

# Australia's Top 100 Gen Z Employers 2024



Workplace and employee insights brought to you by



**Australia's Top 100 Gen Z Employers**

Report is produced by:

**YouthInsight**  
powered by Student Edge



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## About **Student Edge**

Student Edge was founded in 2003 by four students who recognised the challenges faced by young people on a range of issues such as cost of living, student life, access to part-time work and career guidance. Student Edge is now the largest member-based organisation of high school and

tertiary students in Australia, with more than 1.3 million members nationwide.



Visit [studentedge.org](https://studentedge.org)  
for more information

## About **YouthInsight**

YouthInsight is a full-service market research arm, powered by Student Edge. Our team of experienced market researchers specialise in youth insights, with countless years of experience unlocking young people's thoughts, behaviours and motivations to help clients see the world through their eyes. Our

unique access and understanding of Australia's Gen Z and Gen Alpha populations enable us to conduct national surveys and swiftly recruit 11 to 29 year-olds for qualitative research projects.

## YOUTH INSIGHT

Visit [youthinsight.com.au](https://youthinsight.com.au)  
for more information

## About **Workplacer**

Dedicated to fostering the financial wellbeing of students, Workplacer empowers individuals to enhance their employability profile, irrespective of prior work experience. Workplacer's platform facilitates seamless job exploration and application within the hospitality and retail sectors, tailored to

students' localities. Additionally, Workplacer aids businesses in retaining their workforce by offering various incentives, such as cashback rewards, exclusive in-store discounts, enticing online offers from renowned brands, and discounted gift cards and vouchers for popular entertainment options like movies.



Visit [workplacer.com.au](https://workplacer.com.au)  
for more information

## About **Xref**

Xref.com is an Australian technology platform, rated #1 globally for automated reference checking. Xref reinvented how references are checked and continues to challenge the status quo across the entire talent journey. Xref empowers organisations to make insightful hiring decisions based

on data-driven feedback. Together with Workplacer, Xref helps students get ahead in a competitive job market with academic and workplace reference checks. Xref has conducted over half a million reference checks for Australian graduate job seekers.



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for more information



Attract, Reward & Retain  
Grow your business with Workplacer

Find

&

retain

great staff

By combining job opportunities with attractive incentives and discounts, Workplacer not only supports students in finding employment - but also contributes to their overall financial well-being.

Workplacer - staff recruitment and engagement platform - Discover more today!



 workplacer

# Introduction

## Student Edge, YouthInsight and Workplacer are excited to announce Australia's Top 100 Gen Z Employers 2024!



Despite being the newest generation entering the workforce, Gen Z know exactly what they're after when it comes to workplaces and employers. So which workplaces have succeeded in winning over Gen Z? Keep reading to find out as we uncover some surprising insights from the first wave of Australia's Top 100 Gen Z Employers 2024 Report.

Student Edge and YouthInsight are excited to launch our very first wave of Australia's Top 100 Gen Z Employers 2024, in collaboration with Workplacer. This 2024 report sets the benchmark for the most popular workplaces, as voted by nearly 1,000 Australians, aged 15 to 24.

Our report starts off with a breakdown of the demographics of our Gen Z participants, including their student and employment status. Next, we take a deep dive into Gen Z's top industries, job searching behaviours and employer values, then we reveal the overall rankings of the Top 100 Gen Z Employers.

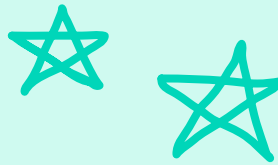
After grouping the workplaces into one of the following categories:

- Technology & Games
- Entertainment
- Supermarket & Department stores
- Wellness, Stationary & Gifts
- Hospitality & QSR
- Clothes & Fashion
- Sports, Gym & Outdoors
- Hotels
- Attractions

We computed category-specific rankings and explored the factors attracting and deterring young people from employment within each category.

Because young people tend to gravitate towards the service industry when choosing their first jobs, or when engaged in studies, we chose to focus this study on this sector.

# Key insights



## We are excited to present our first wave of Australia's Top 100 Gen Z Employers 2024 Report.

In this report, we are introducing the Student Edge Gen Z Employer Values, which is inspired by the methodology used in our **Top 100 Youth Brands Report**. We identified 10 attributes that young people value when they are choosing where to work. Then, we asked our young respondents to associate these attributes with their favourite workplaces. Before we reveal the Top 100 Gen Z Employers and Employer Values, we'd like to share some insights about young Australians' employment experience.

Many young Australians work hard, with 6 out of 10 currently employed. Most work casually or part-time in retail, hospitality, or tourism. What's interesting is that nearly half of young Australians are still on the lookout for new jobs, or additional hours, even though they are already employed. While they're currently looking for jobs within the same industries they're already in, their dream jobs for the future are in healthcare, education, or technology. This lines up with what we've learned from our **Gen Z Industry and Study Pathways Report**, which indicated that retail and hospitality roles are primarily seen as temporary jobs by young Australians, especially those younger than 22 who are currently studying. They do not plan on staying in those industries in the long term.

Young Australians, who are often good with technology, use websites like Seek and Indeed to look for jobs. It is surprising that even though they are good with tech, 26% still prefer to drop off their resume in person. This might seem surprising in this day and age, especially for such a tech-savvy generation. However, the convenience of dropping off their resumes at local shops, cafes, restaurants or shopping malls justifies this job seeking strategy.

To assess Student Edge Gen Z Employer Values, we asked young Australians to identify which employer attributes were the most and least important to them when choosing between companies to work for. Among all common attributes that a workplace could offer, Gen Z valued a competitive salary the most. Young Australians are also driven by career advancement opportunities, the availability of additional benefits and a positive and ethical work environment.

The Top 10 Gen Z Employers belong to categories such as Technology & Games, Supermarkets & Department Stores, Entertainment and Attractions. The Employer Value young people most associated with the winners of these categories was being well-established. Interestingly, this value was not among the Top 5 Employer Values prioritized by Gen Z.

This pattern recurs throughout all categories in our study. For instance, the winners for the Hospitality & QSR, and Clothes & Fashion categories were associated with being popular among young people, which, again, was not a highly sought after Employer Value for Gen Z.

This suggests that because young Australians view employment within these categories as short term, there is an evident lack of familiarity with the employee values offered by these companies. This could explain the misalignment between the Employer

Values Gen Z most associate with the category winners and the Employer Values they desire in the future for longer term employment.

