



**Aurecon
Graduate
Recruitment
Campaign 2021**



Overview

- Generation Z are the graduates of the workforce and they are bold. They are keen to make an impact and design a better future for the next generation.
- Furthermore, they value employers who provide them with flexibility, choice, and freedom to be themselves.
- Aurecon used its reputation in these areas, along with its eminence in projects, digital, and innovation to differentiate itself from the competition and create the 'Unconventional graduate campaign'.
- The campaign was supported by a broad range of Aurecon's graduates, each aligned with an unconventional story to tell about how they are making an impact in their role and creating a better world.
- The following slides show the elements of the campaign:

Career fair materials



Career fair materials

A direct marketing card about the graduate and internship programmes was used at career fairs to promote our key messages.



Unconventional

The people who design a better future for humanity are the brave new thinkers like you.

We need you to draw upon unconventional ideas and piece together solutions to complex challenges. **Join us and together we'll make an impact that shifts the world.**

Aurecon is more than an engineering, design and advisory company— **we were named Australasia's Most Innovative Company for 2020.**

Pictured: Aurecon Civil Engineer, Shabiba Sultana

aurecon
Bringing ideas to life
aurecongroup.com/graduates

Graduate and internship programmes to design a better future

From designing a breakthrough solar-powered water treatment plant that provides drinking water to Indigenous and remote communities across Australia, to using digital technology to plan and restore safe transport access to communities in New Zealand after major landslips. To revitalising and transforming a Hong Kong historical landmark into a place of creativity and learning for generations to come.

Graduate programme

As an Aurecon graduate, you will work in a collaborative environment where you have the flexibility to pursue your passions, design your own pathway, and fast track your career. As part of a diverse team, you'll collaborate with others across geographies and markets, working alongside industry leading professionals, mentors and peers applying your skills to make the world a better place.

Graduate programme applications	
Open	Monday 22 February 2021
Close	Sunday 11 April 2021

Internship programme

Our internship programme places you in a technical field of your choice (where possible) for approximately three months during the university break. You will be paid for your time, develop your skills, and build your professional network, so you can fast track your career. The programme has been designed specifically for undergraduates in their penultimate year of study — but is open to all students.

Internship programme applications	
Open	Monday 22 February 2021
Close	Sunday 16 August 2021



For more information about our graduate and internship programmes, what team you can be part of, and what disciplines we hire from, head to our website.



aurecongroup.com/graduates

Career fair materials

Banners further supported the campaign by showcasing different 'futures' that the graduates were imagining through the paper tears.

Each state chose a supporting banner to highlight the area of higher recruitment need e.g. Queensland had the renewable energy resources banner.

See more on next slide



Main banner



Supporting localised banner

Bringing ideas to life

Career fair materials

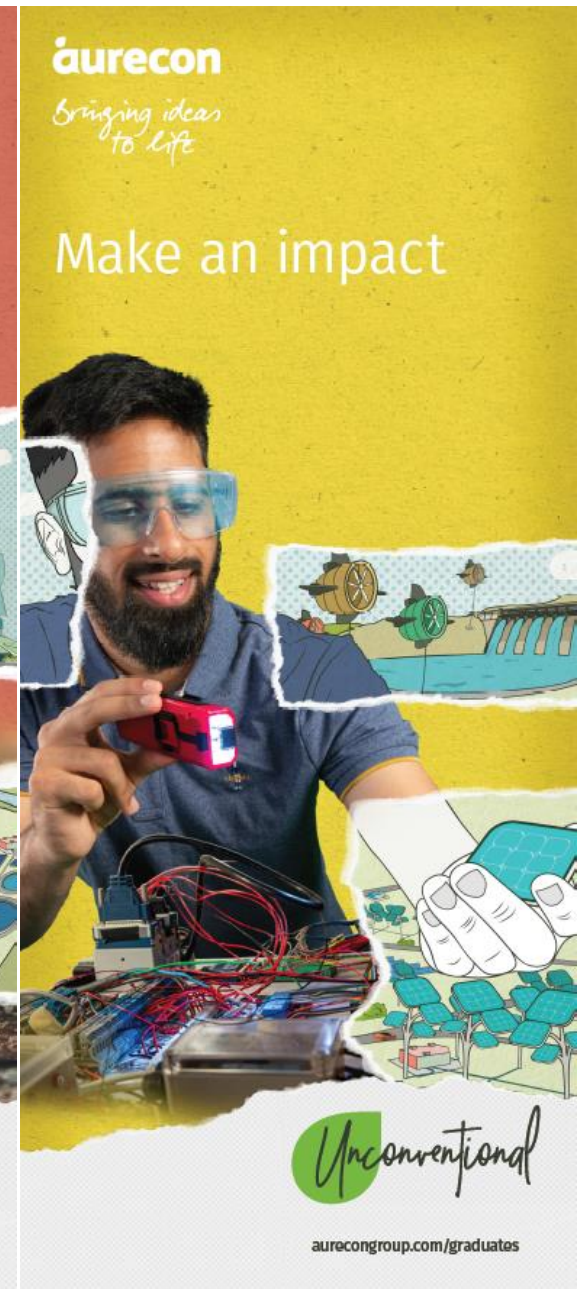
Banners further supported the campaign by showcasing different 'futures' that the graduates were imagining through the paper tears.



