



Attraction factors and how expectations had been met

Results of the 2023 APS New Starters Survey

Workforce Insights Group
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New starters were asked about what attracted them to the APS and to what extent their expectations had been met

Those who had commenced as an ongoing APS employee over the previous 12 months were invited to participate in the 2023 New Starters Survey.

7,910 respondents (41%) shared their experiences of joining the APS.

This report explores new starters' perceptions of:



What attracted them to apply to their roles



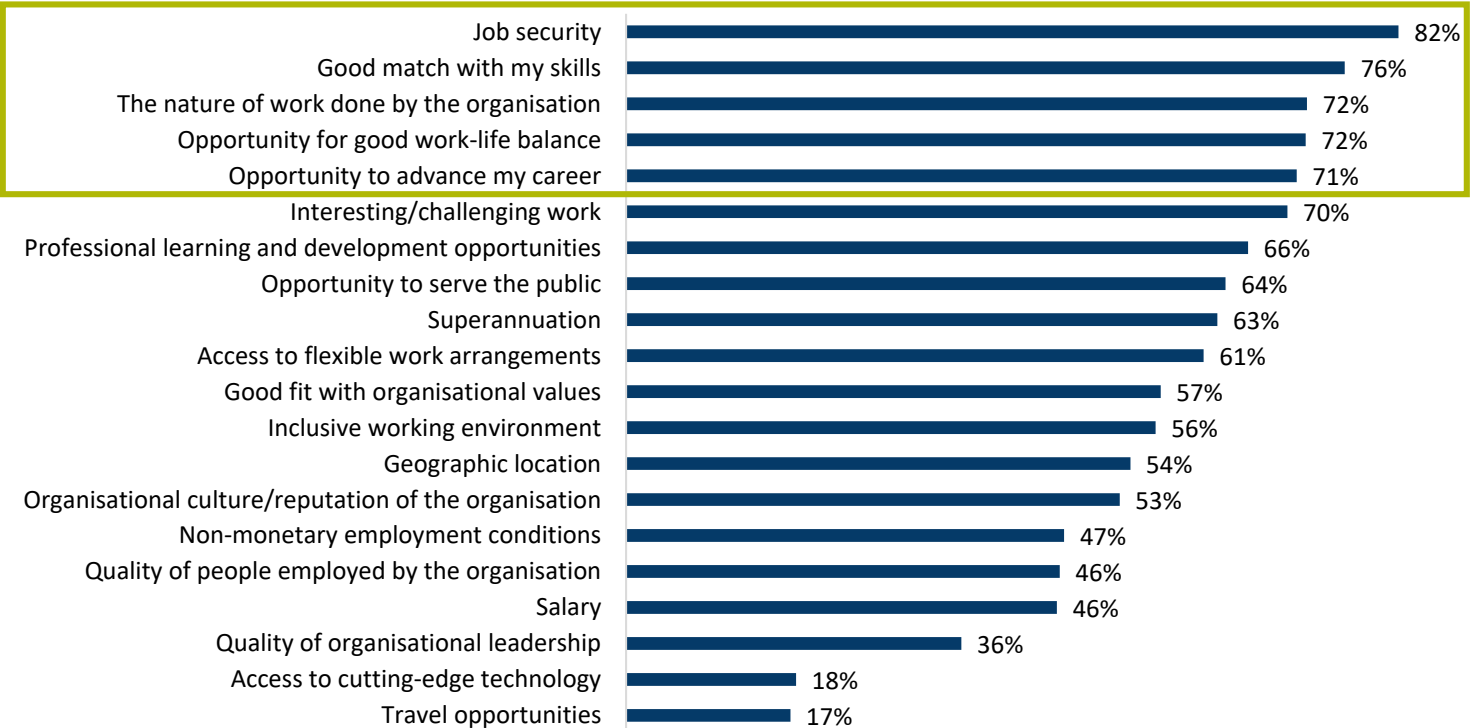
The extent to which their expectations had been met

Of the range of factors attracting new starters to apply for a job in the APS, job security was the most common

More than four in five respondents (82%) said that job security attracted them to apply for a job in the APS “quite a lot” or “to a great extent”.

The next four most common attractors were identified by more than 70% of respondents.