This lack of knowledge drives young people to form perceptions based on personal experiences as customers and the feedback they hear from friends and family. Take the Apple Store, for example, which is 2024's Top Gen Z Employer. The exceptional customer experiences provided by Apple Stores attract young people to consider working there. Similarly, Woolworths, as the category winner and second highest ranking Gen Z Employer, appeals to young Australians because of the friendly atmosphere they encounter while shopping in their stores. Likewise, the exciting customer experiences offered by category winners like HOYTS and Warner Bros. Movie World lead young people to believe that working for these companies would be just as enjoyable.

A deeper examination of attractors and deterrents across categories reveals some consistent trends. Attractors often centre around positive customer experiences or perceptions of the workplace, a personal interest or passion for the products or services offered, and attractive compensation and employee benefits. However, deterrents can vary across categories. For instance, the entertainment industry is not weighed down by negative reputations as much as other sectors. Niche industries like Sports, Gym & Outdoors face deterrents related to unfamiliarity or feelings of lacking expertise. In industries like Hospitality & QSR, Clothes & Fashion, and Attractions, ethics play a particularly important role for young workers.

In conclusion, employers should not underestimate the influence of word of mouth or online interactions on managing perceptions among young people. It is important for companies to prioritise creating positive environments and experiences and demonstrating ethical practices to attract and retain young talent.





# Methodology

**In this first wave of Australia's Top 100 Gen Z Employers Report, YouthInsight and Student Edge carefully compiled a list of over 150 workplaces that have the potential to shape the career trajectories of the newest generation in the workforce.**

Then, leveraging the Student Edge Youth Research Panel and other trusted external panels, we surveyed close to 1,000 young people aged 15 to 24 on how enthusiastic they would be about working at a range of workplaces.

Participants were presented with randomized employer categories, employer names and the Student Edge Gen Z Employer Appeal scale, which included: 'never heard of it', 'never consider working', 'not likely to consider working', 'I am neutral towards it', 'interested in working at', and 'excited to work at.' Respondents rated the workplaces they were presented with accordingly.

The score used to calculate the final rankings of each employer is the combined net of, 'interested in working at', and 'excited to work at', or **Gen Z Employer Appeal Score**. The higher the score, the better the performance of the company.

As companies evolve and diversify, categorising workplaces into a single group becomes challenging. However, our Gen Z expert committee endeavoured to place brands under the most appropriate categories based on where they conduct most of their activity.

## Interpreting this Report:

1. N=960 participants provides a 95% confidence level ( $p=0.05$ ) | with +/- 3% margin of error (CI).
2. Gender-specific insights do not include non-binary and gender diverse participants, or gender undisclosed participants, due to a low population sample.
3. Data shown in this report are rounded to the nearest whole number. Total proportions may not add up to exactly 100%. Additionally, where employers receive the same score, differences in position reflect their score to two decimal places.

4. Qualitative responses have been edited for clarity and/or length.

## Data Security:

5. Attention check and bot-screening questions were included within the survey to ensure data submitted into the survey is of high quality.
6. Following completion of fieldwork, YouthInsight conducted rigorous data checking and cleaning to ensure that only quality responses were used within the data analysis and reporting of findings.



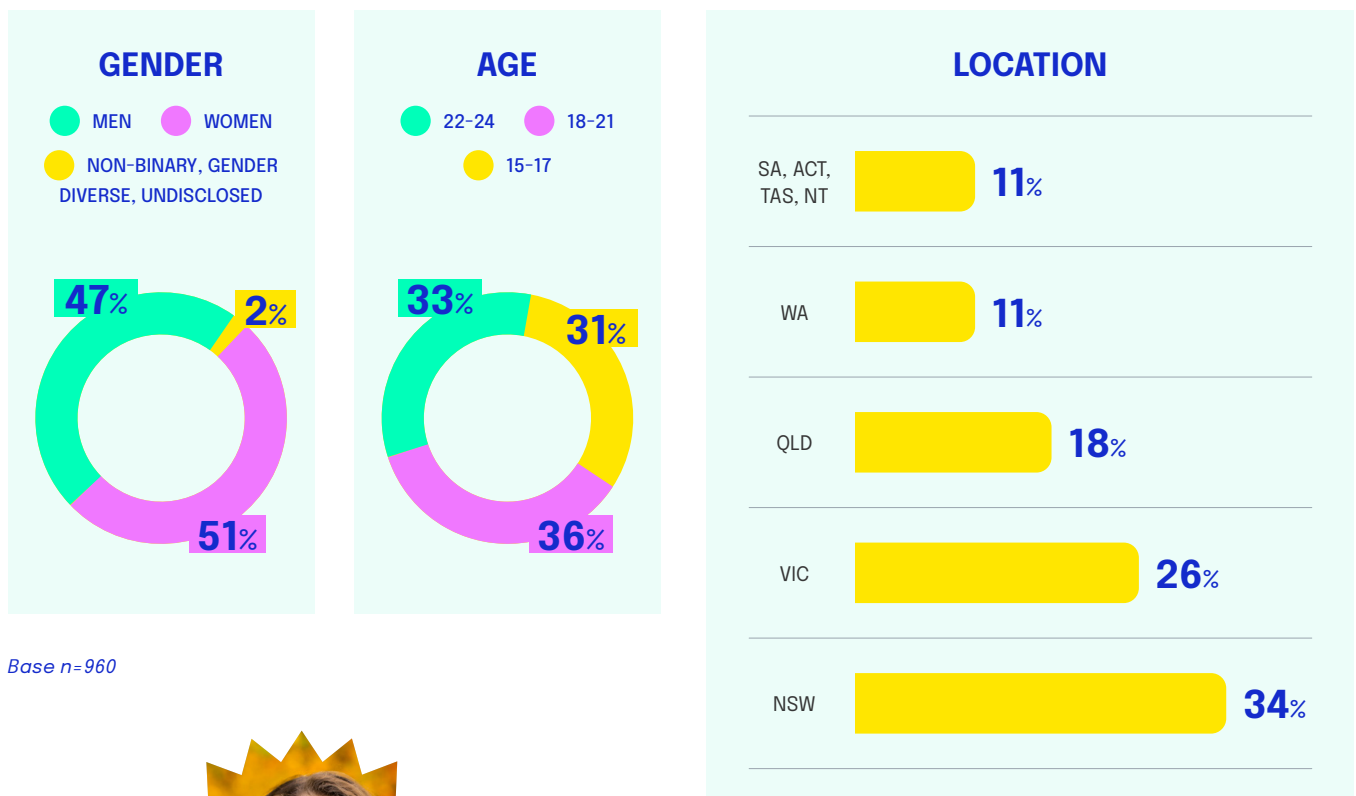


# Participant Profile – Demographics

To ensure survey results are representative of the Australian youth population, participant recruitment included target quotas based on age, gender, state and territory population distributions in accordance with the Australian Bureau of Statistics (ABS) Data.



