

**Most Popular
Integrated Marketing
Campaign, AAGE**

Campus campaign message

#FutureOfWork

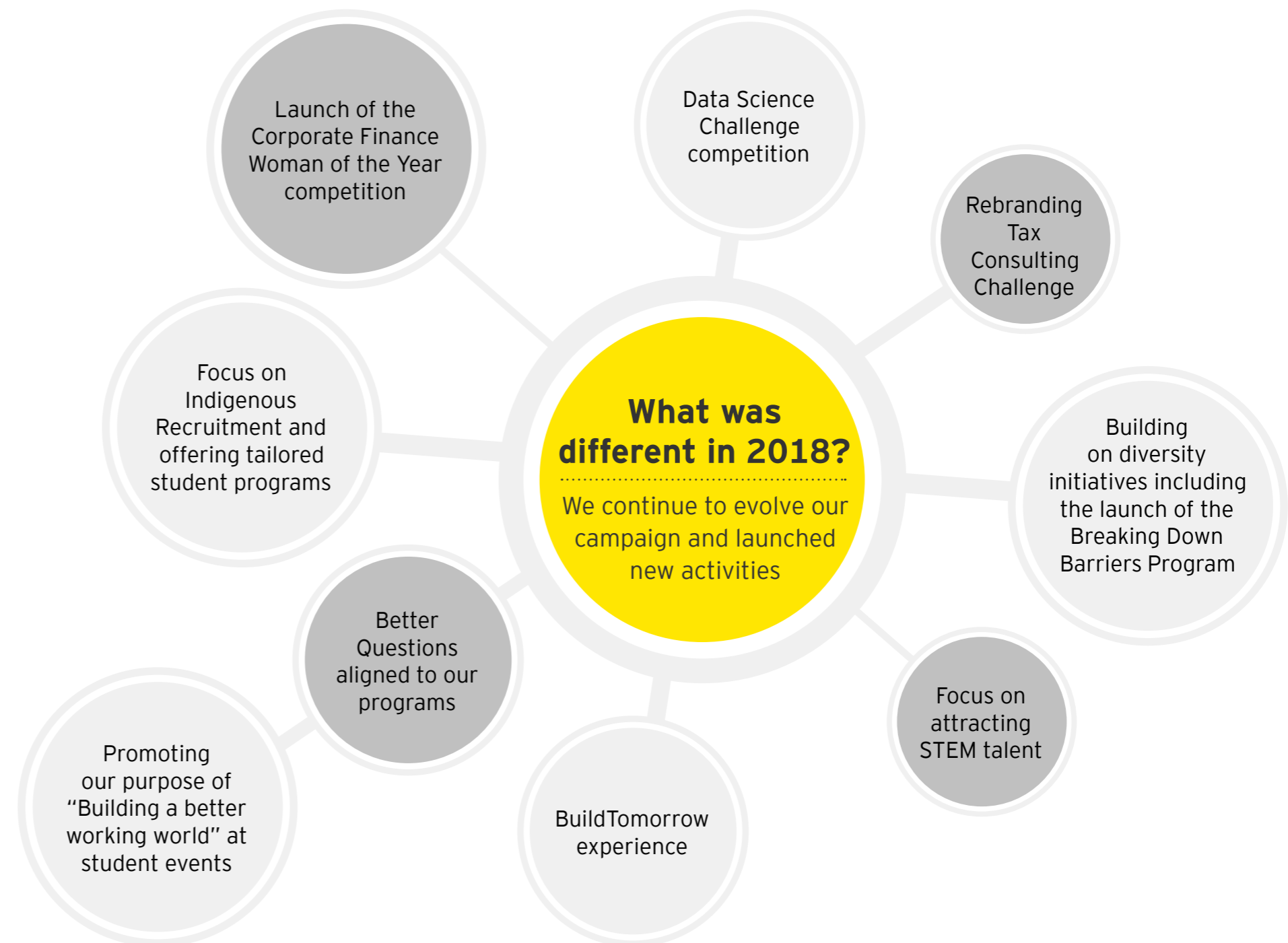
The campaign and messages focus on how we are embracing change and how students can collaborate with us to develop the mindsets they need to be relevant and stay relevant, allowing them to drive their careers further, faster.

This is communicated through better questions that puts the students into this future state of mind.

Students will be able to ask better questions of themselves and our clients, to solve issues and build a better working world that aligns with our brand purpose "Building a better working world. The better the question. The better the answer. The better the world works."

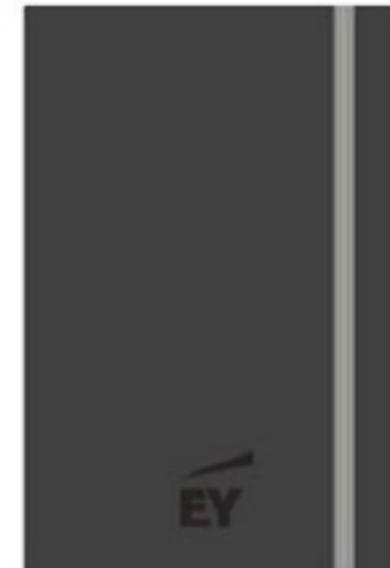
We measure success in our campaign by:

- ▶ STEM hires have increased from 18% in FY18 to 21% of hires forecast in FY19
- ▶ high volume of applications with over 10,000 applications being received in six weeks over February/March campaign
- ▶ gender balance for graduate intake in FY18 is 53% female
- ▶ acceptance rate of above 90% for our graduate and vacationer roles



