



ASX 2021 Graduate Program

Integrated Marketing
Campaign 2020



Campaign Overview

ASX entered the graduate market for the first time in 2020 and sought to position our long standing history in Australia's financial markets as a new market entrant. Using this reputation, we launched our first graduate marketing campaign with the objective of solidifying our position as an employer of choice in the technology space.

With a strong emphasis on being a thought-leader in the Fintech landscape, ASX launched our **"Who do you want to BE?"** campaign. The campaign was underpinned by the knowledge that today's talent value leading-edge technology and the chance to drive innovation within an organisation that benefits and supports the wider community.

The campaign was supported by the implementation of a company wide brand overhaul which saw the development of a new website and graduate-specific collateral. Through an organisation-wide effort, including our Chief Operating Officer, Tim Hogben, who was involved in the initial marketing videos and images, we launched our integrated marketing campaign across a variety of channels in February 2020.



Campaign Objectives

We purposefully implemented an inclusive marketing campaign directed towards candidates with a technology interest who sought the opportunity to define their own course at ASX. Our non-prescriptive approach meant that we are able to attract top talent from a range of degrees and disciplines.

Below are some metrics on the campaign:

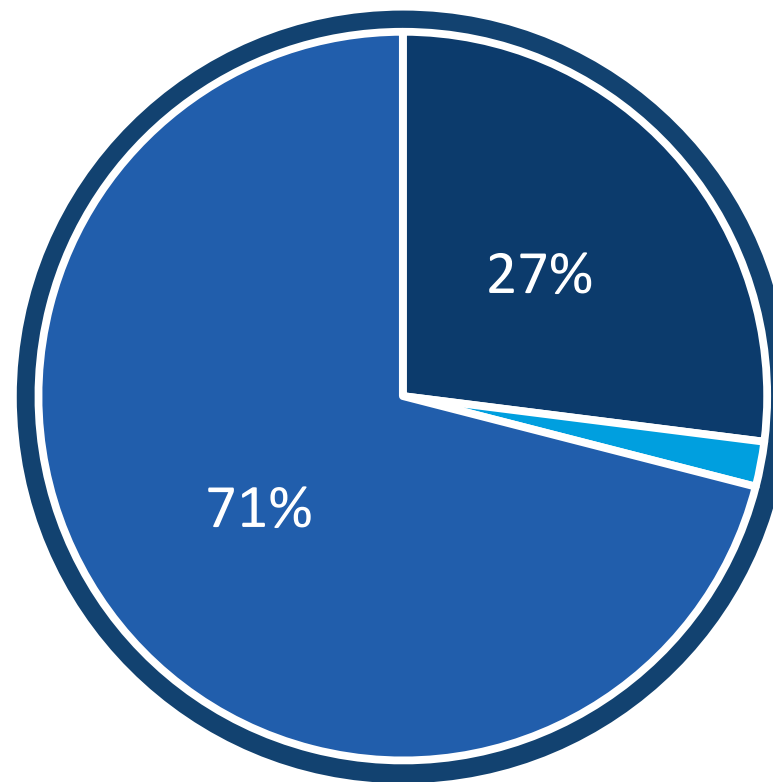
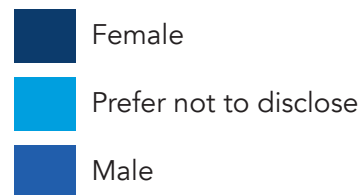
859 completed applications

5% of applicants shared they had a disability

Average of 143 applications per role

14% average growth on weekly application numbers

Application Numbers Gender Split



ASX operates at the heart of Australian financial markets

We are... **An integrated exchange.**



- List assets and derivatives
- Trade execution, clearing and settlement
- Collect, manage and provide data
- Provide the technology, infrastructure and connectivity to make it all happen.



One of the **top ten global exchanges**
The largest interest rate derivatives market in Asia and 4th largest in the world.



We operate...
Liquid, transparent and reliable markets.

We work with...
Issuers and corporates around the world to manage risk and raise capital.