Below is a breakdown of the population demographics:



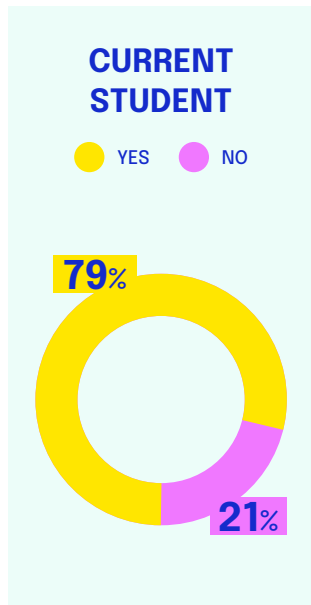
Base n=960



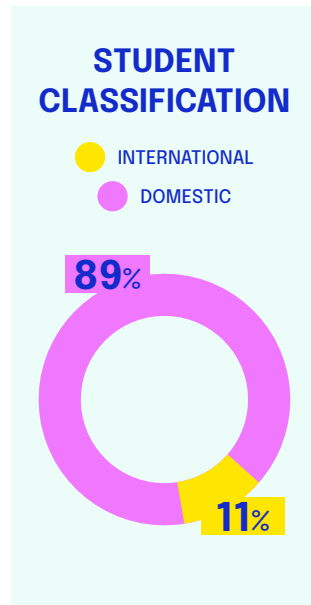
# Participant Profile – Study Status



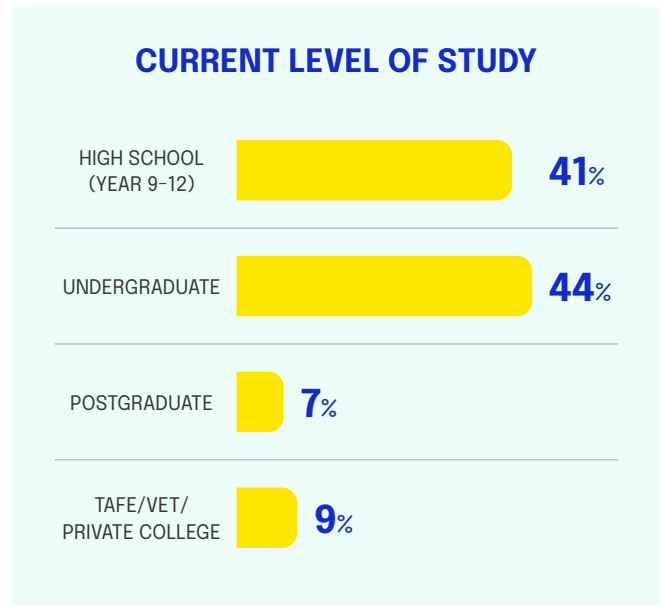
The majority of young people in Australia are engaged in studies as domestic students.