Campus giveaways

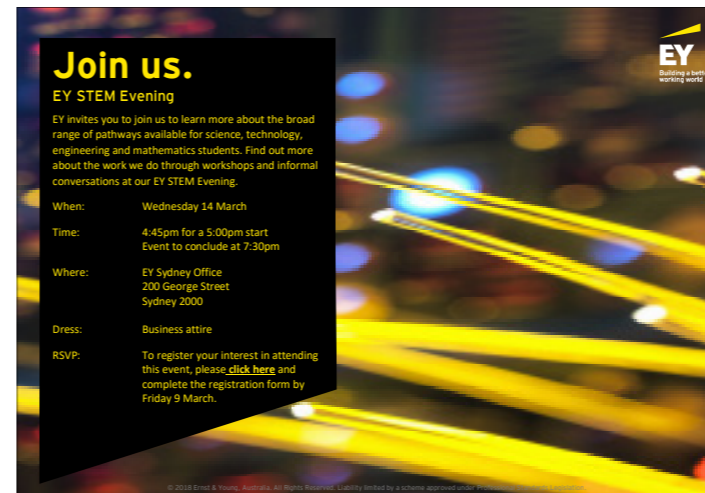
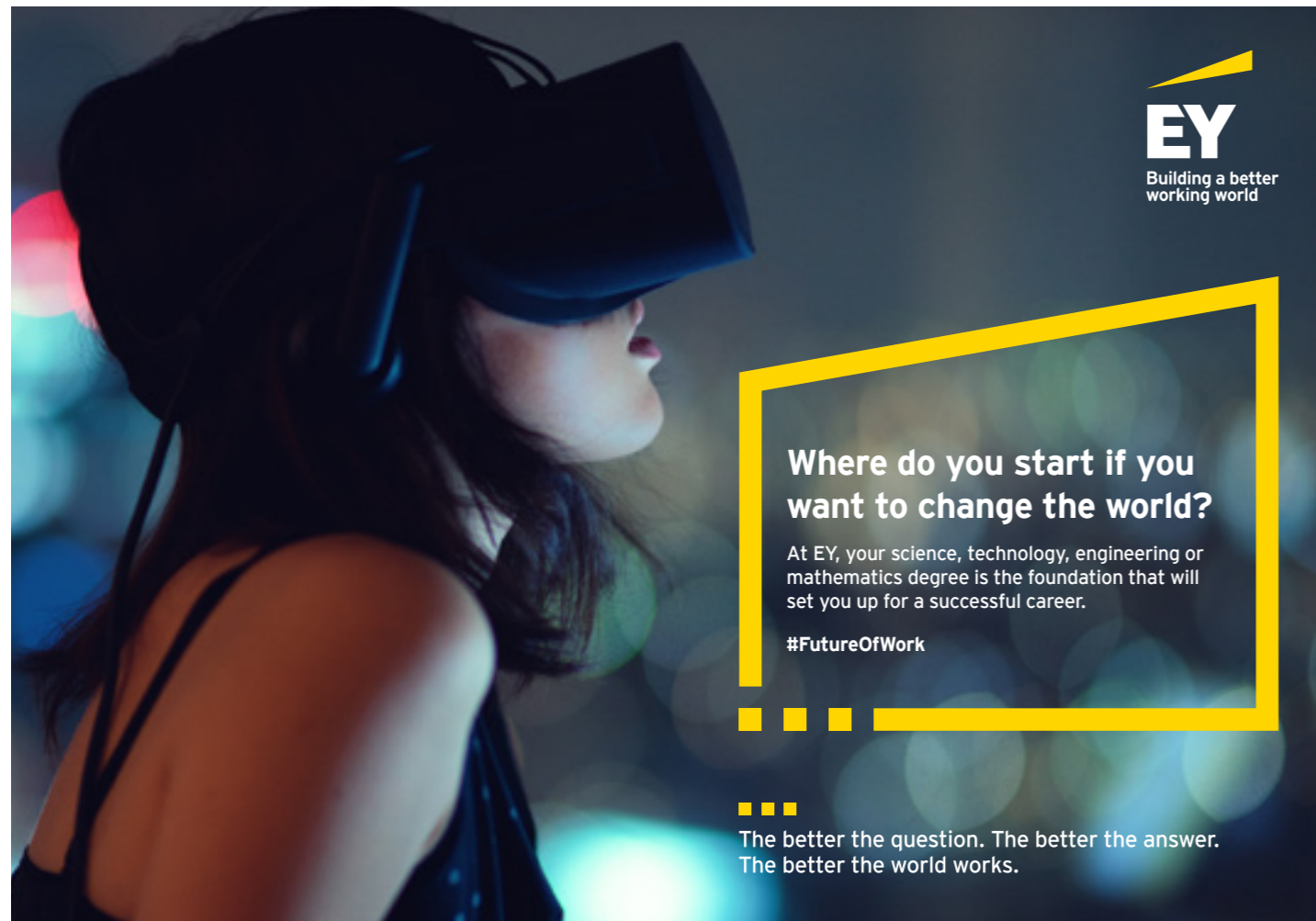
Our campus events that feature campus giveaways were designed to make the students' day better, from free coffee to ice creams.



STEM elements

Where do you start if you want to change the world?

At EY, your science, technology, engineering or mathematics degree is the foundation that will set you up for a successful career. We continue to run STEM focused events in-house and on campus including EY Disruptors targeting high school students and promoting STEM to female students as a career path.



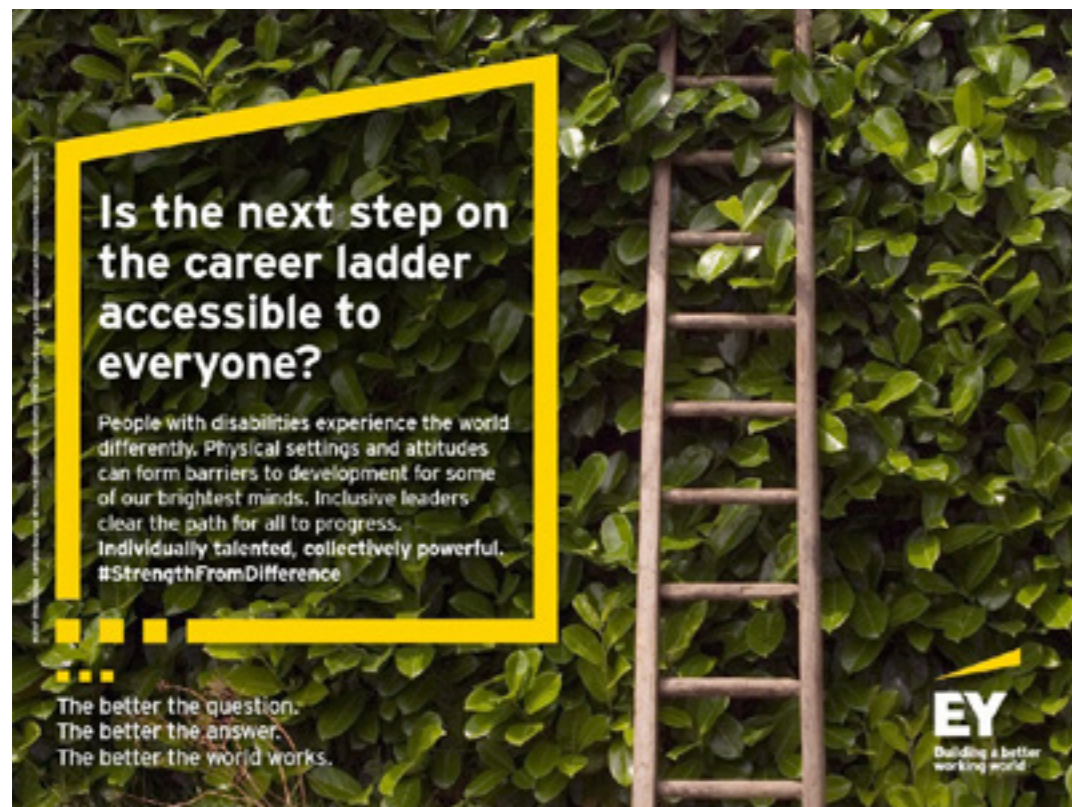
We also ran a Future Skills campaign on our Instagram account that involved puzzles for our followers to solve. This was to engage with a different audience and show how we are embracing the future of work and different mindsets we need.