We provide...

Data and technical services to customers to enable decision-making, services and connections.

We help...



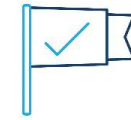
Companies **grow**
& Investors
build wealth

ASX puts our customers at the center of everything we do. With a proud history as an early and successful adopter of new technology, ASX continues to embrace innovative solutions to make life easier for customers, help companies grow, create value for shareholders and support the Australian economy.



Diverse Eco System

ASX Graduate Program Key Features



Growth Initiatives

Work in a team where innovation and new ideas are essential.

Access to 1,000's of online courses.



Social events and groups, celebrating individuality and inclusion.

Access to your own personal buddy and mentor.

Be part of a company where flexibility, diversity and inclusion is priority.

Access to employee assistant programs and well being initiatives.

Recognition and award programs.

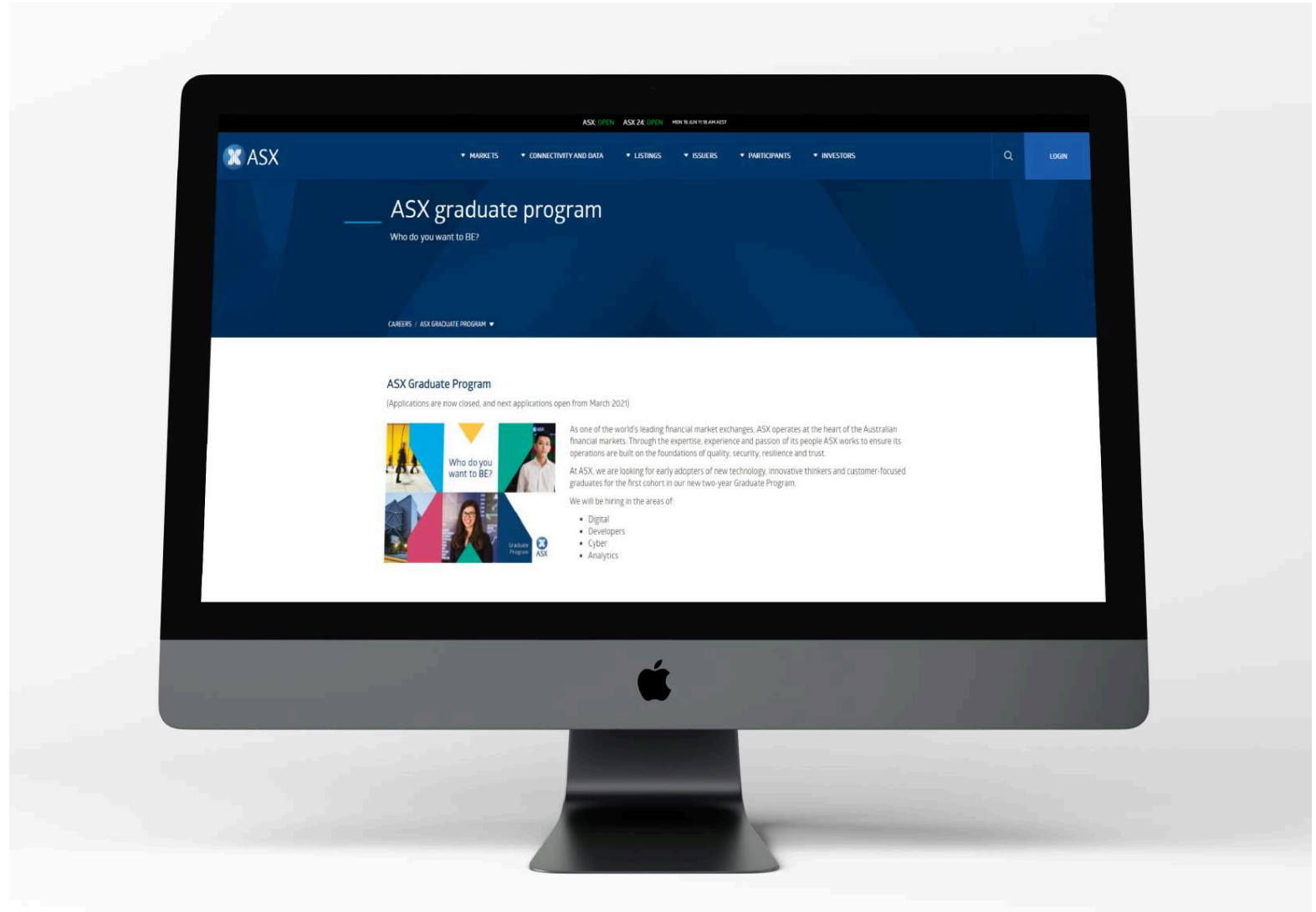


Assets



Assets

Graduate Microsite



Assets

Testimonials

JOHNSON XU – STRATEGY GRADUATE ANALYST

"I joined ASX as a Strategy Graduate in 2018, after completing a double degree in Bachelor of Commerce and Bachelor of Science at UNSW.

Throughout my time here, I have had the opportunity to work on a broad range of strategic projects at ASX, further enhancing my knowledge of Australia's financial markets. Projects are often challenging and meaningful, ensuring graduates are able to develop the skills and knowledge for a successful career in business. I have participated in projects across various teams within ASX, allowing me to develop an appreciation of the complexities and importance of financial markets in our economy. Finally, it has been an invaluable opportunity to work alongside other passionate professionals with significant expertise in areas such as capital markets, M&A, strategy and finance.

The Strategy team at ASX has provided me with a rewarding and unique experience, enabling me to achieve my personal and professional goals within a supportive working environment."

SARAH REDFERN – HR BUSINESS PARTNER

"I joined the Human Resources team as an entry level, HR Administrator in 2016 after finishing my Master's degree in Strategic Human Resource Management.

Initially, I supported the Senior Manager, HR in her business areas and was responsible for the administration for the HR Business Partnering team. This provided me with exposure into all aspects of HR and across the business.

After two years, I was promoted into a HR Officer role, supporting all HR Business Partners and developing streamlined processes and communications for our function.

In my third year, I was promoted into a HR Business Partner role, supporting a third of the ASX workforce.

I have felt endlessly supported and valued by my managers and leaders throughout my ASX career as they continue to support my growth and development, providing me with endless opportunities to strengthen both my HR and business knowledge. It is a pleasure to come into work with such an amazing team each day and I cannot wait to see where my ASX career continues to take me!"