Base n=960



Base n=759



Base n=759

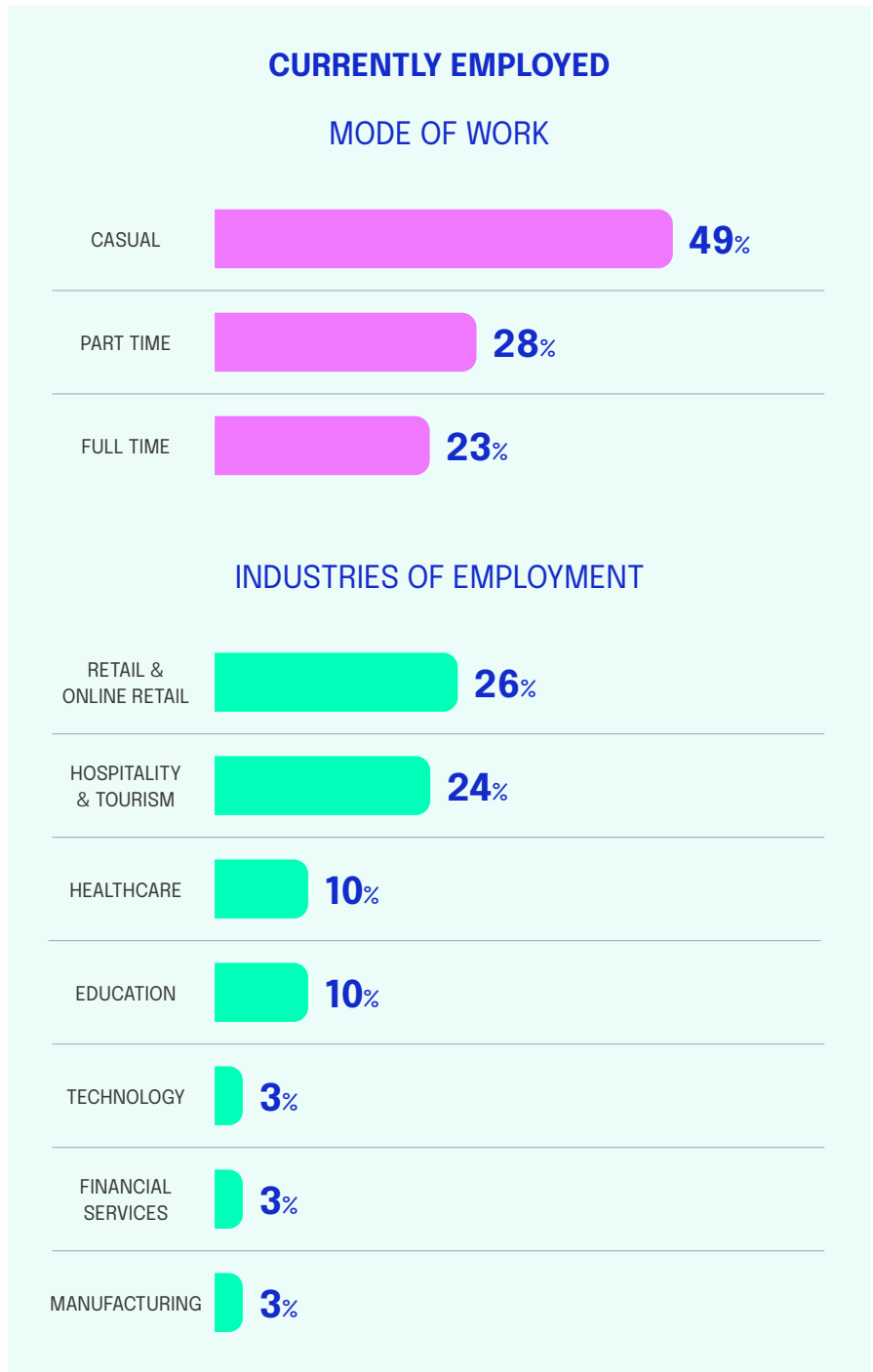


# Participant Profile – Work Experience

62% of respondents are currently employed and they mainly hold casual (49%) or part time (28%) jobs in retail (26%) or hospitality and tourism (24%).



Base n=960



Base n=597 (currently employed respondents)



# Participant Profile – Key Industries

## Current vs Aspirations

We asked our respondents about the industry they currently work in, industries they are seeking, and the industry they dream of working in one day.

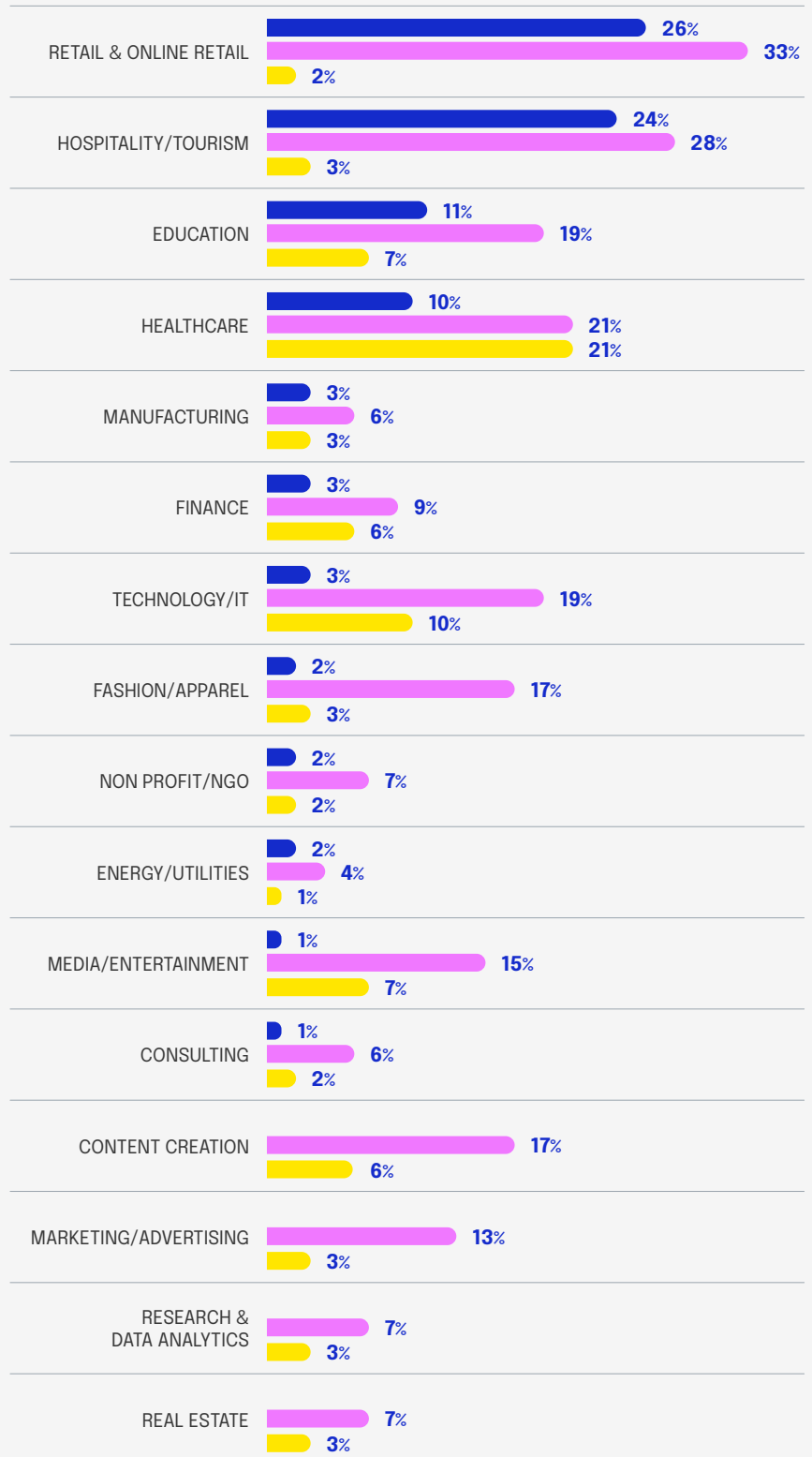
After compiling this information, we noticed some interesting trends. Retail and hospitality jobs are seen as a short-term plan. Approx. 26% of young people are currently working in retail, and 33% are on the hunt for retail jobs. However, only a tiny 2% see retail as a meaningful or rewarding long term career choice. The results are similar for hospitality—24% are currently working in this industry, 28% are seeking hospitality jobs, but only 3% identified hospitality as their dream industry.

When it comes to education and healthcare, the trend is slightly different. The perception among young people is that these industries offer a long-term path. About 10% of respondents are already working in education (as tutors, assistant teachers, etc.) or in healthcare (as nurses, carers, etc.). 19% are actively looking for jobs in education, while 21% are on the hunt for healthcare jobs. Moreover, 7% and 21% aspire to work in education and healthcare, respectively.