Diversity and inclusiveness

At EY we recognise the highest performing teams, 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 2018, we shared our messages with students through handouts, presentations and social media to encourage the conversation about inclusivity.

2018 saw the launch of our EY Indigenous student programs to offer increased employment opportunities to Aboriginal and Torres Strait Islanders. We sponsored the University of Queensland team as they competed at the Indigenous University Games and were incredibly honoured to be a part of the ABC documentary, Employable Me, which followed one of our cadets on the autism spectrum through our recruitment process. We were recently recognised and awarded the most inclusive employer at the 2018 LGBTI Inclusion awards.



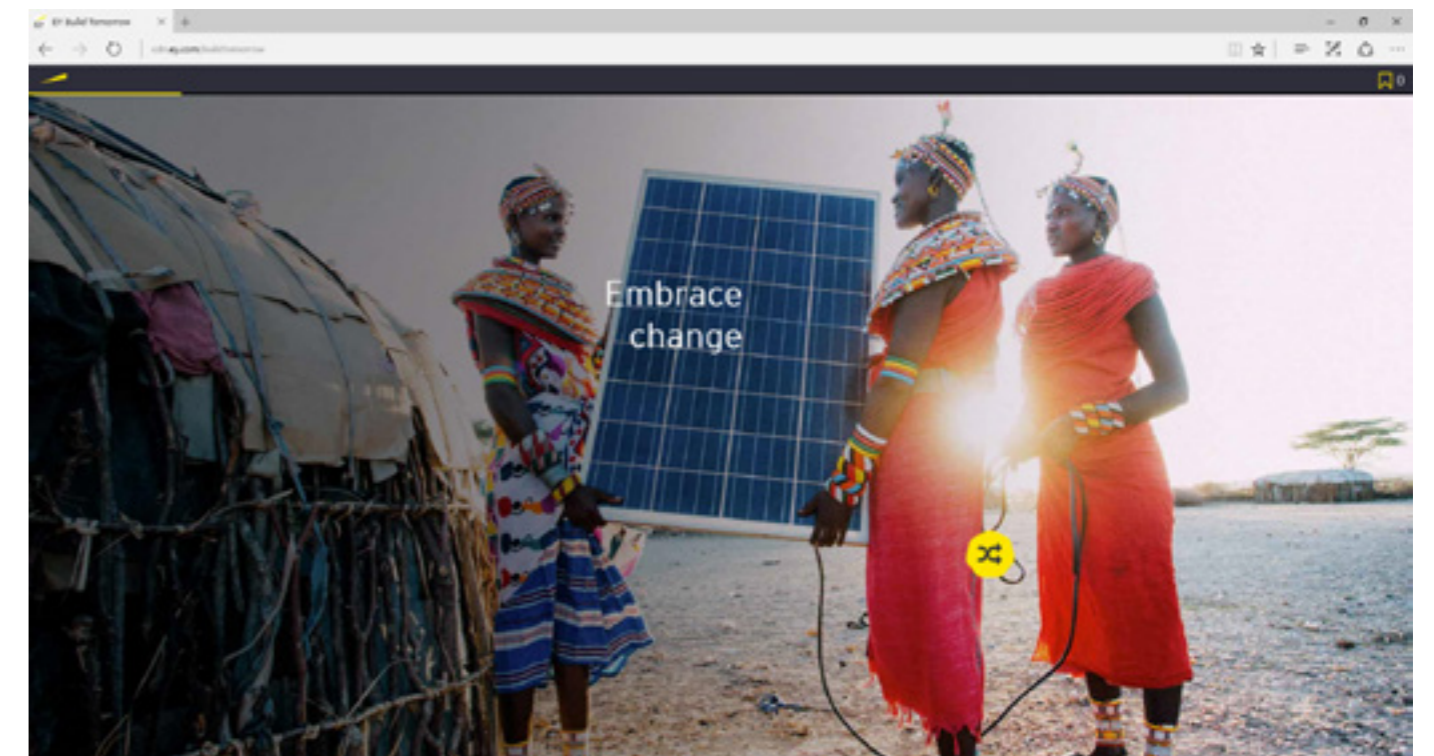
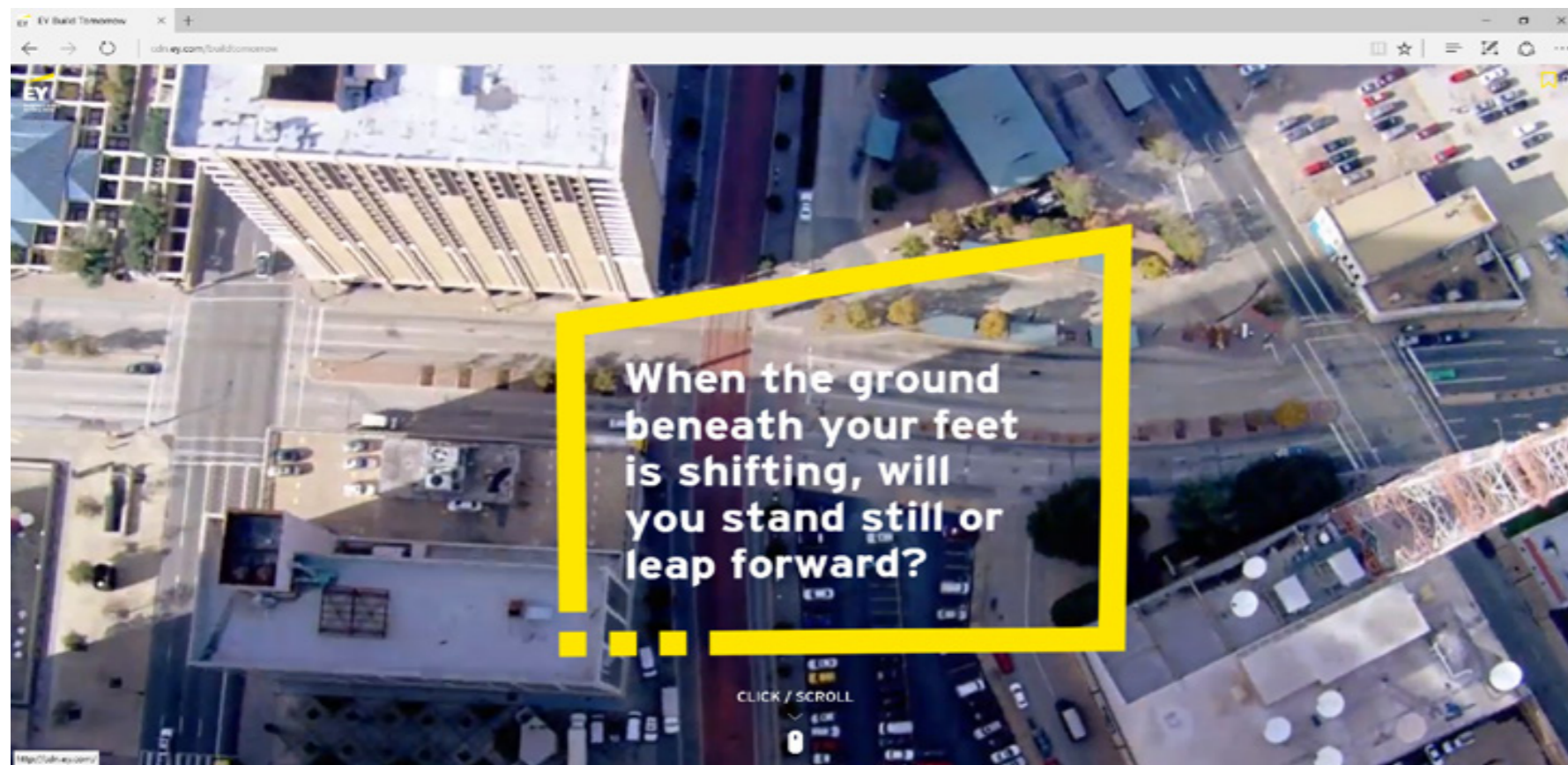
<p>Our founder, Arthur Young was deaf and with low vision, from the start we have embraced diverse abilities</p> <p>Indigenous intern and graduate programs</p> <p>Unity LGBTI internal staff network spread across 90 EY locations</p> <p>Discover EY program for Maori and Pasifika students</p> <p>Accessibility and inclusion plan launched</p> <p>Parental leave mentoring for men, women and same sex relationships</p> <p>Substitute a public holiday for a day of cultural significance</p> <p>Women's internal networking and mentoring opportunities</p>	<p>Formal and informal flexible working practices</p> <p>25% of our people did not go to university in Oceania</p> <p>40% speak more than 1 language</p> <p>Barrier free recruitment process</p> <p>EY Domestic Violence policy provides paid leave for those impacted</p> <p>Part time, job share and working from home options</p> <p>Zero pay gender gap for peer to peer role</p>	<p>46% of our people were born outside of Oceania, while 61% had parents that were born outside of Oceania</p> <p>Stretch RAP released</p> <p>Cultural Diversity mentoring program and networks</p> <p>At least 30% females in partnership roles by 2020</p>