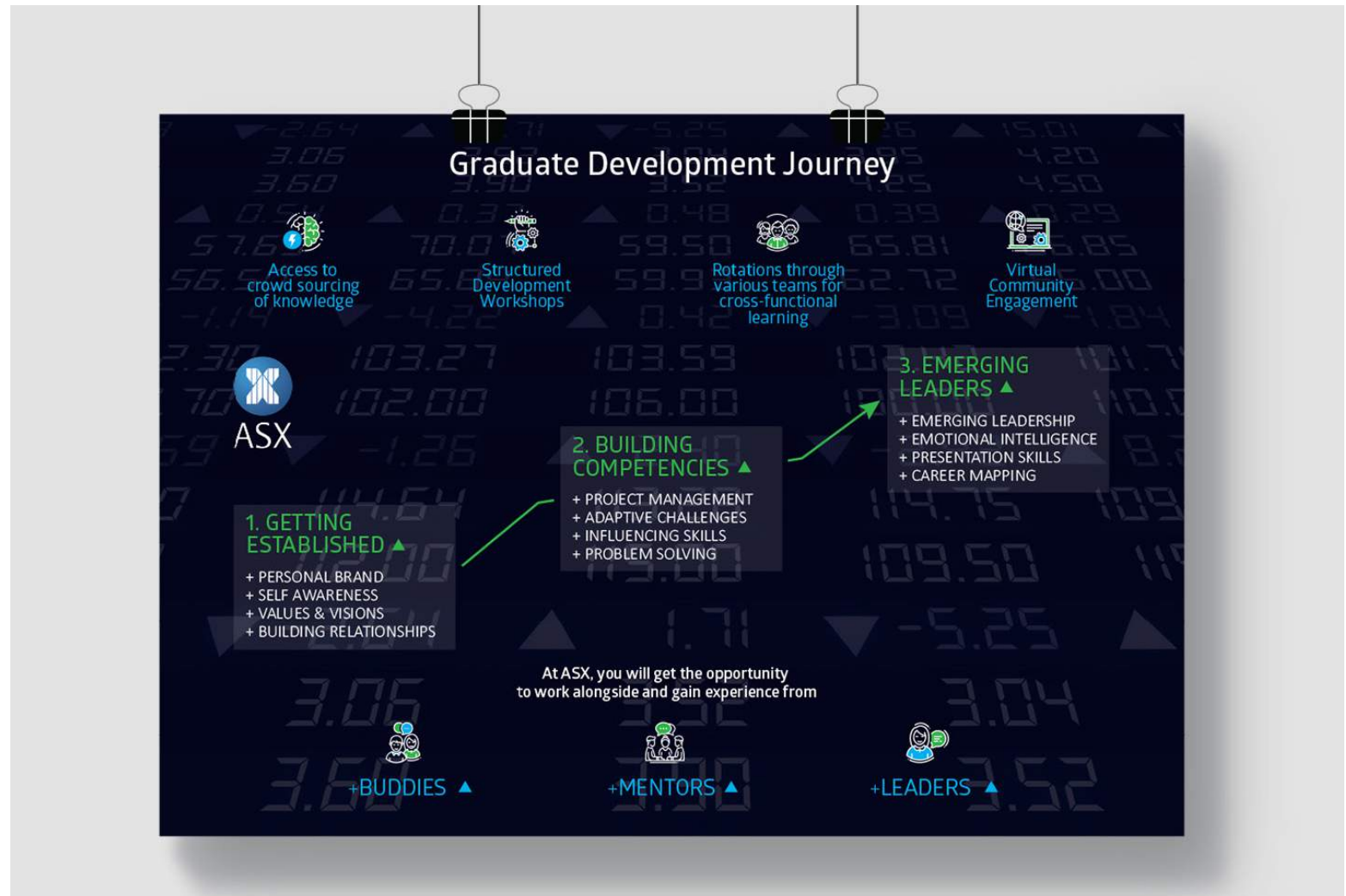


Advertising Collateral



Advertising Collateral

Graduate Development Journey



Advertising Collateral

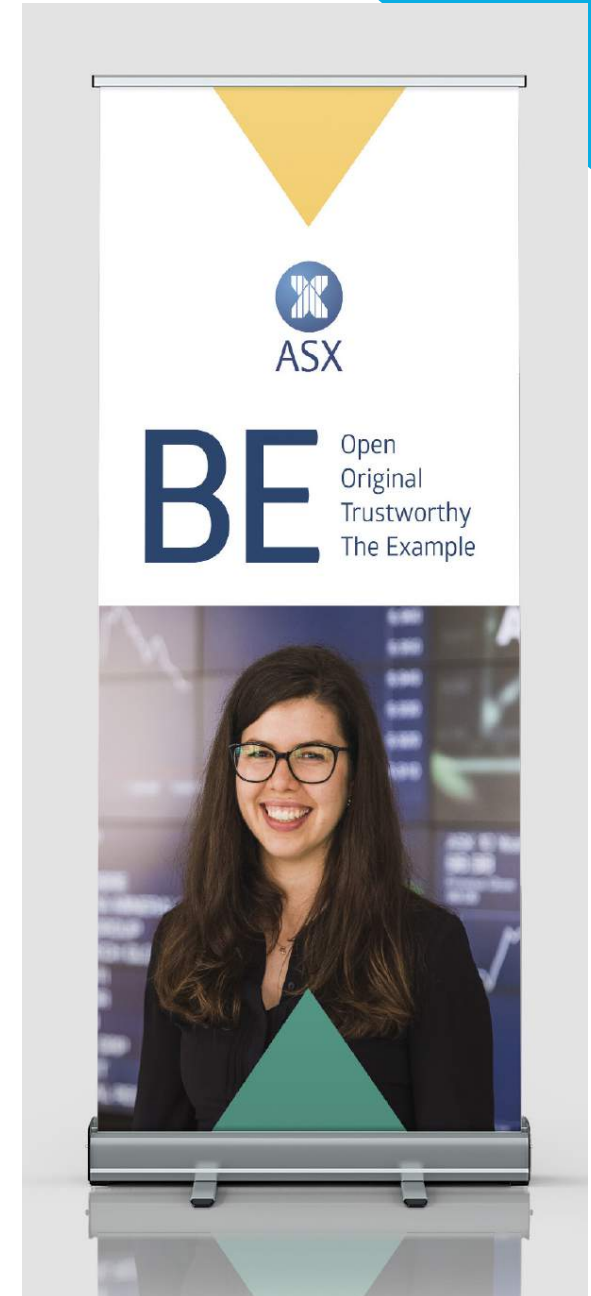