- CURRENT
- SEEKING
- DREAM



## GEN Z's INDUSTRIES – CURRENT, SEEKING, DREAM



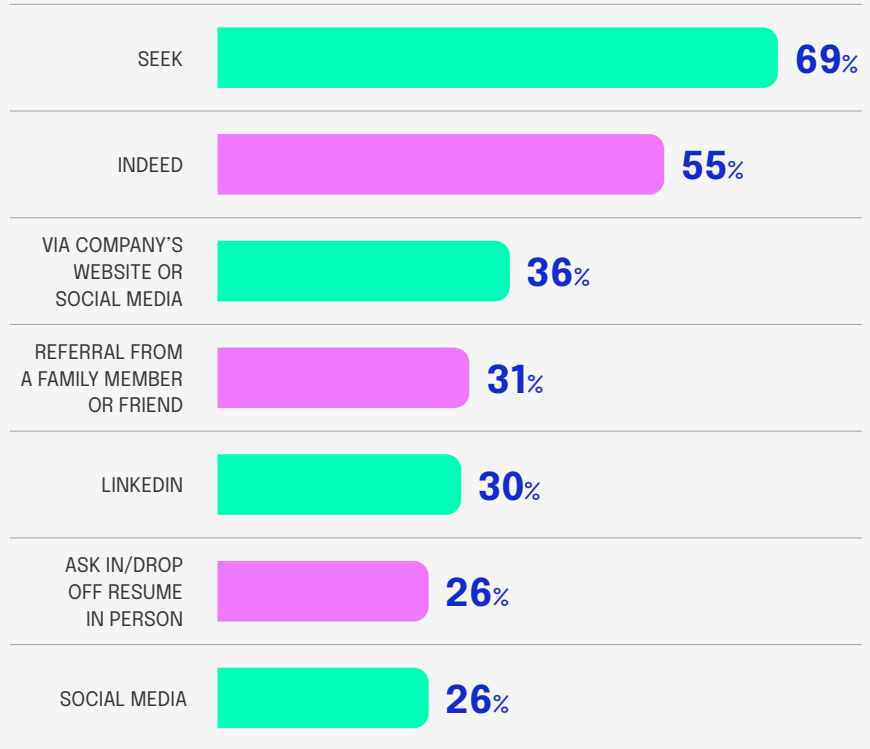
# Participant Profile – Job Seeking



Seek (69%) and Indeed (55%) are the most common job sites used by young people. Additionally, some proactively visit the websites or social media pages of companies they're interested in to check for job openings (36%). Some prefer to apply in person, with 26% choosing to drop off their resume at their desired workplace.

LinkedIn's job search feature is used by 30% of respondents. Furthermore, 26% browse social media for job advertisements.

## JOB SEARCH METHOD





Work/Education experience      References powered by XREF

- Jan 2014 - Dec 2016 · Part-time · Employment  
**Barista** Gloria Jeans Coffee  
Brisbane, Australia  
✔ A pre-verified reference exists for this role [Review](#)
- Jan 2015 - Dec 2019 · QUT · Education  
**Bachelor of Information Technology (Computer Science)**  
Brisbane, Australia  
✔ A pre-verified reference exists for this experience [Review](#)

# Xref verified students **get hired.**

Xref is an Australian HR technology platform, **rated #1 globally** for automated reference checking.

Together with Workplacer, Xref helps students get ahead in a competitive job market with academic and workplace reference checks.

Xref has conducted over **half a million reference checks** for Australian graduate job seekers. All from Xref's mobile first platform.

See why more companies are choosing Xref.

- ✔ Mobile first checking experience
- ⚡ 24hr reference turnaround
- 🌐 Multi-language support



Google

969 reviews as of 7/6/2024

★★★★★ 4.7

Visit our website, [xref.com](https://xref.com)



# Student Edge Gen Z Values Employer Edition

It's one thing to know which employer attributes are valued the most among Gen Z, and another to see which attributes they associate with their favourite employer. Student Edge's Gen Z Employer Values assessment does exactly that. Our Gen Z Values assessment reveals how employers are associated with the values that are important to young people.

## HOW IT WORKS

After participants selected their favourite employer in each category, they were shown 10 employer attributes, or Employer Values, and were asked to select the one they most associated with that employer.

These attributes revolved around company reputation, compensation and benefits, career advancement, ethics, sustainability, diversity, creative freedom, and appeal to Gen Z.

All employer category winners received a Gen Z Employer Values assessment reflecting their top ranked attribute.

So how does each workplace compare, and which employer attributes do Gen Z most associate with their most favourite employers.