Factors attracting new starters to the APS



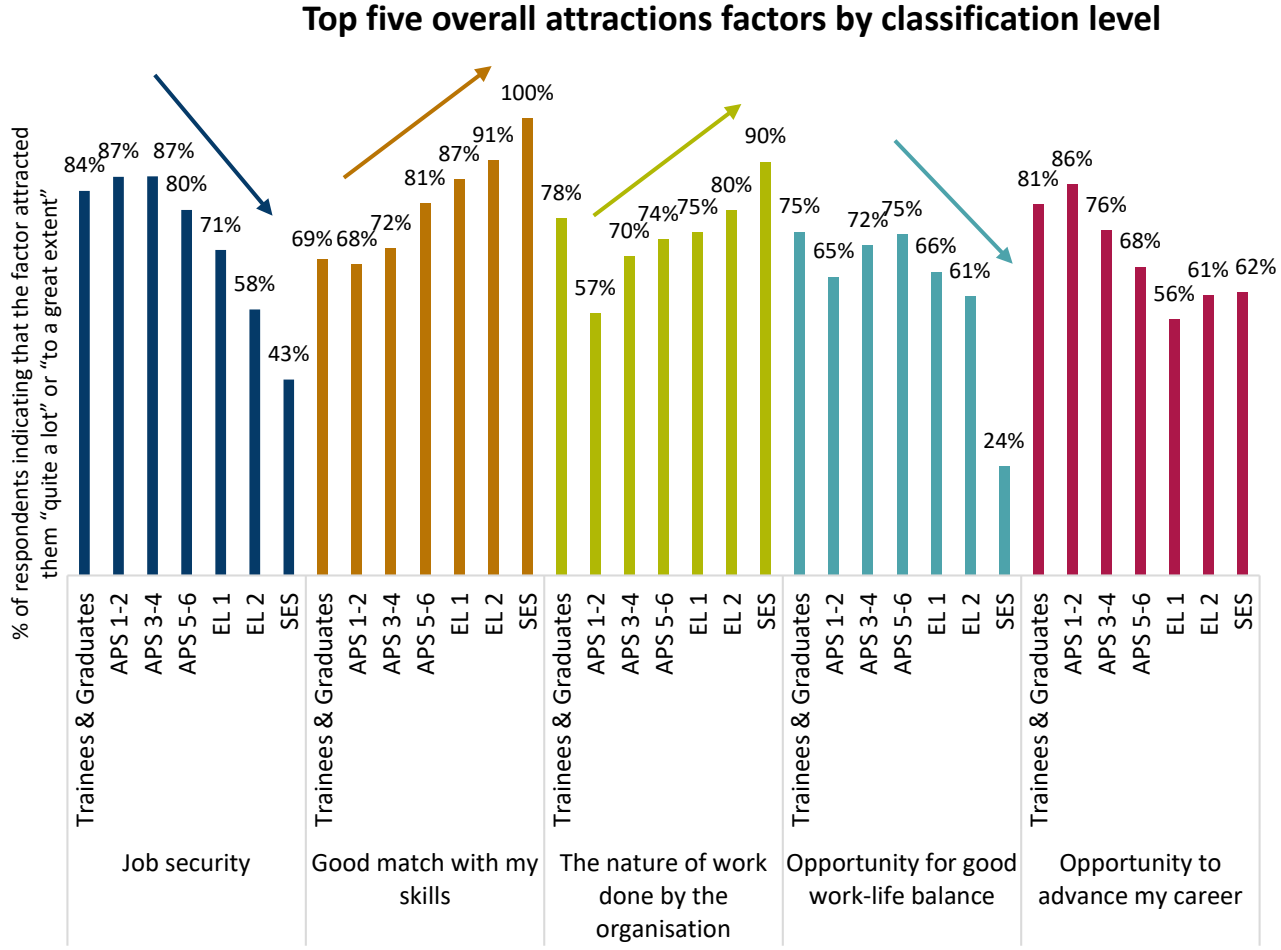
% of respondents indicating that the factor attracted them “quite a lot” or “to a great extent”

Note: As respondents could select more than one response, totals may not sum to 100%.

The perceived influence of the overall top five attraction factors varied between classification levels

Of the top five factors, the proportion of respondents saying that job security and the opportunity for good work-life balance attracted them to apply for their job “quite a lot” or “to a great extent” declined with classification level.

The reverse was true for the job being a match with their skills and the nature of the work done by the organisation. The proportion citing these as attractors increased with classification level.

