

Frequently Asked Questions

Why do we need an APS Employee Value Proposition?

A strong, authentic and well-communicated APS EVP will help address APS attraction and retention issues at the enterprise level by raising awareness of the APS as an employer and sending a positive message about working for the APS.

Research conducted by the APSC highlights a lack of public awareness of employment opportunities within the APS. In a 2023 survey into public perceptions of the APS as an employer, the most common reason for respondents not seeking APS employment was a lack of awareness of the APS as an employer. This is supported by findings from the [2023 New Starters Survey](#), which found that almost half (45%) of new starters had previously worked with the APS in some capacity before commencing in an ongoing role.

These findings present significant opportunities for the APS to attract and retain talent from outside of the APS through lifting its employer profile.

Who is the target audience for the APS EVP?

The APS EVP is an important tool in attracting and retaining staff, so it is targeted to prospective and current APS employees.

How will the APS EVP be implemented?

Implementation of the APS EVP will follow a phased approach, beginning with communications activities to build awareness and understanding of the APS as a model employer through existing social media accounts and APS websites. Beyond communications tactics, important work to support APS EVP delivery is also underway, such as improvements to the APS Jobs online experience.

What does the release of the APS EVP mean for my agency?

The APS EVP does not replace agency EVPs, enterprise agreements or employment tools. The APS EVP describes the employment experience across the APS and will complement and reinforce existing agency-specific EVPs, where they exist.

Agencies that already have an EVP can use the APS EVP to reinforce their agency EVP by linking to it from recruitment and communications material, agency careers page/s and social media posts.

Agencies that do not have an EVP can use the APS EVP in the same way as the above. You can also use the APS EVP as a basis for developing an agency-specific EVP, if one is required.

Will the APS EVP change the way my agency approaches recruitment?

The release of the APS EVP will not necessitate changes to your agency's approach to recruitment. Agencies are encouraged, however, to consider how they can deliver a great employee experience (as promised in the APS EVP) starting from recruitment.

Agencies may also wish to feature the APS EVP in their recruitment activities. Agencies can access downloadable APS EVP resources to support their attraction and recruitment efforts.

How can I find out more about the APS EVP?

Please contact the [Future of Work Taskforce](#).