**Read on to find out!**

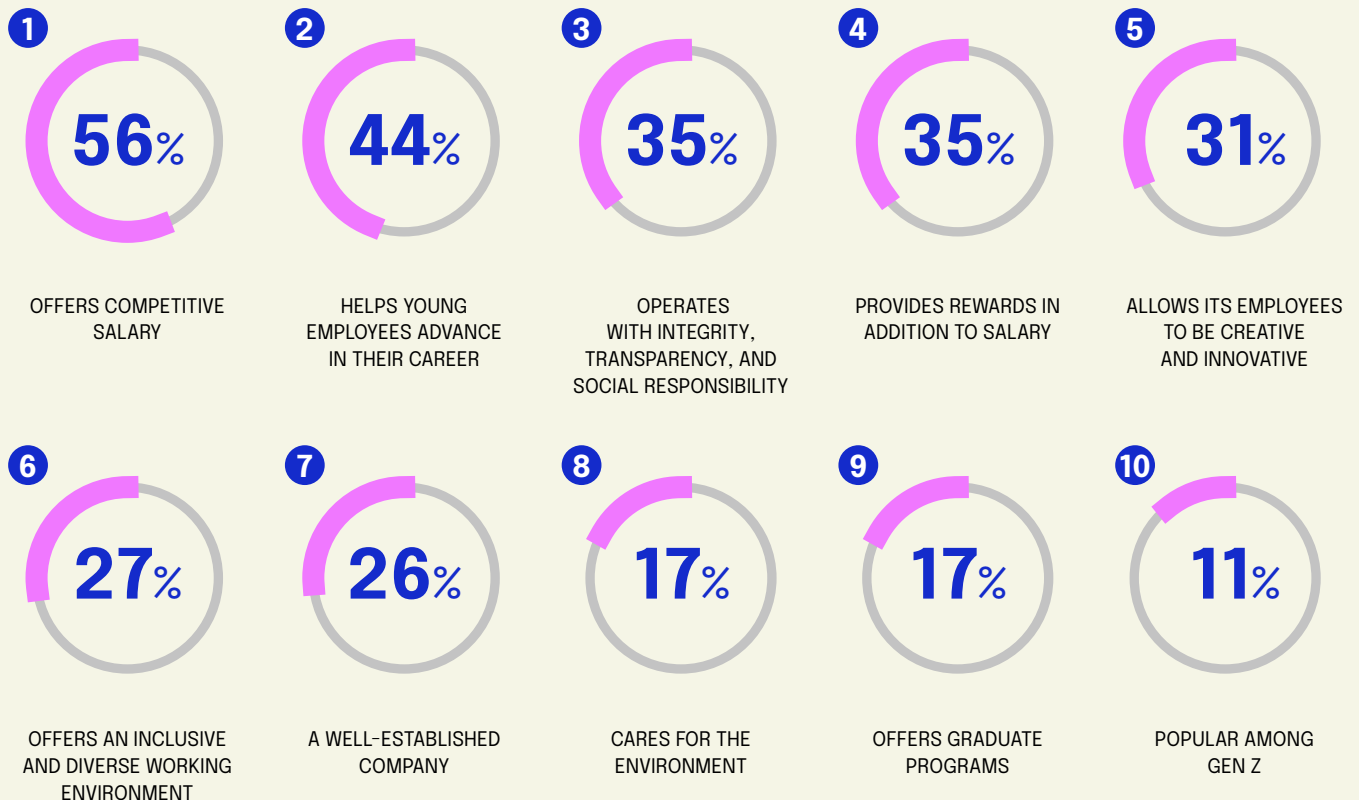


## WANT TO KNOW WHAT TRULY DRIVES GEN Z IN THE JOB SEEKING PROCESS?

In 2024, we asked young Australians to identify which employer or workplace values were the most and least important to them when choosing between companies to work for.

Among all common attributes that a workplace could propose, Gen Z valued a competitive salary the most. Young Australians are also driven by career advancement opportunities, a positive and ethical work environment, and the availability of additional employee benefits.

## Gen Z's Most Important Employer Values



# Top 100 Results

 Category winner

 1	 2	 3	 4	 5
 6	 7	 8	 9	 10
 11	 12	 13	 14	 15
 16	 17	 18	 19	 20
 21	 22	 23	 24	 25
 26	 27	 28	 29	 30
 31	 32	 33	 34	 35
 36	 37	 38	 39	 40
 41	 42	 43	 44	 45
 46	 47	 48	 49	 50

Rankings for all 175 employers were derived by summing the scores for "Interested to work at" and "Excited to work at" (i.e. Gen Z Employer Appeal Score) then ranking these scores from highest to lowest. The Top 100 employers with the highest Gen Z Employer Appeal Scores are shown here.

# Top 100 Results

				
51	52	53	54	55
				
56	57	58	59	60
				
61	62	63	64	65
				
66	67	68	69	70
				
71	72	73	74	75
				
76	77	78	79	80
				
81	82	83	84	85
				
86	87	88	89	90
				
91	92	93	94	95
				
96	97	98	99	100

Rankings for all 175 employers were derived by summing the scores for "Interested to work at" and "Excited to work at" (i.e. Gen Z Employer Appeal Score) then ranking these scores from highest to lowest. The Top 100 employers with the highest Gen Z Employer Appeal Scores are shown here.



# Technology & Games



## What draws and deters young people from working in the Technology & Games category?

We conducted an in-depth analysis of Gen Z's feedback to unearth the factors that both appeal to and deter young people from pursuing employment within each category.

As the winner of the category and being the top Gen Z Employer of 2024, Apple Store always stands out for its commitment to creating premium customer experiences.

This strategy also applies to the entire category and excites Gen Z about employment opportunities.

Companies operating in the Technology & Games (TG) category strategically align their offerings with the interests of young demographics. This ultimately influences the interest of potential hires too.

On the other hand, instances of negative word of mouth and poor perceptions of the working environment can create doubt and hesitation among young people considering employment within this category.



### GEN Z's TOP 3 EMPLOYER VALUES: TG



**32%**

A WELL ESTABLISHED COMPANY



**22%**

POPULAR AMONG GEN Z



**9%**

ALLOWS ITS EMPLOYERS TO BE CREATIVE & INNOVATIVE

*"Attractive compensation and employee benefits."*

18 - 21 years old, Man

*"Always have positive experiences with the staff when I go there, and a friendly work environment is very important to me."*

15- 17 years old, Woman

*"Heard they have good staff incentives."*

18 - 21 years old, Man

*"I feel like I would get along with all the coworkers there who have a similar interests."*

18 - 21 years old, Woman

*"Don't seem to have a good work [place] feel, not much community."*

18 - 21 years old, Woman

*"I haven't heard many good reviews, so working for them would be a [hard] task."*

22 - 24 years old, Woman

## Technology & Games Category Winner:

Apple Store

Value most associated with Apple Store:

Well-established company



# Technology & Games

THE APPLE STORE RANKED FIRST FOR BOTH MEN (55%) AND WOMEN (37%)

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

GEN Z EMPLOYER APPEAL SCORE

1	APPLE STORE	20%	10%	23%	27%	19%	46%
2	JB HI FI	20%	13%	24%	30%	14%	44%
3	EB GAMES	2%	29%	13%	22%	24%	35%
4	TELSTRA	30%	22%	24%	18%	6%	24%
5	HARVEY NORMAN	2%	31%	15%	29%	18%	23%
6	THE GOOD GUYS	2%	30%	19%	28%	16%	21%
7	OPTUS	33%	21%	27%	15%	4%	19%
8	VODAFONE	3%	33%	24%	22%	14%	18%

**Additional Technology & Games companies that would be exciting to work at, as voiced by Gen Z:**  
Playstation, Riot Games, Microsoft, Atlassian, Samsung, Sony, Huawei



# Entertainment

## What draws and deters young people from working in the Entertainment category?



According to our in-depth analysis, the Entertainment (ENT) category can also take advantage of creating good customer experiences to attract young talent.