Main banner



Other supporting banners



Career fair materials

Our career fair materials on display at the Melbourne Big Meet.



Aurecon team at career fairs

Career fair materials

Aurecon attended the GradConnection Virtual Fair to connect to students who's universities were no longer hosting in-person events.

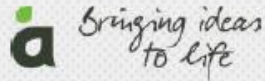


Virtual fair booths

Career fair materials

Interactive pdfs that directed students to the corresponding page on our website were accessible at the Aurecon virtual fair booth document stand.

Learning opportunities for graduates



Join a programme developed specifically for graduates to give you the head-start needed to become a professional who is ready for the future.

Through the programme, you will develop a strong foundation of relevant skills and experience to ensure a successful start to your career at Aurecon.

In Aurecon's graduate programme:

We deliver our learning through formal, interactive, and informal learning experiences:

- We focus on helping you develop strong communication skills, build your personal brand, and broaden your network at Aurecon
- We help you understand the attributes of high-performing teams and develop your ability to

Aurecon's additional learning opportunities

Aurecon's graduates have access to development opportunities designed to help you become a recognised professional in your field and support you to realise your career aspirations.

As part of the programme, you will have access to the development offerings below:

- Design to Innovate Series
- Developing future leaders
- Digital learning and design training
- Mentoring for Success Programme
- Professional accreditation

that need and help you decide if it is right for you.

ing
ould
con's

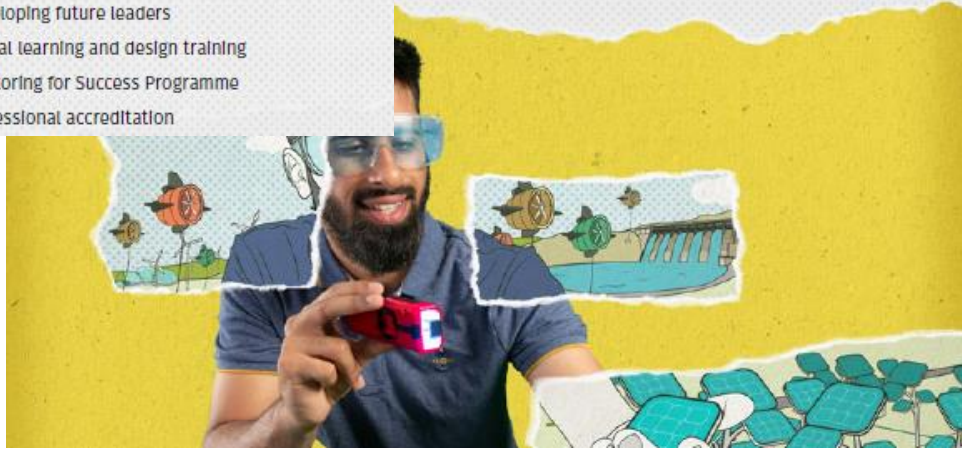
Aurecon's Internship programme coincides with the university summer break. At the end of the experience, we give our Internship students structured feedback on their performance to assist in their professional development.

2021
21

While open to all students, the programme has been designed for undergraduates ideally in their penultimate year of study.

Internship programme applications

Open	Monday 22 February 2021
Close	Sunday 16 August 2021



Create your legacy



Projects we work on to design a better future:



Project Gilghi, Australia
(solar-powered water treatment plant)