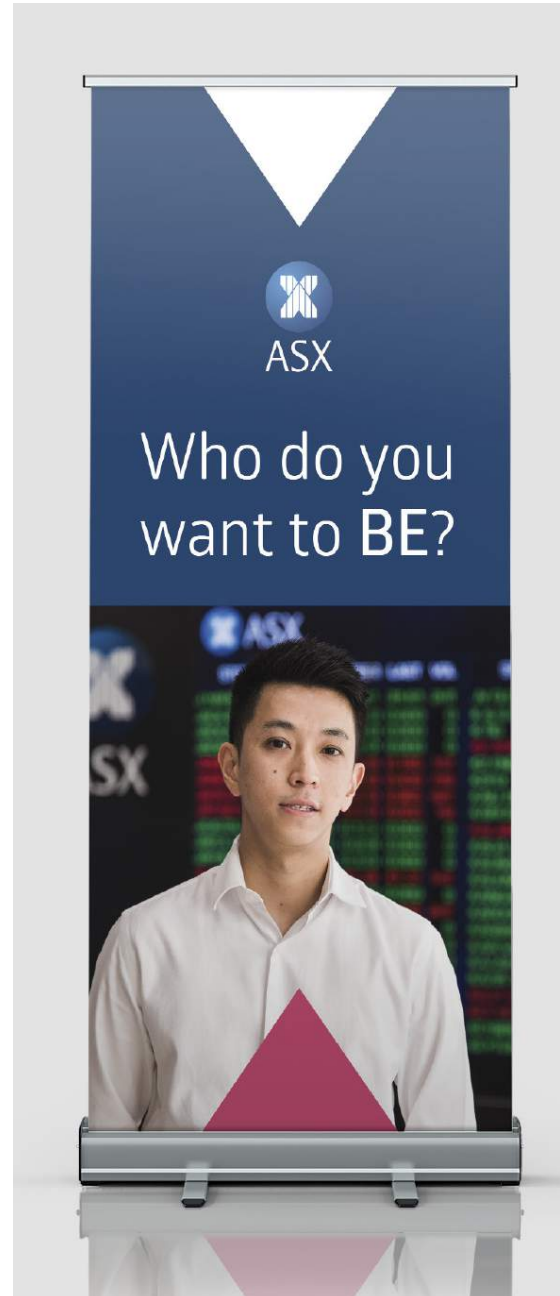
Hero Campaign Poster



Advertising Collateral

Pull Up Banners

- The faces of the Graduate Buddies for 2021.