#FutureOfWork Digital experience

This digital experience is through a parallax website that is optimised for both desktop and mobile. The experience is designed to challenge our audiences' perception of EY and increase awareness among non-traditional recruitment audiences for example students with a STEM background.

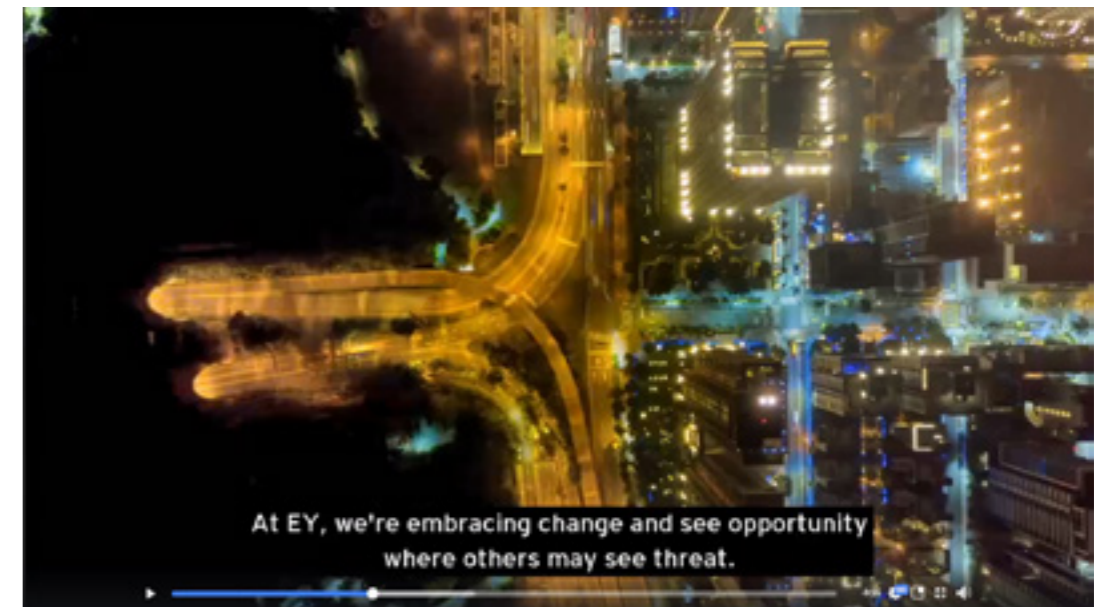
ey.com/buildtomorrow

We would like to acknowledge Carve Consulting for their work on the digital experience.



