."
- Celia Bell-Mark Auckland:** "I believe flexibility promotes engagement and retention. Team our teams by enabling us to work at times best suited to our lives."



Digital – social media

We used a number of different digital assets across a number of digital platforms to bring to life the campaign elements. These platforms include Facebook, Twitter, Instagram and LinkedIn.



Digital – channels

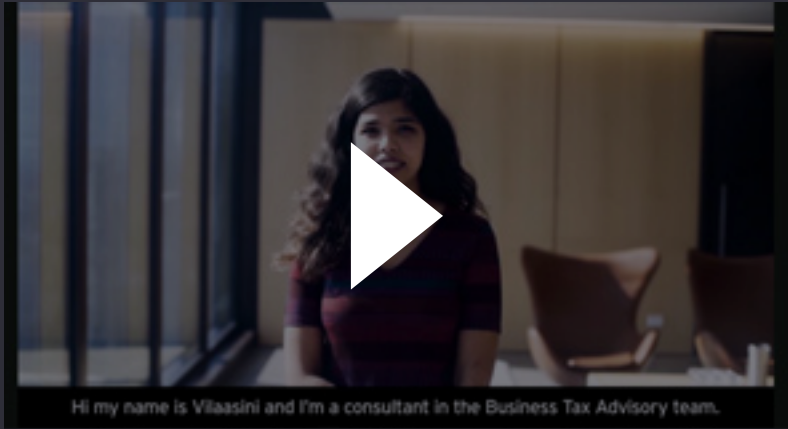
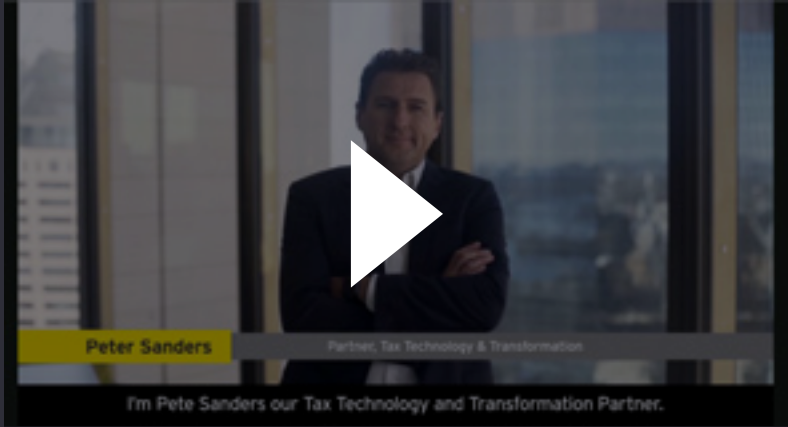
Across our social media accounts, we continue to share experiences of our people. In December 2018 we piloted 'Instagram stories' to help share our people's exceptional EY experiences through 'Instagram takeovers', and to promote our events and competitions in real time. On average, we receive 658 views per story and since December we have had a 12.5% increase in followers.