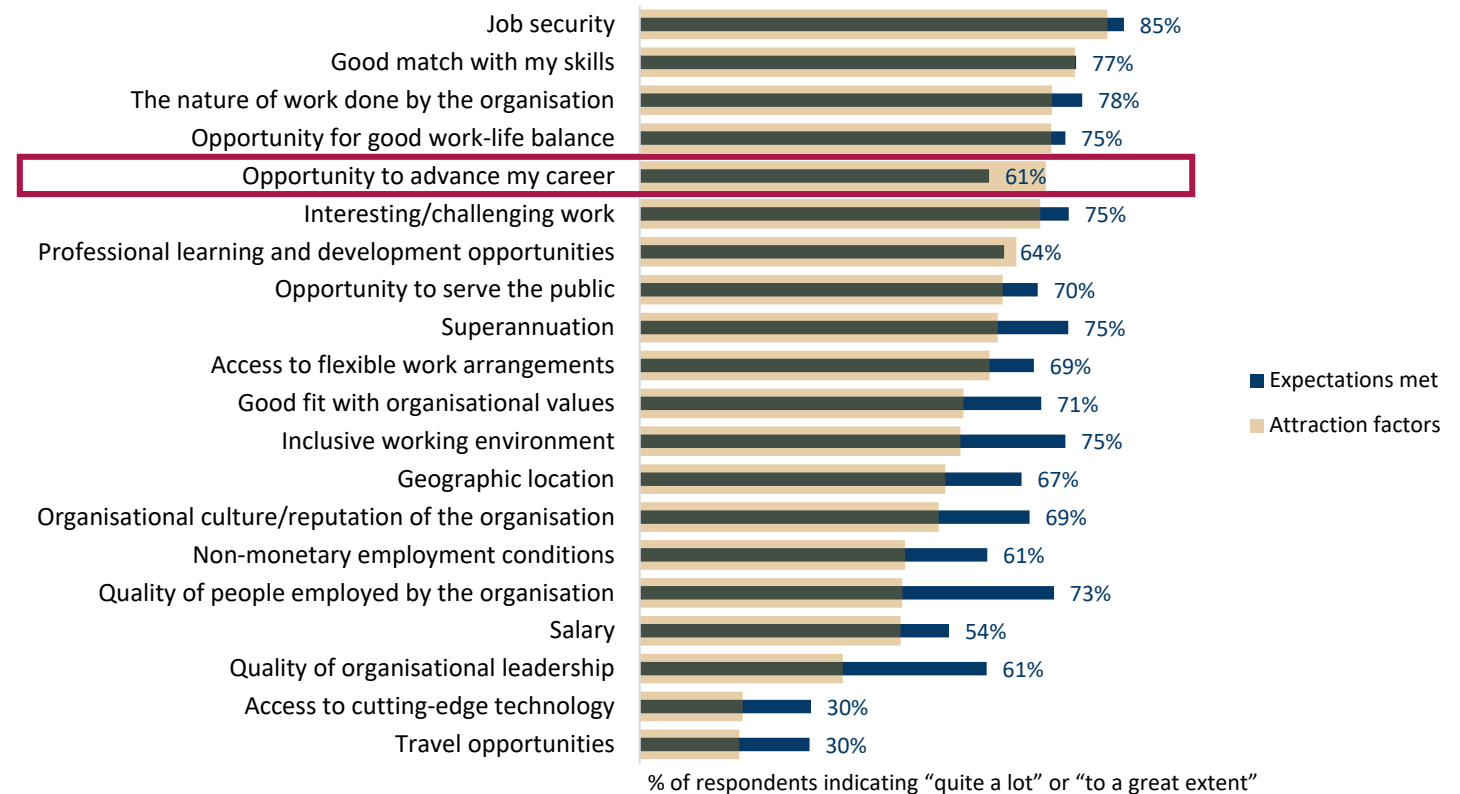


New starters' expectations of their APS job had generally been met except for one key area of attraction

The proportion of respondents saying their expectations for each factor had been met generally exceeded the proportion saying each strongly attracted them to their APS job.

The main exception was for the opportunity to advance their career. While 71% said this attracted them to the APS, only 61% said their expectations had been met “quite a lot” or “to a great extent”.