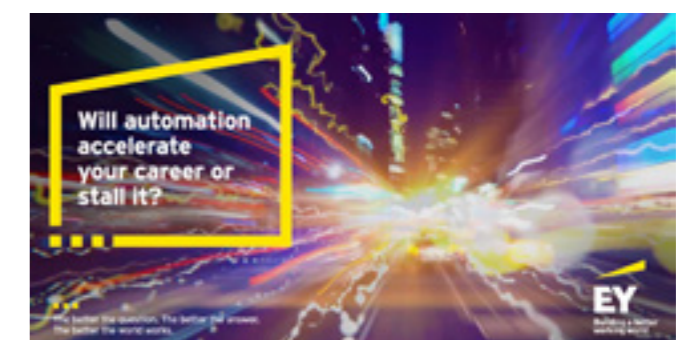
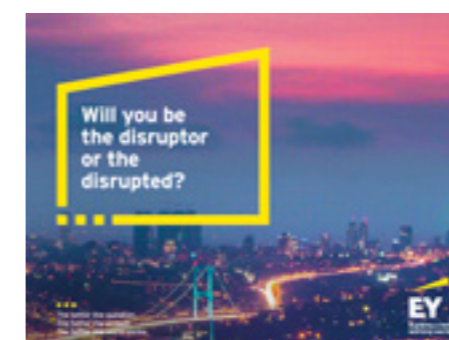
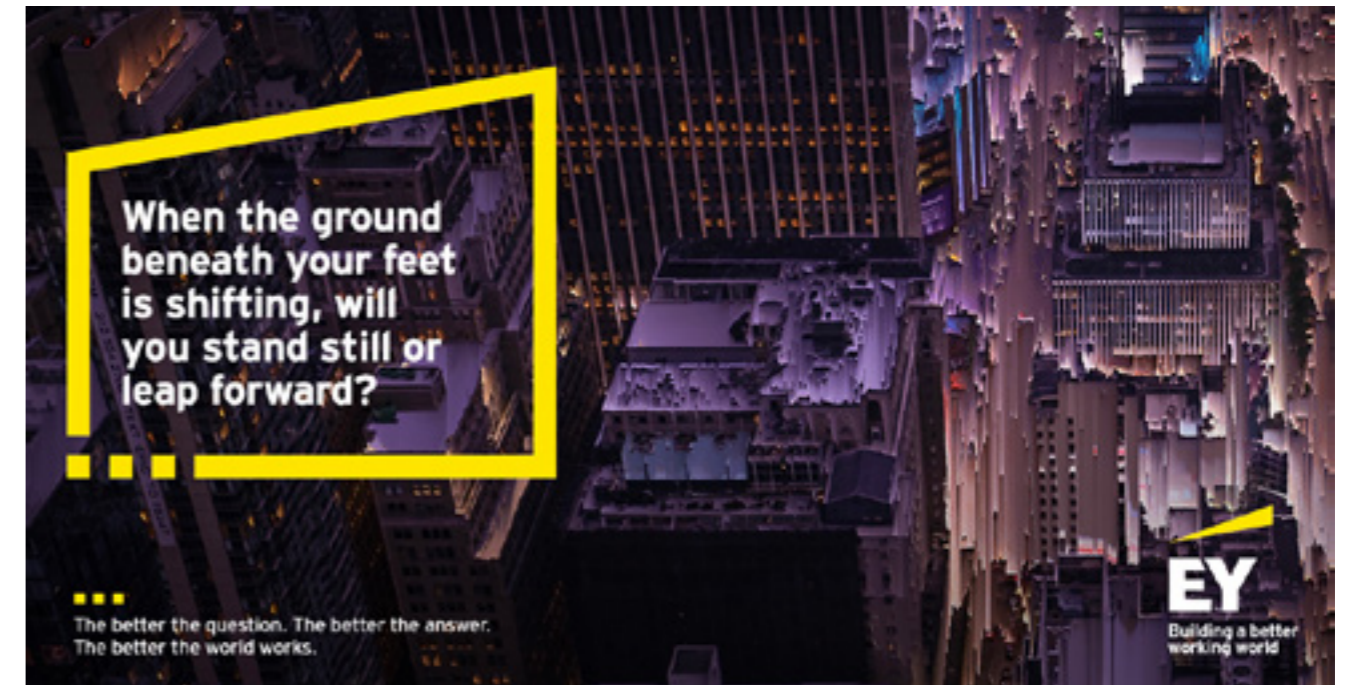
#FutureOfWork Video

Our new Future of Work brings to life the Build Tomorrow digital experience and will drive audiences to the experience to find out more in an interactive way.