Sydney Water Planning Partner



Manawatū Taranaki Highway, New Zealand



Ipswich Hospital Expansion, Queensland



The Mills, Hong Kong



Metro Tunnel, Melbourne

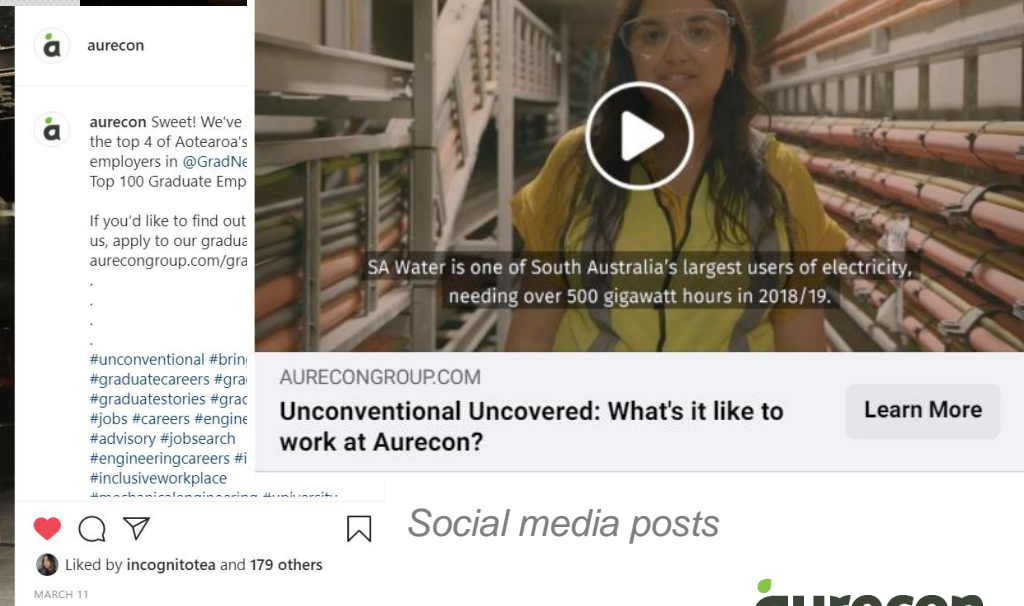
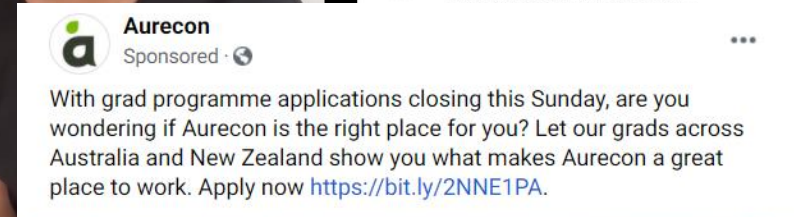
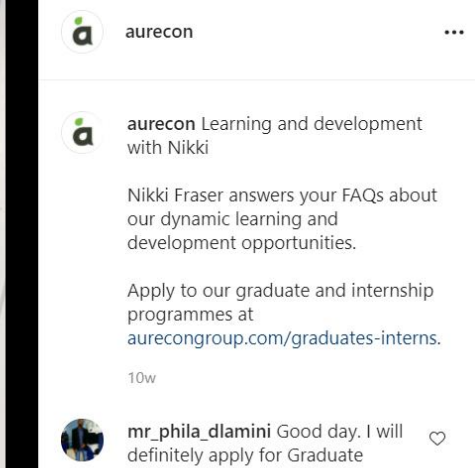
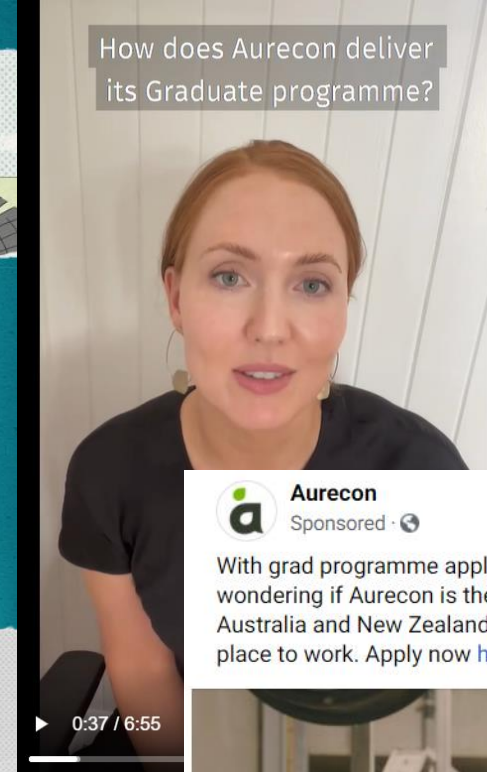
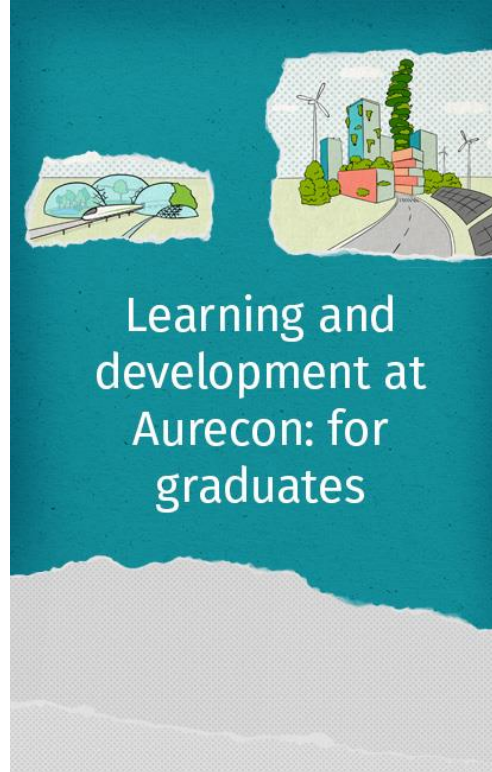
Social media