It is well-known that Gen Z frequents entertainment venues. Our 2023 Top 100 Youth Brands Report revealed an increasing trend among young audiences towards in-venue entertainment. HOYTS Cinemas, Event Cinemas, Timezone, and Zone Bowling rose in the rankings in 2023, reflecting the ongoing fascination with in-person gaming and entertainment.

It seems that creating such exciting customer experiences attracts young people to work for the brands they love. They can see that working will be equally entertaining.

On the other hand, poor perceptions, low awareness and interest levels deter young people from getting excited about working in entertainment venues where they have no personal customer experience.

### GEN Z's TOP 3 EMPLOYER VALUES: ENT



**36%**

POPULAR AMONG GEN Z



**30%**

A WELL ESTABLISHED COMPANY



**10%**

ALLOWS ITS EMPLOYERS TO BE CREATIVE & INNOVATIVE

*“Been here at least 10 times I love it.”*

22 - 24 years old, Woman

*“Heard great things about employee remuneration programs.”*

18- 21 years old, Woman

*“It sounds like a fun place to work. I enjoy going there as a customer.”*

18 - 21 years old, Woman

*“I have never heard of them.”*

15 - 17 years old, Man

*“Different roles available, more likely to find something I like.”*

22 - 24 years old, Woman

*“Doesn't align with any of my interests.”*

18 - 21 years old, Woman

*“I would love the employee discount.”*

18- 21 years old, Man



### Entertainment Category Winner:

HOYTS Cinema

Value most associated with HOYTS Cinema:

Well-established company





# Entertainment

HOYTS RANKED FIRST AMONG MEN (45%), WHILE LEGO WAS NUMBER ONE WITH WOMEN (33%).

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

GEN Z EMPLOYER APPEAL SCORE

Rank	Company	1. NEVER HEARD OF	2. NEVER CONSIDER WORKING	3. NOT LIKELY TO CONSIDER WORKING	4. I AM NEUTRAL TOWARDS IT	5. INTERESTED IN WORKING AT	6. EXCITED TO WORK AT	GEN Z EMPLOYER APPEAL SCORE
1	HOYTS CINEMAS	7%	18%	13%	22%	26%	13%	39%
2	LEGO	2%	21%	16%	24%	18%	19%	37%
3	EVENT CINEMAS	6%	20%	14%	23%	27%	9%	36%
4	ZONE BOWLING	6%	22%	18%	21%	19%	14%	33%
5	TIMEZONE	5%	22%	18%	25%	18%	12%	30%
6	WESTFIELD	5%	19%	18%	29%	17%	12%	29%
7	STRIKE	17%	23%	16%	18%	19%	8%	27%
8	VILLAGE CINEMAS	13%	24%	17%	20%	19%	7%	26%
9	HOLEY MOLEY	13%	18%	18%	25%	15%	11%	26%

**Additional Entertainment companies that would be exciting to work at, as voiced by Gen Z:**

Reading cinema, Netflix, Disney and major radio stations and TV channels (e.g. Channel 7). Hijinx Hotel and other escape rooms, Kingpin, laser tag, paintball.



# Supermarkets & Department Stores



## What draws and deters young people from working in the Supermarkets & Department Stores category?

Our in-depth analysis reveals that the Supermarkets & Department Stores (SDS) category has the potential to influence perceptions of the working environment by prioritising a friendly and welcoming service provision approach in stores. That would make young people want to work there.

As highlighted in our 2023 Top 100 Youth Brands Report, the increasing cost of living prompts young people to buy brands that are value for money within the Retail Category. Consequently, they invest considerable time exploring shops seeking the best deals.

It's evident that the atmosphere created by companies in their stores captures the attention of young people, inspiring aspirations of potential future employment.

However, negative perceptions related to working conditions, including safety concerns, deter young people from having interest in or feeling excited about working at Supermarkets & Department Stores.

### GEN Z's TOP 3 EMPLOYER VALUES: SDS



**32%**

A WELL ESTABLISHED COMPANY



**19%**

POPULAR AMONG GEN Z



**8%**

OFFERS COMPETITIVE SALARY

*“Easy to work in, good environment; would provide important experience for my career.”*

15- 17 years old , Man

*“Unsafe job with the amount of time people try to rob the store.”*

18 - 21 years old, Woman

*“Seems like a fun environment - lots of young workers.”*

22- 24 years old, Woman

*“Lonely, late hours, can it be unsafe?”*

22 - 24 years old, Woman

*“As it seems to pay well, [has] flexible working hours and good management..”*

18 -21 years old, Man

## Supermarkets & Department Stores

### Category Winner: Woolworths

**Value most associated with Woolworths:**

Well-established company



# Supermarkets & Department Stores

KMART RANKED FIRST AMONG WOMEN (43%), WHILE WOOLWORTHS WAS NUMBER ONE WITH MEN (56%).

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

GEN Z EMPLOYER APPEAL SCORE

Rank	Employer	1. NEVER HEARD OF	2. NEVER CONSIDER WORKING	3. NOT LIKELY TO CONSIDER WORKING	4. I AM NEUTRAL TOWARDS IT	5. INTERESTED IN WORKING AT	6. EXCITED TO WORK AT	GEN Z EMPLOYER APPEAL SCORE
1	WOOLWORTHS	0%	14%	11%	30%	28%	16%	44%
2	OFFICEWORKS	1%	16%	16%	24%	24%	19%	43%
3	KMART	0%	18%	10%	31%	24%	17%	41%
4	IKEA	0%	23%	14%	24%	26%	12%	38%
5	COLES	0%	17%	13%	32%	25%	13%	38%
6	BUNNINGS WAREHOUSE	0%	16%	19%	29%	26%	10%	36%
7	BIG W	0%	17%	17%	30%	24%	11%	35%
8	TARGET	2%	17%	13%	34%	22%	11%	33%
9	ALDI	1%	19%	18%	30%	21%	11%	32%
10	MYER	1%	22%	13%	32%	19%	13%	32%
11	PET BARN	3%	25%	16%	25%	19%	12%	31%
12	IGA	2%	23%	20%	28%	19%	8%	27%
13	BWS	6%	30%	16%	22%	19%	8%	27%
14	DAVID JONES	3%	25%	18%	28%	17%	9%	26%
15	DAN MURPHY'S	4%	30%	17%	24%	17%	8%	25%
16	THE REJECT SHOP	3%	25%	23%	27%	12%	9%	21%
17	7-ELEVEN	1%	34%	25%	20%	11%	9%	20%

# Wellness, Stationary & Gifts

## What draws and deters young people from working in the Wellness, Stationary & Gifts category?

Our in-depth examination reveals that personal interest plays an important role in shaping the enthusiasm of young people towards employment within the Wellness, Stationary, & Gifts (WSG) category.