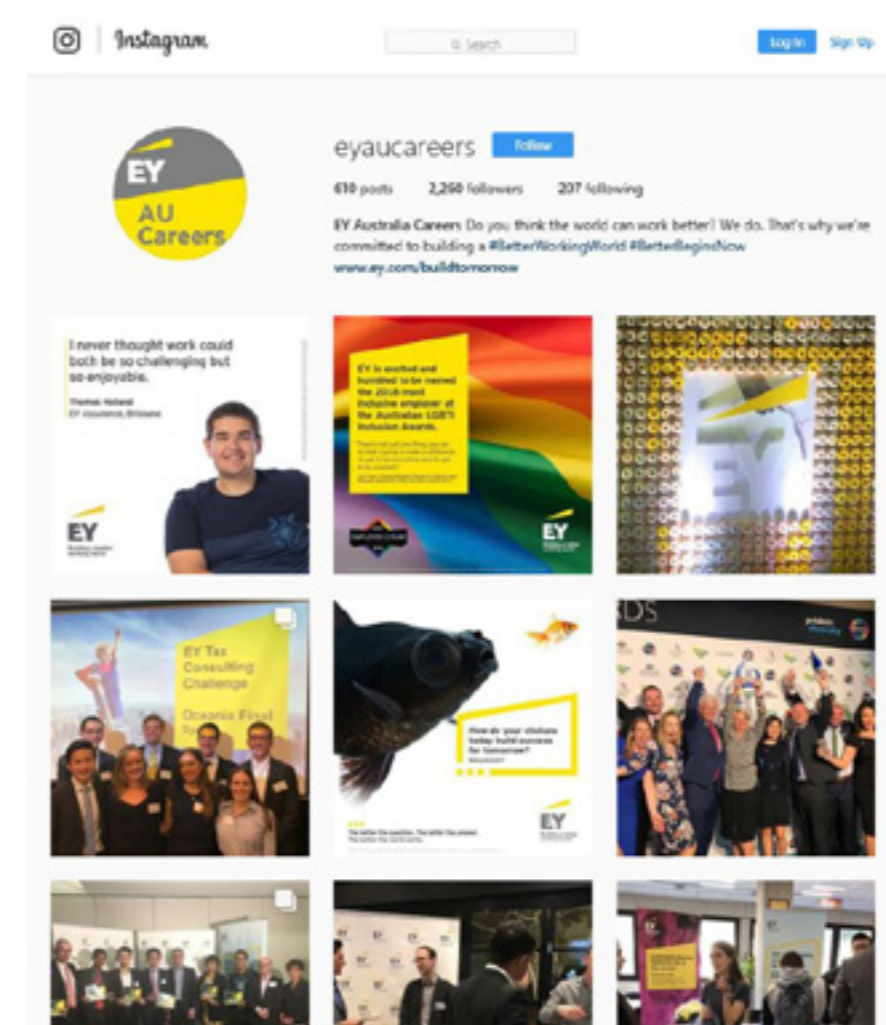
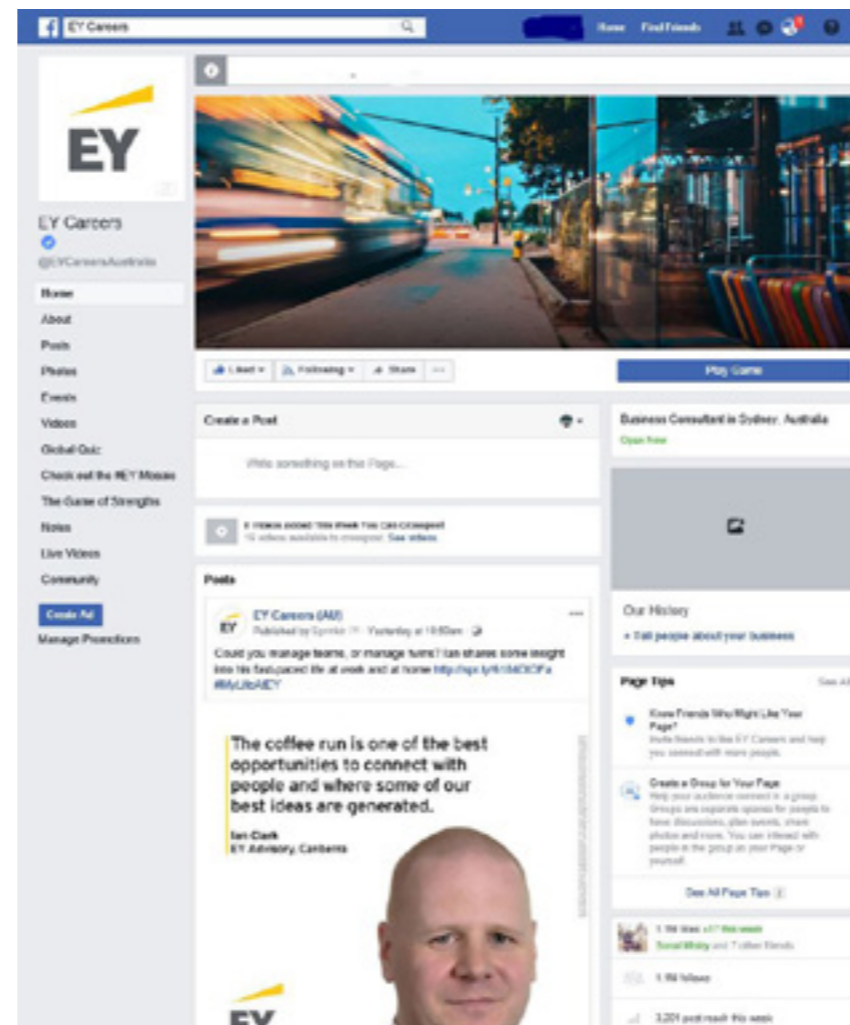
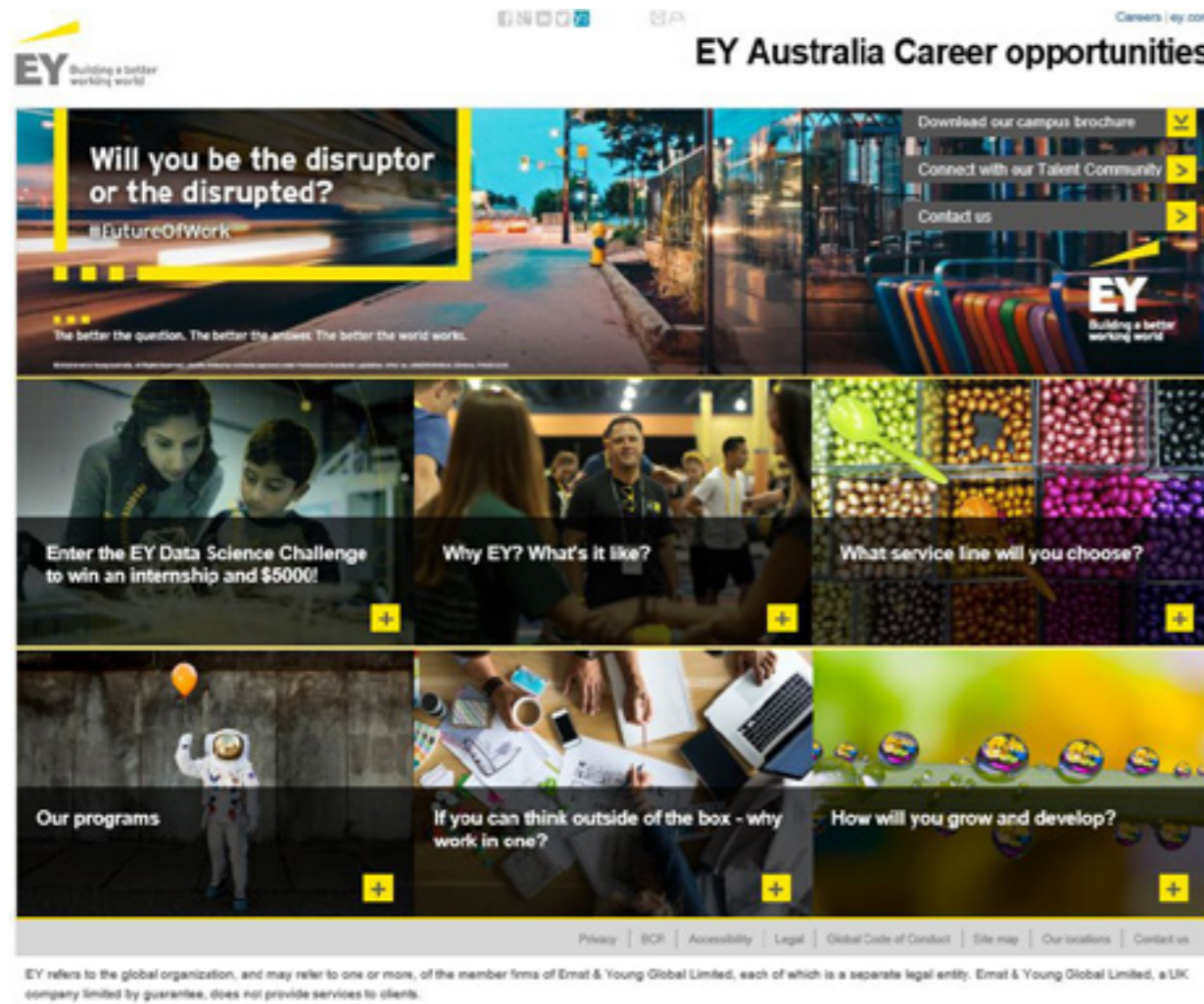
Online activity