Advertising Collateral

Flyers



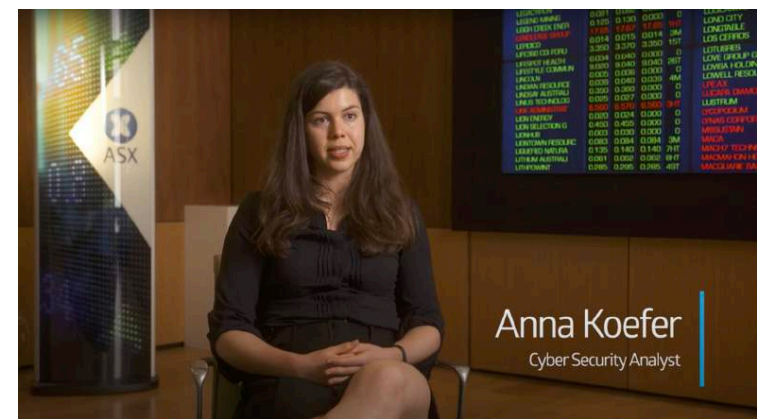
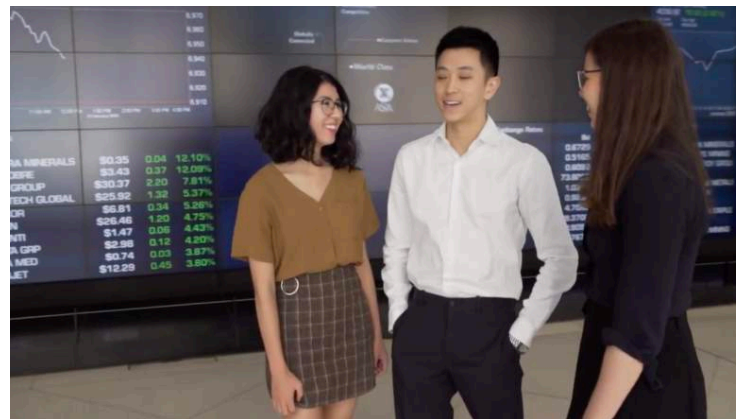