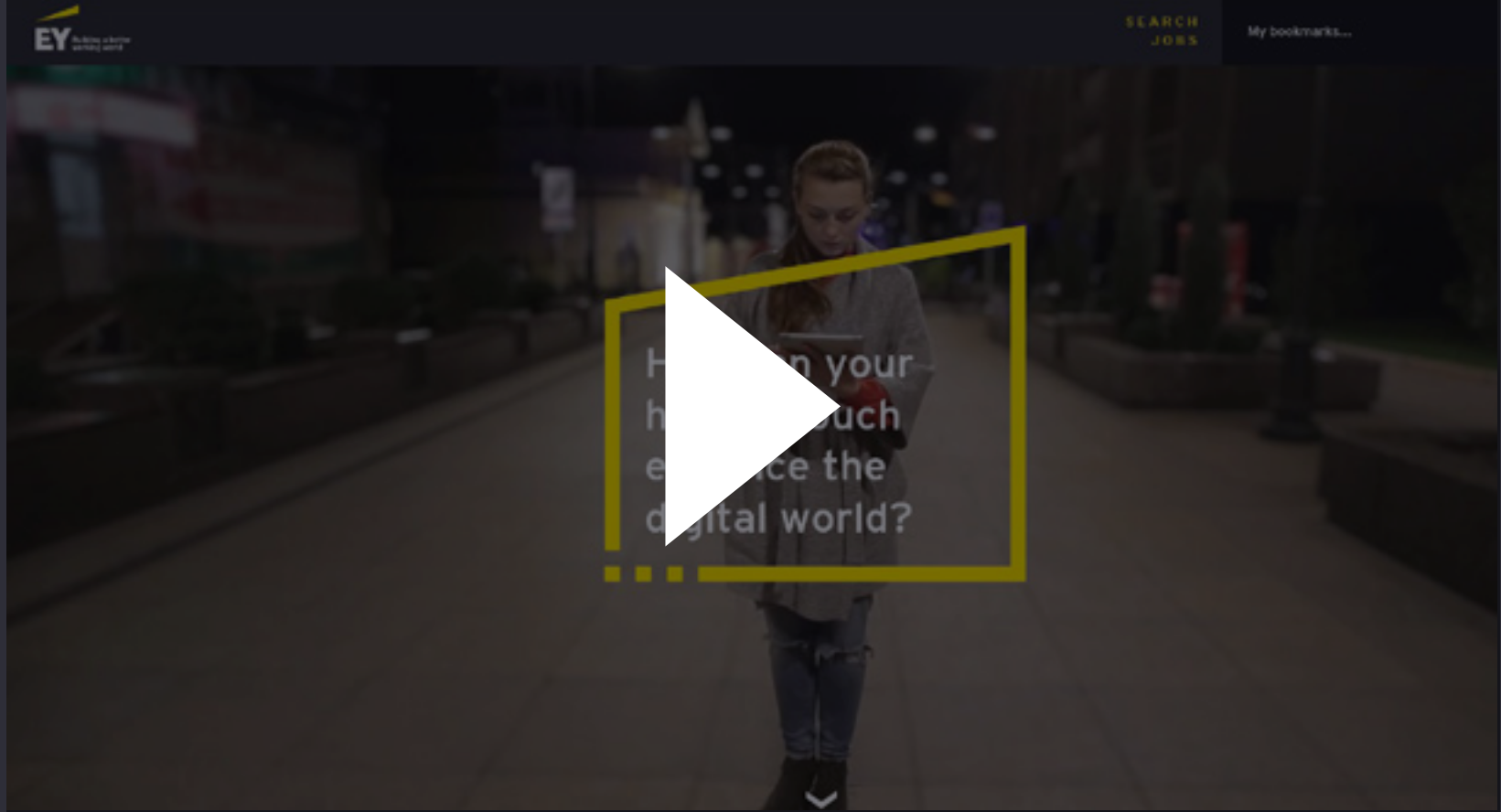
Digital – videos

We continue to showcase our people's experiences through 'Peer 2 Peer' videos, enabling the story-tellers themselves to be part of the creative execution. This assists with shifting perceptions of a career at EY through the voices of our people, making it relatable and engaging for both our traditional and non-traditional audiences.

How will your story change the world?



Audit is about much more than the numbers. It's about the stories, experiences and opportunities behind them. Explore an EY audit career.