Our digital assets can be found across various external platforms.
The content is linked by our campaign hashtag #FutureOfWork.



Social connections

Across our social media accounts, we continue to share our experiences of our people as well as promote new opportunities. In 2018 we used Live Facebook streams to promote opportunities in Tax and the Tax Consulting Challenge.



On campus

You'll find our EY campus recruiters and ambassadors hosting a range of activities on campus and within our offices. The events have all been strategically designed to bring the campus brand to life. With every interaction with EY, students walk away feeling "better" about something or an element of their application.



Join us
Transaction Advisory Services Information Breakfast

Do you:

- ▶ get excited about solving complex problems to deliver market-leading solutions?
- ▶ want to lead headline-making transactions?
- ▶ want to create a better society by improving infrastructure and government policy?

Apply now, change tomorrow!
Meet our team, learn more about the world of transactions, and see why a career with EY Transactions Advisory Services could be the right place for you.

Date: Thursday 22 March 2018
Time: 8:20am for an 8:45am start
Where: EY Centre, 200 George Street Sydney 2000
RSVP: To register your interest in attending this event, please [click here](#) and complete the registration form by Thursday 15 March 2018

EY
Building a better working world




Breaking Down Barriers
EY Female Future Leaders Series

At EY, we value all our people and recognise the diversity of thought they bring to the table. We invite you to come along and learn how to become the purpose-driven leader you want to be. You'll hear from inspiring females who are breaking down barriers and how you can too.

Date: Tuesday 29 May
Time: 10:30am – 6:30pm
Where: EY Centre, 200 George Street Sydney 2000
Dress: Business attire
RSVP: Please [click here](#) to register your interest by 12 noon Wednesday 2 May.

Places are limited.

EY
Building a better working world



Join us.
2018 Tax Information Session

EY invites you to join us to learn more about the broad range of pathways available in our Tax service line. Find out about the work we do by visiting our office and networking with a range of our people from different stages in their tax career. Come prepared with some questions to discover if EY is right for you.

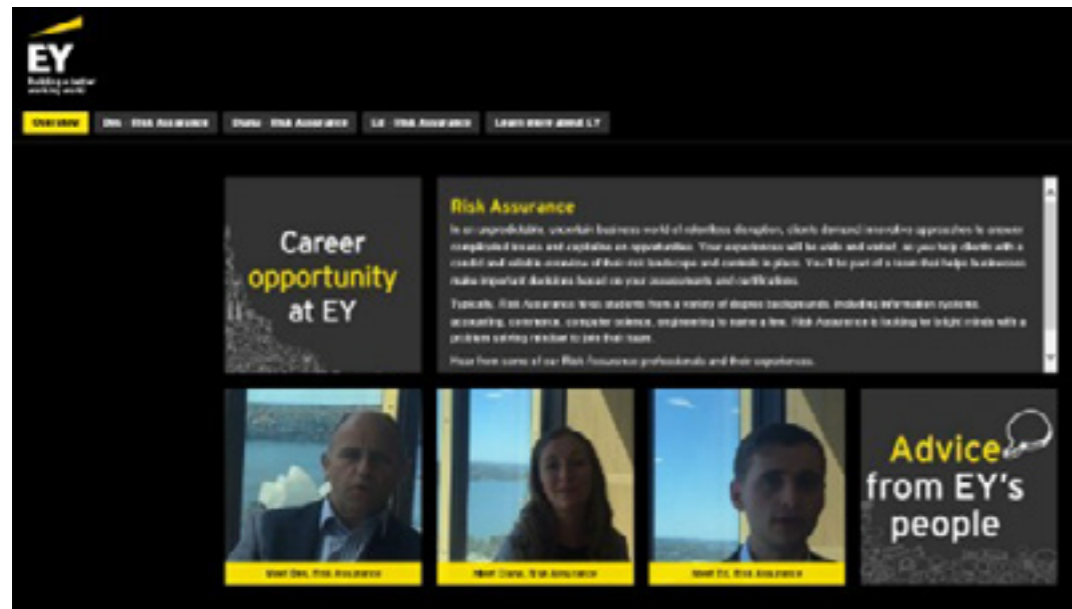
When: Thursday, 15 March 2018
Time: 9:30am – 11:30am
Where: EY Sydney Office, 200 George Street Sydney 2000
Dress: Business attire
RSVP: To register your interest in attending this event, please [click here](#) and complete the registration form by Friday, 9 March 2018

EY
Building a better working world

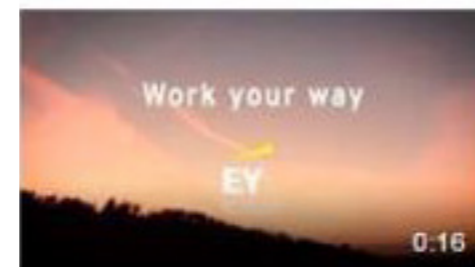


Videos

Our video content ranges from our people creating videos themselves to soundless micro-films. The diverse video content is deliberate to try to engage students in different environments with different messages. The soundless videos cater to an audience who will watch a video without sound while they are on the move.