Factors attracting new starters to the APS and how the expectations of each had been met



New starters cited common reasons as to why their expectations regarding opportunities to advance their career had not been met

Respondents who said their expectations to advance their career had not been met were asked to indicate the reasons why.

Under half (44%) expected more opportunities to be coached or mentored. A similar proportion (43%) expected a more structured development program.

Why expectations regarding opportunities to advance their career had not been met



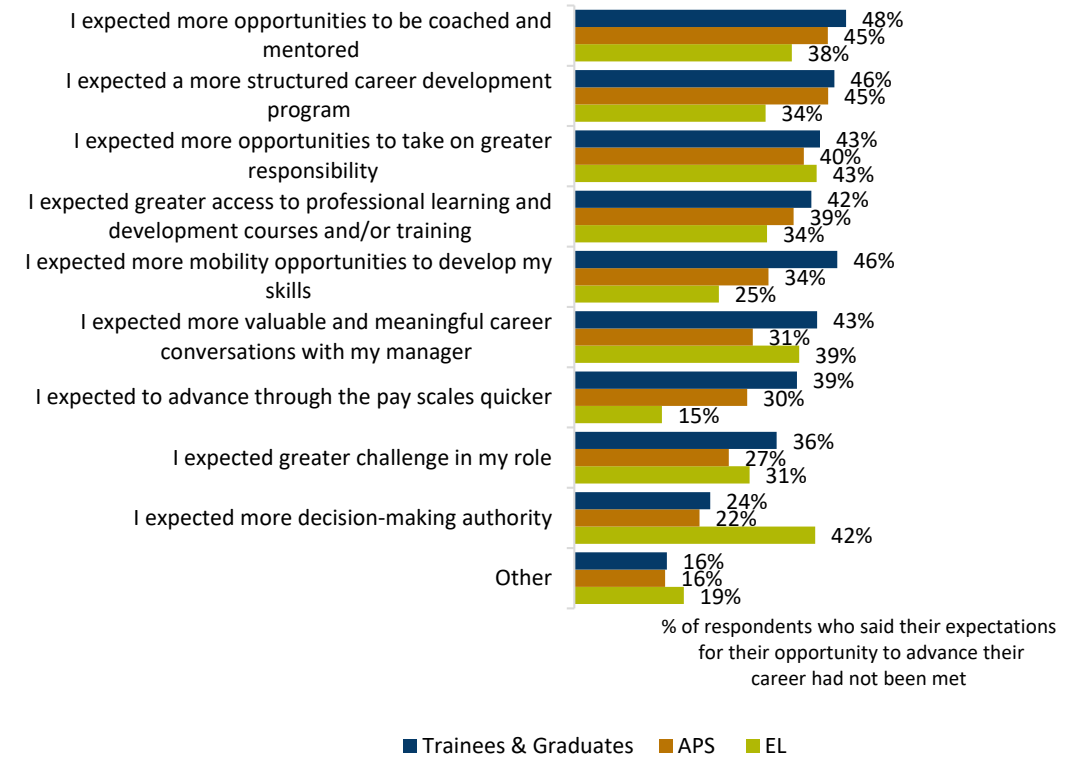
Note: As respondents could select more than one response, totals may not sum to 100%.

The reasons why expectations for career advancement had not been met varied between classifications

When compared to those in other classifications, EL respondents expected more decision-making authority (42%).

Trainee and graduate respondents expected more mobility opportunities to develop their skills (46%) and to advance through the pay scales quicker (39%).

Why expectations regarding opportunities to advance their career had not been met by classification level



Note: As respondents could select more than one response, totals may not sum to 100%. Results for SES respondents are not shown due to very small numbers.



These findings have implications for how APS workplaces attract new starters and the experience they provide upon commencement

The APS has many attraction factors that appeal to new starters and could be used to bring talent into the APS. These factors are not universal for all new starters.

The importance of the top five overall attraction factors differed by classification level. This suggests that when advertising job vacancies, workplaces should consider the classification level of the position and what will appeal to the target talent pool.

Encouragingly, APS workplaces are generally meeting new starters' expectations of their new role. This is important as research over time has shown that delivering on expectations contributes to a range of positive benefits including higher levels of employee engagement and retention.

The opportunity for career advancement was a key area of attraction in which the expectations of new starters were not typically being met. The reasons provided by respondents highlight the importance of coaching and mentoring and more structured development programs.

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