

Municipal Association of Victoria

**REBRANDING LOCAL
GOVERNMENT EMPLOYMENT
IN VICTORIA**

Municipal Association of Victoria

**When it comes to attracting in demand employees and filling key job vacancies,
we are in trouble!**

Repositioning...

We need to reposition local government as a preferred employer.

Right now, we are perceived as a low performance sector.

Branding...

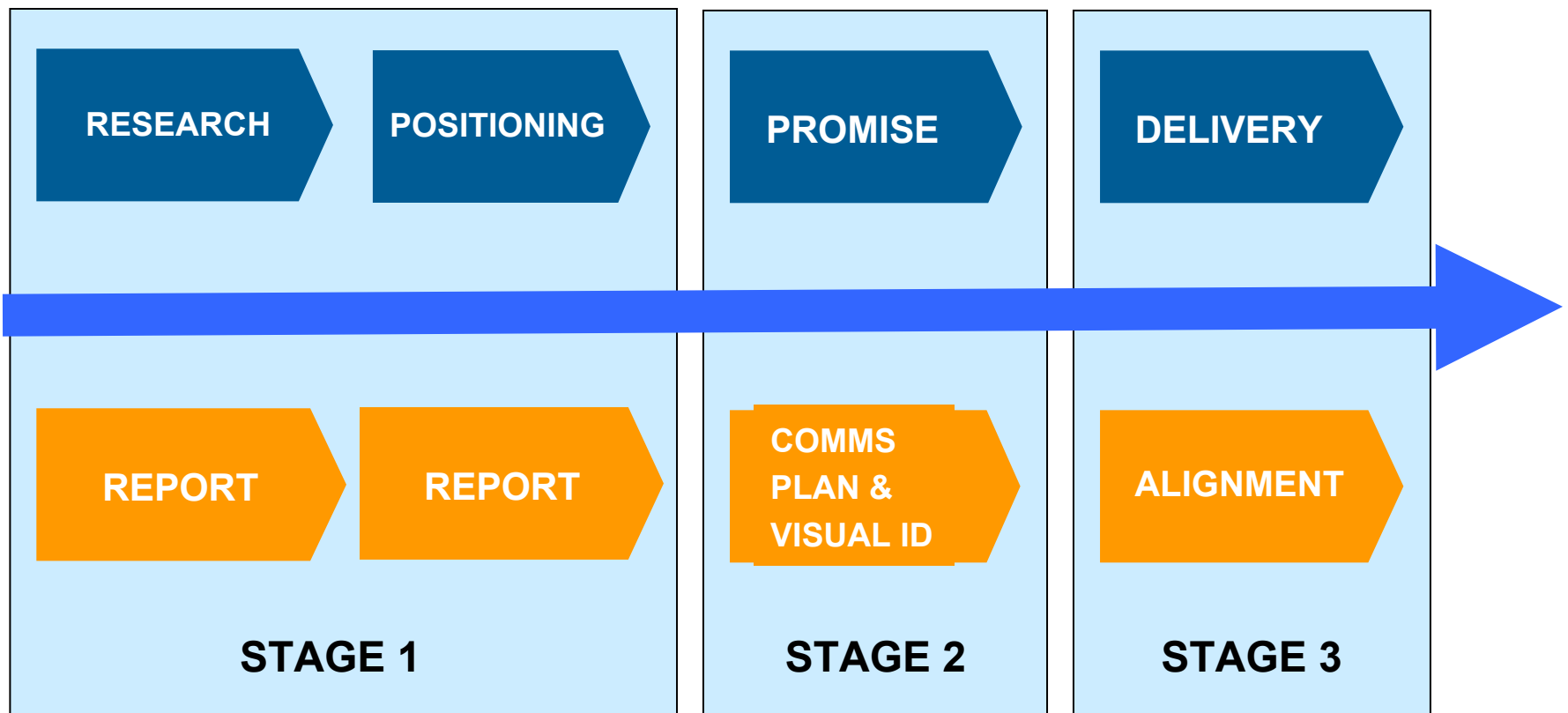
The deliberate creation of the right experience.

Not just a logo.

Combining every point of contact into a consistent experience supporting your proposition.

Advertising **Induction** **Training** **Culture**
Consistency **Communication**
Physical **Technology**
environment **Workload**
Reputation **Support** **Performance** **Remuneration**
Exit **Workforce** **Work / life balance**
Values **profile** **Responsibility**
Promotion opportunities **Expectations** **Mentoring**

Responding to the challenge...



Stage 1.1 Research

Five council visits

2,500 employees surveyed

Rigorous engagement analysis

Extensive secondary research

Stage 1.2 Positioning

Better pay ✘

Work load ✘

Wide array of jobs ✘

Better conditions ✘

Work / Life balance ✘

Most dynamic & fun ✘

Stage 1.2 Positioning

For ambitious people with a desire to improve society, local government offers an environment of challenge, growth and broad experiences that can benefit your career.

Stage 1.2 Positioning

CHALLENGE

Stage 2

The promise

Developing a promotional campaign.

Stage 2 the creative realisation

SHAPE YOUR WORLD
with a career in Local Government
www.shapoyourworld.com.au

Senior Design Council
SENIOR ENGINEER
Full-time position, Level 6
(Salary range \$48,701 - \$49,700)

Wynne Council
COMMUNITY SERVICE OFFICERS
Full-time position, Level 4
(Salary range \$41,411 - \$42,410)

North Council
SENIOR PLANNER
\$40,000 - \$41,200

IT MANAGER
Full-time position, Level 6
(Salary range \$48,701 - \$49,700)

ADMINISTRATION ASSISTANT
\$40,000 - \$41,200

STORMWATER ENGINEER

PLAY SIM CITY IN THE REAL WORLD
with a career in Local Government
www.shapoyourworld.com.au

SENIOR ENGINEER

COMMUNITY SERVICE OFFICERS

SENIOR PLANNER

IT MANAGER

ADMINISTRATION ASSISTANT

STORMWATER ENGINEER

Courtesy: LGSA & TMP Worldwide

Stage 2

the creative realisation



folded mockup with inserts

SHAPE YOUR FRIEND'S WORLD



Refer a friend to a career in Local Government

Your Name: _____

Friend's name: _____

Interested Position: _____

Contact Number: _____

POSTERS



Courtesy: LGSA & TMP Worldwide

Stage 3 Delivery

Aligning individual council actions, systems and processes to the UEP is critical.

Empowering and resourcing council HR departments is crucial.

Tackling workforce attraction through branding...

An end-to-end strategy is required.

Sector wide, collaborative action is required

Individual council action is required.

Executive management commitment is crucial.