New ways of working



New ways of working - Linda



New ways of working - Troy



New ways of working - David



New ways of working

Innovation

Questions make the impossible, possible



Innovation - Health

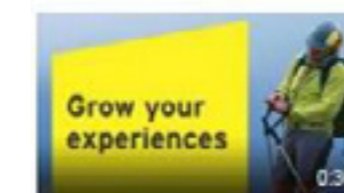


Innovation - Gaming

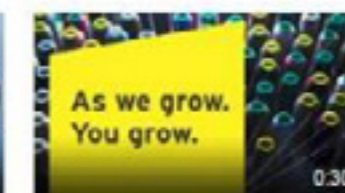


Innovation - Flight

Growth



Growth - Experiences



Growth - Connections



Growth is real - Expertise

Survive the Panel 2018

11 videos · Updated about 9 months ago

Survive the Panel is an opportunity to showcase your big idea and win a share of \$20,000. Meet our 2018 finalists as they pitch to our panel of judges.



Survive the Panel - Bree
October 6, 2016 · 102 views



Survive the Panel finalist - Rene
October 6, 2016 · 102 views



Survive the Panel finalist - Holly
October 6, 2016 · 102 views



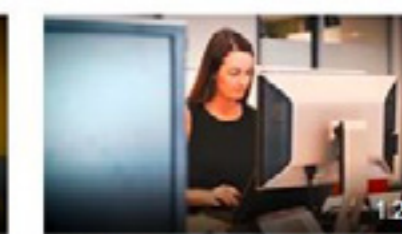
Survive the Panel RMIT
October 6, 2016 · 10

Vacationer Views

Our Vacationer Program provides client work, skills development, training and professional experiences, organisation, ... See more



Apply to EY - Vacationer Top



Working at EY - Vacationer

Competitions Tax Consulting Challenge

As part of our Tax recruitment strategy, our Tax Consulting Challenge provides students with an opportunity to develop their case study and presentation skills, as well as the opportunity to network with our partners. This year we received 70% more applications and our New Zealand practice took part in the competition. www.ey.com/au/tc



The University of New South Wales student Nathan Joeng was named the 2017 EY Young Tax Professional of the Year winner for Australia. He represented Australia at the international final in Amsterdam.



The 2018 winner, Samantha Schwarz from The University of Sydney will go to Amsterdam in November to represent Oceania.



Competitions Survive the Panel

EY's 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 234 entries from students across Australian universities in 2017. This year entries will open in August in 2018.

www.ey.com/au/stp



In 2017 judges for the Survive the Panel finals event were Carrie Edwards-Britt, Managing Director of The Amazing Baby Company and MGI; Jason Lim, General Manager at York Butter Factory; and Kelly Brough, Partner, from the Melbourne office.

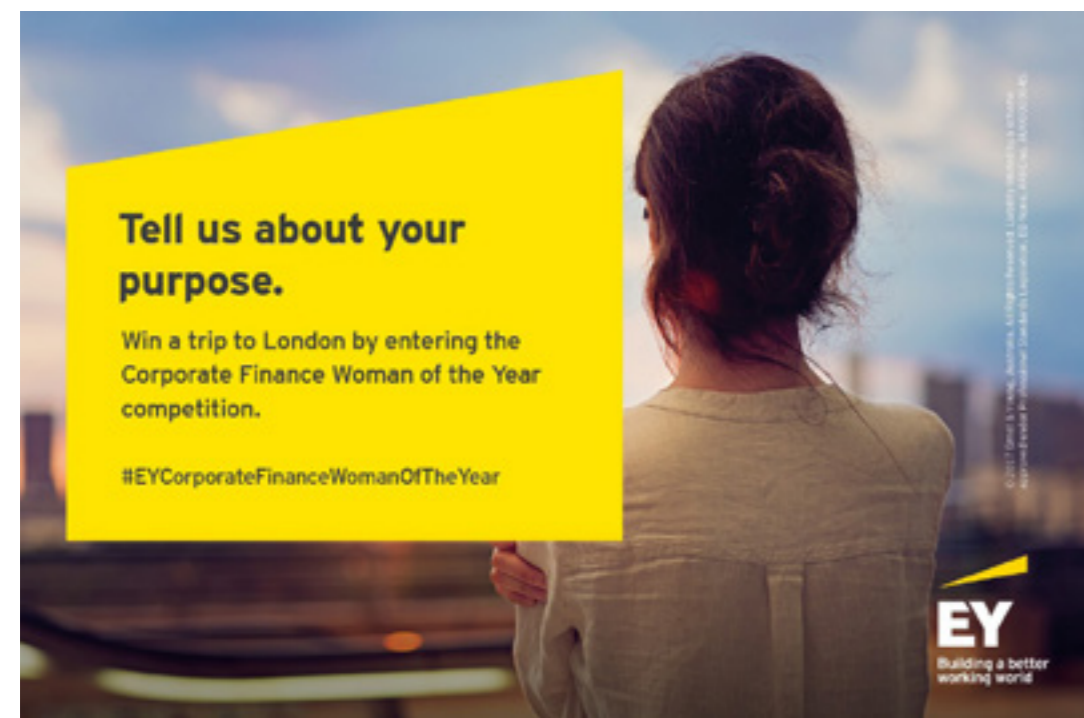
Aimee Church, from The University of Melbourne was awarded the top prize for her 'Speakeasy' idea of bringing the concept of learning a language into the sphere of virtual reality.



Competitions Corporate Finance Woman of the Year

As part of our Transaction Advisory Services recruitment strategy, our inaugural Corporate Finance Woman of the Year competition provides female students with an opportunity to gain an insight into a career in corporate finance.

The Australian winner, Rebecca Zhang from The University of Sydney travelled to London to represent Australia in the international final. At this event, Rebecca met other finalists from around the world, global Transactions leaders and participated in individual and group activities in front of EY leaders, clients and academia. www.ey.com/au/cfwy



2017 winner Rebecca in London attending the international final in February 2018



Competitions Data Science Challenge

The inaugural EY Data Science Challenge was created to engage with students currently studying data science and analytics. This challenge gives students an opportunity to use their knowledge, experiment with their models, and understand how data and analytics can influence decision making. The winners of the challenge were offered an internship with EY Data & Analytics team and received prize money. ey.com/datasciencechallenge



2018 winners Jacky Koh and Saksham Yadav from UNSW



About EY

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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