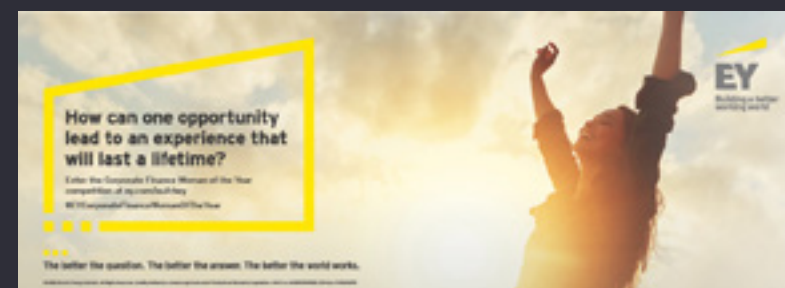
Competitions



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 our global EY Young Tax Professional of the Year competition where Samantha Schwarz from The University of Sydney (pictured below) took out first place at the global final in Amsterdam last year, winning a four week internship visiting EY offices in Hong Kong, New York and London.



EY Corporate Finance Woman of the Year

As part of our Transaction Advisory Services recruitment strategy, our EY Corporate Finance Woman of the Year competition provides female students with an opportunity to gain an insight into a career in corporate finance. This year we received a 62% increase in applications from our inaugural competition last year.

The Australian winner, Caitlin Brand from Monash University (pictured below), travelled to London to represent Australia in the international final. At this event, Caitlin competed against 17 other global finalists in individual and group activities in front of EY leaders, clients and academia: www.ey.com/au/CFWY



Survive the Panel

Our EY Survive the Panel competition supports student entrepreneurs through coaching and funding to support their entrepreneurial initiatives. It aligns with EY's corporate marketing program, Entrepreneur of the Year (EOY). We had 265 entries from students across Australian universities in 2018. www.ey.com/au/STP

Nicole Pereira from Monash University (pictured below), was awarded the top prize of \$9,000 for her 'A smile for a smile' idea to produce and sell biodegradable bamboo toothbrush subscriptions, using the profits to create dental hygiene kits for people living in indigenous rural communities in Australia.



Competitions



EY NextWave Data Science Challenge

The EY NextWave Data Science Challenge is a global EY competition for data science students who want to make a difference. The Challenge is in its second year and was originally pioneered by EY Data & Analytics Australia in 2018, with the intent to showcase our capabilities in the data science space.

This year, it opened up to 15 countries and the impact has been resounding - with over 4,600 student registrations, from over 470 universities worldwide. By participating in the Challenge, students are able to hone their technical skills, develop new expertise and, there are some incredible prizes up for grabs!

Sergio Banchemo, currently completing his Masters of Data Science at The University of Western Australia, not only took out first prize in Australia winning him an EY internship and AU\$5,000, he also won 1st prize globally where he was invited to EY's headquarters in New York City to meet with our executive leadership team and receive a monetary reward of US\$8,000.



EY Asia-Pacific Cyber Challenge

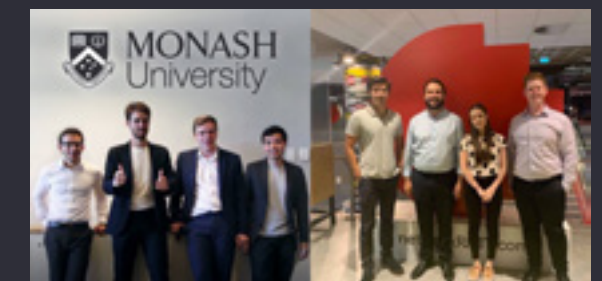
The EY Asia Pacific Cyber Challenge took place in Hong Kong over two days in March where students from top universities including Hong Kong, Mainland China, Singapore, South Korea, Malaysia, Philippines, Australia and New Zealand competed for a share of HKD60,000 in prize money.

Students could enter one or both of the following as part of a team of up to four people:

- ▶ EY Asia-Pacific Cyber Case Competition
- ▶ EY Asia-Pacific Cyber Hackathon

The case competition provides students with an opportunity to see what it would be like to manage and respond to a real-life cyber-attack as a company's C-suite executive team during a shareholder conference. The hackathon enables students to develop and demonstrate their strategic thinking, analytics, reasoning and technical skills while delving deeper into the hidden world of cyber.

This year we sent three teams from Australia to compete in the Hong Kong finals.



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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