Digital Content



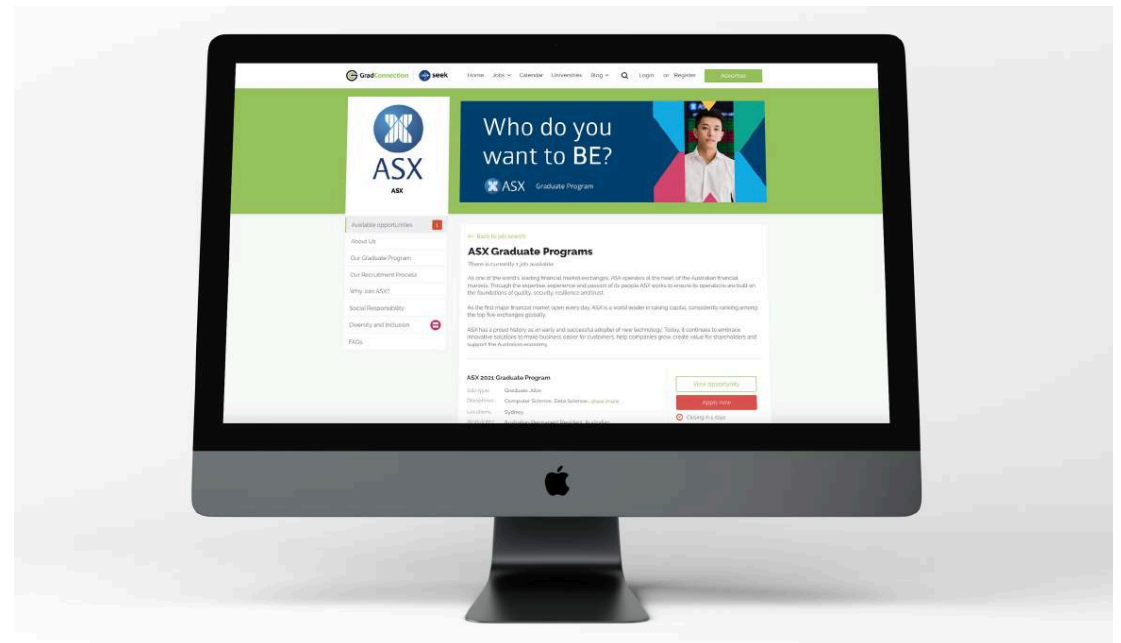
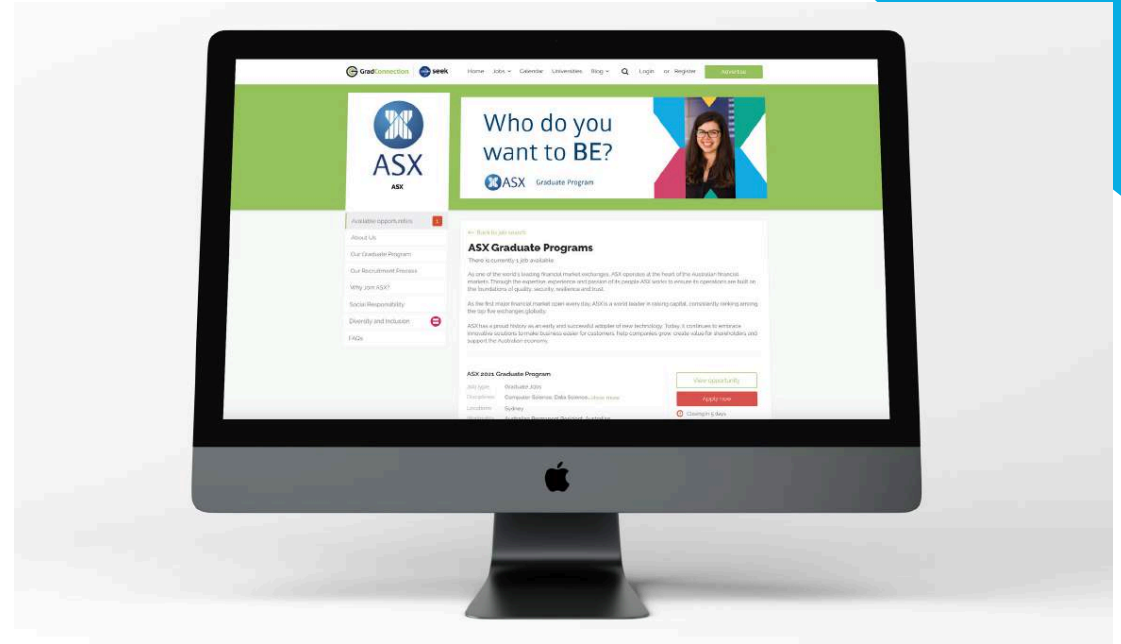
Digital Content

Graduate Program Video - Why ASX?