Social media posts

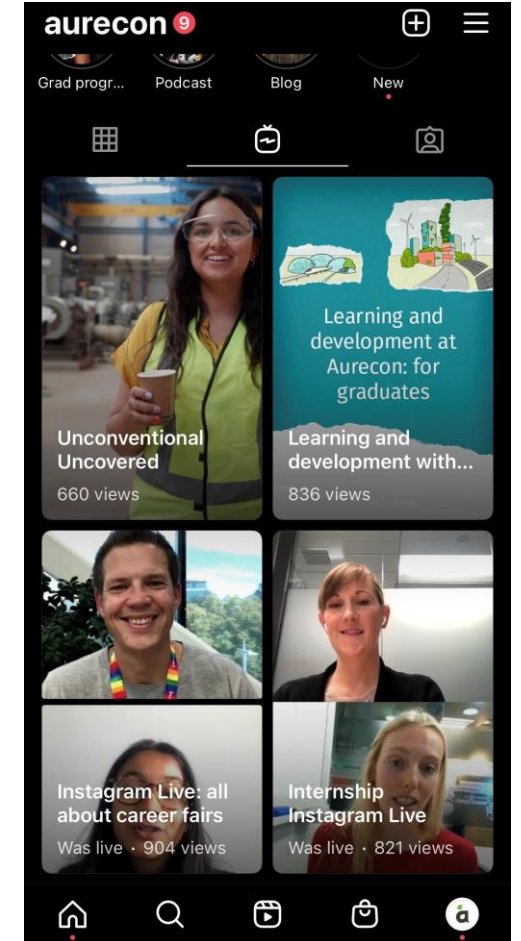
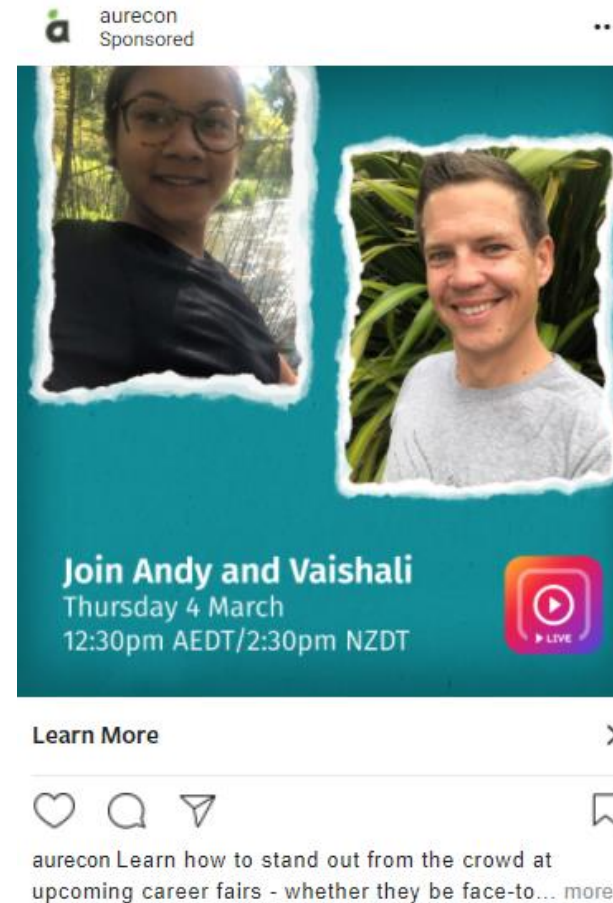
A considered social media plan for LinkedIn, Facebook, Instagram and Twitter was developed to communicate important, relevant content.

Key messages and imagery of the campaign were reiterated through our social media posts through videos of our graduates, evergreen content, and reminders of important dates.



Instagram live, Stories and IGTV

Instagram was a key social media platform for the campaign, given its popularity with Generation Z graduates.



Social media advertising

Boosted posts were actioned across Instagram, Facebook and Facebook Messenger. Each post communicated our campaign imagery and key messages.

aurecon Sponsored

Apply for a role and start exploring your future with us today.

Apply Now

aurecon It's brave new thinkers like you who design a better future for humanity.... more

Aurecon Sponsored

It's brave new thinkers like you who design a better future for humanity. ...See More

We need you to draw upon unconventional ideas and piece together solutions to complex challenges.

AURECONGROUP.COM
Graduate programme applications now open

APPLY NOW

Aurecon Sponsored

We're excited to be Australia's #1 engineering consulting graduate employer!

Graduate Australia TOP 100 Graduate Employer

Unconventional

AURECONGROUP.COM
Apply to our graduate programme now

APPLY NOW

Boosted social media posts

Social media advertising

Targeted carousel advertisement used during the campaign on Facebook, Facebook Messenger and Instagram. The ad appeared in the social media feed of graduates.

Aurecon
Sponsored · 🌐

We need you to draw upon unconventional ideas and piece together solutions to complex challenges.

Design a better future

Unconventional

Make an impact

Unconventional

Graduate programme applications now open **Apply Now**

Graduate programme applications now open **Apply Now**

Graduate programme applications now open **Apply Now**

Graduate programme applications now open **Apply Now**

Carousel ad

eDMMs



Direct emails

A series of six targeted electronic direct mails (eDMs) were sent to subscribers of Aurecon's graduate news. The same series was distributed by third party graduate recruitment websites such as GradConnection.

The eDM series focused on communicating our campaign imagery and providing proof points around our key messages.



Design a better future with Aurecon

Hello Eloise,

We want to help you unleash your potential in the next step of your career.

Who are we?

Aurecon is more than an engineering, design and advisory company.

The Australian Financial Review (AFR) named us **Australasia's Most Innovative Company and Most Innovative Professional Services Company** for 2020. We were also honoured to win the AFR's Top 100 Graduate Employers **'Most Popular Engineering and Resources Employer Award'** for the second year in a row, and we made top 10 in the Top 100 Most Popular Graduate Employers list.

We believe humanity depends on engineering; and we recognise we have a broader stewardship role to play. A deep responsibility to hold. As we continually strive for a life in balance, Aurecon clients will be ready for the future and engineered for life.



eDM 1



Create your legacy through us

Hello Eloise,

Do you want to *make an impact* on the world?

Projects for a better future

At Aurecon, we believe that our award-winning projects shape our future and make the world a better place. Join us, and you'll have the opportunity to leave your mark and create a legacy for humanity.

Our projects can be seen in almost every city across Australia and New Zealand. In Melbourne, the **Metro Tunnel project** will help solve Melbourne's biggest rail bottleneck – increasing the efficiency, reliability and capacity of the network during peak periods.

In the West Moreton region of Queensland, the **Ipswich Health Precinct** is being upgraded to accommodate the increased demand for healthcare due to rapid population growth, and includes the addition of a new acute mental health unit.

With multiple teams working together across Aurecon offices, our graduates get hands-on experience from day one.



eDM 2

Direct emails

The average open rate for eDMs across the campaign was 53%, well above industry average *



Women in STEM at Aurecon

Kia ora contact.firstname,

Wondering how we support women in different ways?

Girl power stories

PROUD is the word that comes to mind when we think about our female graduates who continue to make an impact in the science, technology and engineering industries.

Graduates like **Gabriela Jimenez Rojas**, who is an Environment and Planning Consultant, and part of our advisory team in Wellington, New Zealand. She is currently working on a public transport project to help shape more liveable communities.

And **Shannie Su** (pictured below) who is a Transport Engineer in Auckland, New Zealand. By day, Shannie uses Aurecon's Mentoring for Success programme to regularly meet with her mentor to help her develop her skills and progress her career. By night, Shannie is a mentor herself to University of Auckland engineering students via the Women in Engineering Network (WEN) and Civil Engineering Student Association (CESA) mentoring programme.



eDM 3



Learning and development at Aurecon

Hello Eloise,

Do you want a graduate programme that will give you the head-start needed to become ready for the future?

Aurecon U

At Aurecon, we will support you in all areas of development, and encourage you throughout your career to 'bring your ideas to life'. We enable this support through our online learning platform Aurecon U.

Aurecon U puts you at the centre of your learning. As a graduate at Aurecon, your learning experience will be dynamic, continuous and relevant, supporting you to progress your career. Our approach to learning supports our employees to:

Learn together

- Learn in the flow of work
- Seek and share knowledge and wisdom
- Learn through practice and feedback



eDM 4

Bringing ideas to life

*Average open rate attributed from Mail Chimp industry benchmarks
<https://mailchimp.com/resources/email-marketing-benchmarks/>

Direct emails

Continued...



Lifestyle and culture at Aurecon

Hello Eloise,

Do you want to love where you work? Well, you can.

Make your career and life work

Our graduate programme is designed with flexibility in mind, giving you the career and lifestyle that you want. Here's how:

'Yes Flex' working hours

We offer you the flexibility to choose your work hours, so you can perform your best. Our 'Yes Flex' work policy allows everyone to nominate their own start and finish times, so you can organise your life the way that works best for you.

A programme you can make an impact in

As an Aurecon graduate, you will work in a collaborative environment where you have the flexibility to pursue your passions, design your own pathway, and fast track your career.

You will also work alongside industry leading professionals, mentors and peers. If you would like to experience numerous areas of Aurecon's business, we can facilitate that too.

Watch the video (below) from our grads across our offices in Australia and New Zealand to see what projects they work on, what our offices look like, and discover what makes Aurecon unconventional.



eDM 5



Why Aurecon may be right for you

Hello Eloise,

We know that deciding where to go after graduation is one of the hardest choices you'll make. If you're still wondering what to do, we'd love to share a few more reasons why our employees are proud to work for Aurecon.

Best Places to Work 2021

We were recently recognised as one of **Australia and New Zealand's Best Places to Work 2021** by the Australian Financial Review.

Aurecon was the only engineering, design and advisory firm to rank in the Top 10 Professional Services Companies list. We were shortlisted for our Careers Reimagined strategy which comprises of tools, learning and events to support people in navigating their own career journeys.

Each year our people, projects and organisation receive recognition for excellence around the world. Explore our 2020 awards [here](#).

Net Zero by 2025

We have made a commitment to become net zero carbon in our operations by 2025. The move to decarbonise our business and transition our services comes in anticipation of a 100 percent net zero emissions future.

But how do we make Aurecon's impact bigger? The answer lies in our projects. As engineers and advisors, we can re-imagine the way things work. We can find better design solutions which will save our clients and our planet significant effluents and emissions. There is always a better way.

[Read more](#) about sustainability at Aurecon.