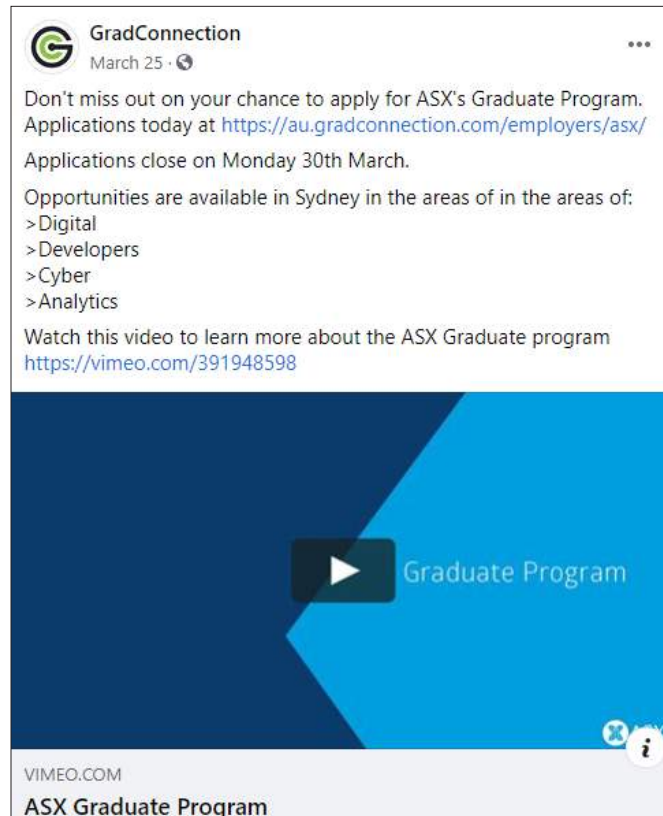
Digital Content

Job Board Asset Graphics - Campaign banners



Social Media

Facebook



GradConnection
March 25 · 🌐

Don't miss out on your chance to apply for ASX's Graduate Program. Applications today at <https://au.gradconnection.com/employers/asx/>
Applications close on Monday 30th March.

Opportunities are available in Sydney in the areas of in the areas of:

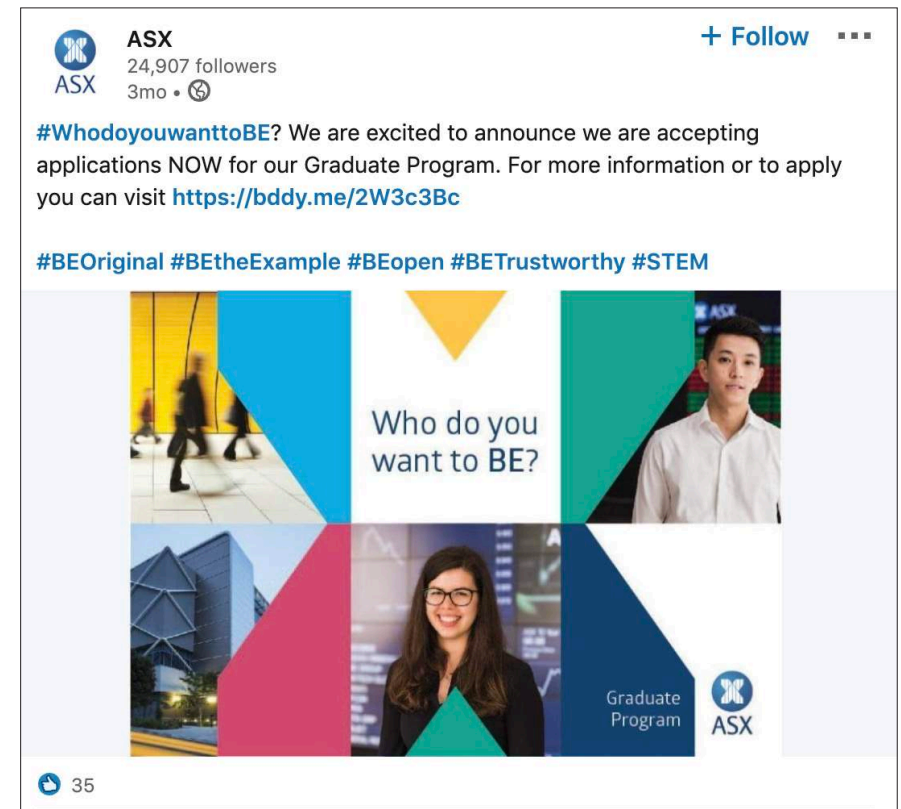
- > Digital
- > Developers
- > Cyber
- > Analytics

Watch this video to learn more about the ASX Graduate program
<https://vimeo.com/391948598>

Graduate Program

Vimeo.com
ASX Graduate Program

LinkedIn



ASX
24,907 followers
3mo · 🌐

[+ Follow](#) ...

#WhodoyouwanttoBE? We are excited to announce we are accepting applications NOW for our Graduate Program. For more information or to apply you can visit <https://bddy.me/2W3c3Bc>

#BEOriginal #BEtheExample #BEopen #BETrustworthy #STEM

Who do you want to BE?

Graduate Program ASX

35



Advertising

Office Tour Snapshots

Take a sneak peak inside ASX's office in Sydney, where new graduates start their career!