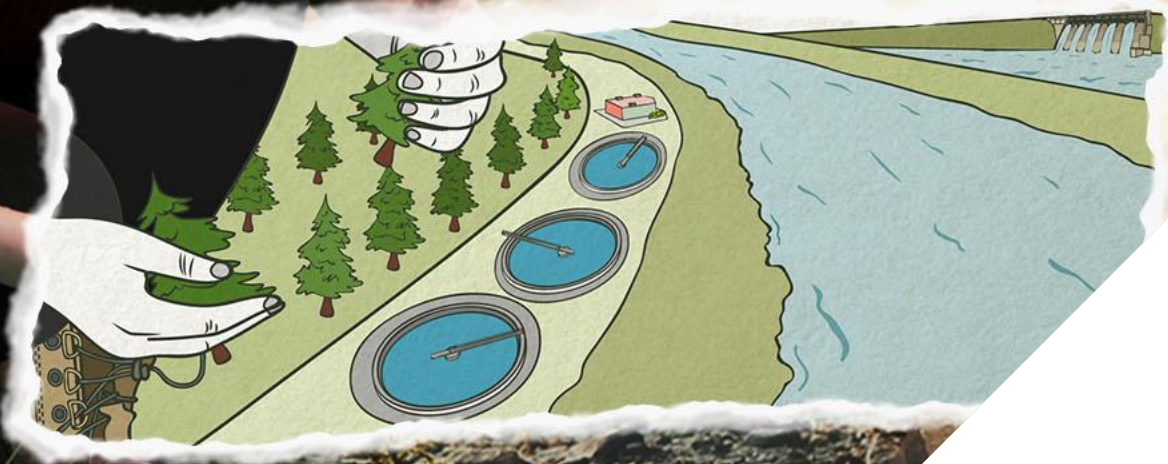
eDM 6

Bringing ideas
to life

aurecon



Website



Graduate videos and profiles

Aurecon's project team also engaged students through a series of 'day in the life' graduate videos and written profiles that were featured on our graduate webpage.

These profiles highlighted an authentic experience of a graduate, while also highlighting our key messages.

Sam Morris
CIVIL ENGINEER

Sam shares what life is like at Aurecon in Christchurch as she designs her career through

Shannie Su
TRANSPORT ENGINEER

Shannie shares what a day in her life looks like, from developing her road design skills to

Eric Zhang
CIVIL ENGINEER

Eric is working on the Auckland City Rail link, providing utility and drainage designs to help a large-scale project become a part of people's lives in Auckland.

Cass Kenworthy
TRANSPORT ENGINEER

Working on the Auckland Rail Link project, Cass is excited to help our clients understand how digital technologies can benefit their projects.

Walaa Salah Jassmin Al-Hamran
ELECTRICAL ENGINEER

Follow Walaa around for a day at the Sydney office and see how Aurecon drives innovation through diversity and inclusion.

Martin Fielke
SUSTAINABILITY ENGINEER

Martin shares what a day in the life of an Aurecon graduate looks like, from attending client meetings to working on sustainable projects.

Dana Crier
MECHANICAL ENGINEER

As a mechanical engineer, Dana enjoys the chance to work with people who have a range of experiences and different engineering specialisations.

Dan Hundscheidt
MECHANICAL ENGINEER

Having worked on the iconic Brisbane Ferry Terminals, Dan sees mechanical engineering as driving new urbanisation trends for a more sustainable future.

[PLAY VIDEO](#) [READ PROFILE](#) [READ PROFILE](#) [PLAY VIDEO](#)

Graduate videos and profiles on our website

Graduate profiles

These profiles and videos highlighted an authentic experience of a graduate, while also highlighting key messages such as flexibility, freedom to be you, making an impact and designing a better future.

The profiles and videos featured on the website, and were also shared on social media throughout the campaign period.

Location:	Melbourne
University:	Monash University
Degree completed:	Bachelor of Mechanical Engineering (Honours) and Bachelor of Science
Strongest Aurecon Attribute:	<u>Resourceful</u>



A day in the life of a sustainability engineer

Sustainability engineer Martin Fielke shares what a day in the life of an Aurecon graduate looks like, from attending client meetings to working on sustainable projects that contribute to a better future.

7:00 AM

I usually start my day at 7:00am by rolling out of bed and stumbling my way into the kitchen to have my breakfast. After finishing my morning routine – eating breakfast, feeding my fish, making my bed, etc. – I grab my bike bag, which I packed the night before. Then, I am ready to go.

7:45 AM

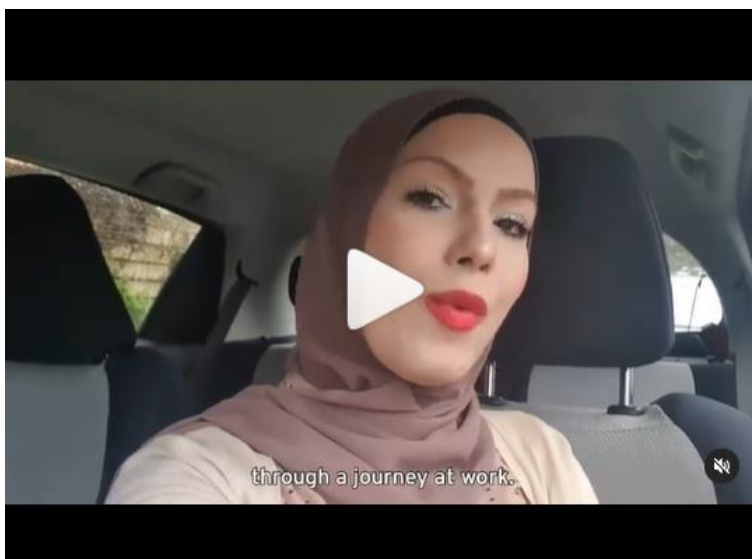
I have a bike ride along the Yarra River to work. The commute takes about 20-30 minutes and it's fun. I listen to a podcast – usually about yesterday's news to see what's happening in the world. At the Aurecon Centre in Melbourne, I drop my bike off in the storage area before having a shower and change rooms. Aurecon has a fairly relaxed dress code, so you have the freedom to be yourself at work – as long as it's professional and smart. It also means I don't have to ride into work wearing a helmet.

PM

The day isn't truly finished for me until much later. I have a big interest in the energy industry and people's relationship with energy. Because of this, some friends and I are starting up a business that uses a software-based service to help people change their energy habits and save money. We have a Skype meeting tonight to discuss our progress on tasks that we set ourselves to do from our catch-up on the weekend.

7:30 PM

After the Skype meeting finishes, I can finally relax for the rest of the night. So, I make and eat dinner, and prepare myself for tomorrow.



aurecon

aurecon Follow Walaa around our Sydney office and discover what life is like as a graduate electrical engineer at Aurecon.

Apply now to our graduate programme across Australia and New Zealand at aurecongroup.com/graduates

(Filmed pre-COVID19)

533 views

MARCH 25

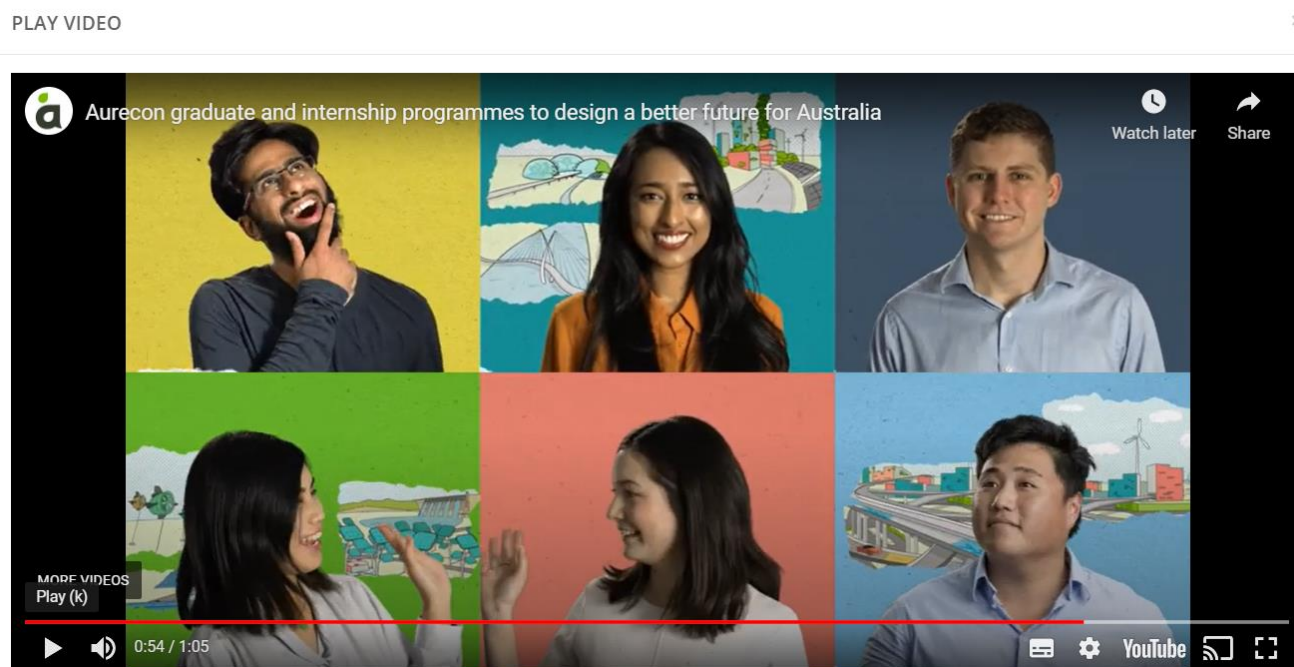
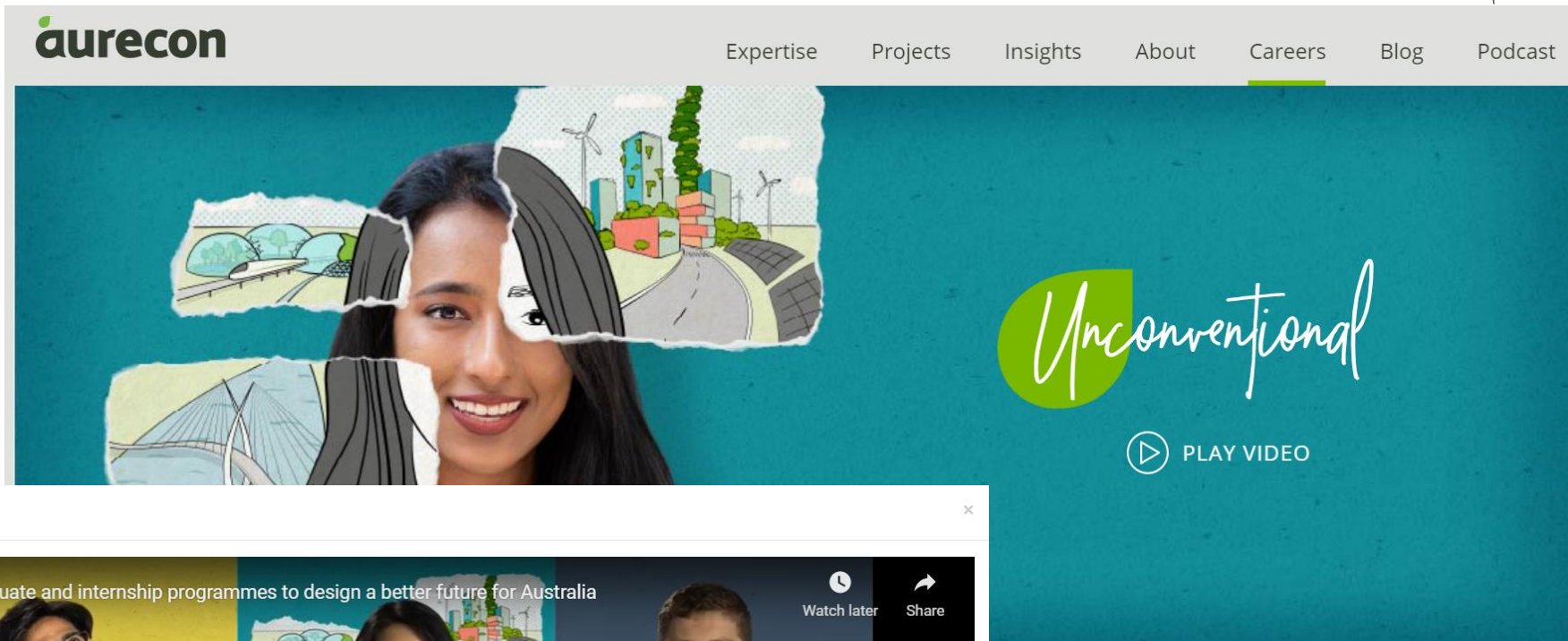
Add a comment...

Post

Graduate profile on website

Campaign video

The main campaign video is also watchable on our website through our banner.



Campaign video

The main campaign video is an extension of the campaign image and message.

The paper tears were used here to communicate the impact our projects have.



Screenshots of the campaign video

AFR ad and feature

Advertisement featured in the Australian Financial Review's Top 100 Graduate Employers Guide 2020



Unconventional

The people who design a better future for humanity are the brave new thinkers like you.

We need you to draw upon unconventional ideas and piece together solutions to complex challenges. Join us and together we'll make an impact that shifts the world.

Aurecon is more than an engineering, design and advisory company—we were named Australasia's Most Innovative Company for 2020.

Picture: Aurecon Civil Engineer, Shehila Sultana

aurecon
Bringing ideas to life
aurecongroup.com/graduates



FINANCIAL REVIEW



"There's been a lot of talk about the future and disruption," says Liam Hayes, global chief people officer with Aurecon, which comes in at No.3 on the engineering and resources list for 2021.

"And I think we've seen that the future has arrived. That disruption we talked about has accelerated."

Although many changes described by Hayes were forced on the business in adversity, some of those new ways of working have proven useful, making teams more nimble, and better able to communicate remotely and use technology to solve problems.

"For some of these things, the technology was there but it was the human behaviour that has been forced to change," Hayes says.

Aurecon has surveyed its workforce to understand how the disruption stemming from the pandemic affected team members, with one key finding being that Gen Z – the youngest workers – were concerned about missing out on incidental learning.

Without being part of a large office-based team, they feared missing the informal conversations and chances to listen to and learn from senior colleagues.

Hayes says that finding has put more focus on how graduates and other early-career workers can engage with more senior team members even if they are not on site.

"A lot of what we do requires bringing diverse groups together to solve complex problems and we will talk more about how we continue that – even in a virtual world – to connect people to collaborate and innovate," Hayes says.



*Bringing ideas
to life*



Follow us on
www.twitter.com/Aurecon



Join us on
www.facebook.com/Aurecon



Watch us on
www.youtube.com/user/AureconGroup



Follow us on
www.instagram.com/Aurecon



Follow us on
www.linkedin.com/company/Aurecon



Follow us on
www.slideshare.net/Aurecon