As a category leader, Chemist Warehouse garners interest among young people due to the potential educational value it offers in healthcare and pharmaceuticals.

Young people passionate about reading, makeup, and well-being, view employment within this category as a valuable and enriching experience.

Conversely, having low interest in these areas and perceptions of a difficult environment tends to deter some young people from considering employment in this category.

### GEN Z's TOP 3 EMPLOYER VALUES: WSG



**25%**

POPULAR AMONG GEN Z



**22%**

A WELL ESTABLISHED COMPANY



**10%**

ALLOWS ITS EMPLOYERS TO BE CREATIVE AND INNOVATIVE

*“Would be interesting to get some idea/learn about medical products.”*

18 - 21 years old, Man

*“I love reading books and being able to share my interest with customers.”*

18 - 21 years old, Man

*“I would enjoy gaining pharmaceutical experience.”*

22 - 24 years old, Woman

*“Staff are friendly and they receive praise for good work ethic.”*

18 - 21 years old, Woman

*“Makeup is a strong interest of mine.”*

15 - 17 years old, Woman

*“Not interested in this area. I wouldn't enjoy working there.”*

18 - 21 years old, Man

*“Overall bad environment.”*

15 - 17 years old, Man



### Wellness, Stationary & Gifts Category Winner:

Chemist Warehouse

Value most associated with Chemist Warehouse:

Well-established company



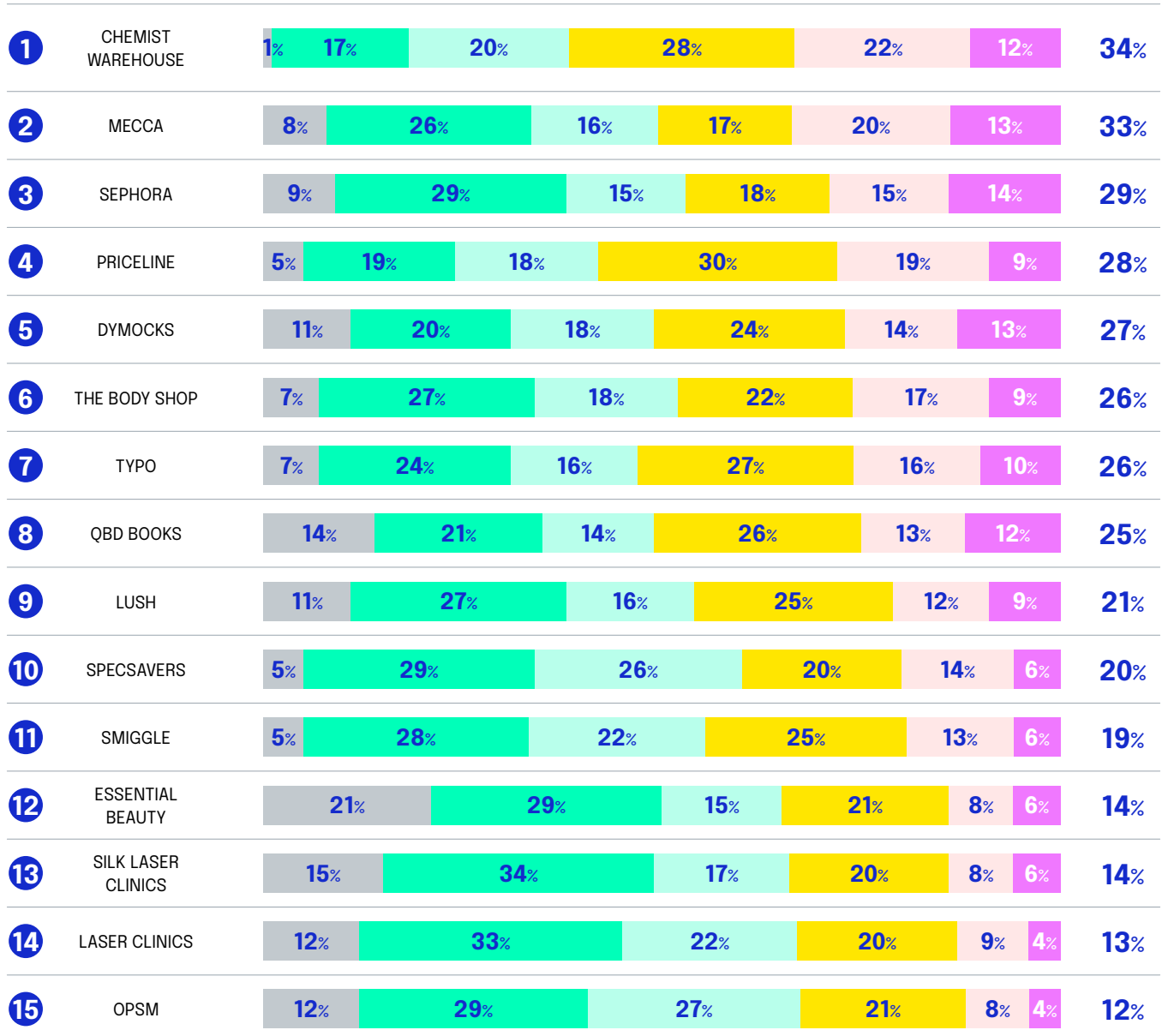


# Wellness, Stationary & Gifts

MECCA RANKED FIRST AMONG WOMEN (53%), WHILE CHEMIST WAREHOUSE WAS NUMBER ONE WITH MEN (31%).

1. NEVER HEARD OF   2. NEVER CONSIDER WORKING   3. NOT LIKELY TO CONSIDER WORKING  
 4. I AM NEUTRAL TOWARDS IT   5. INTERESTED IN WORKING AT   6. EXCITED TO WORK AT

GEN Z EMPLOYER APPEAL SCORE



**Additional Wellness, Stationary & Gifts companies that would be exciting to work at, as voiced by Gen Z:**  
 Kikki K, DAISO, W Cosmetics, Dusk.

# Hospitality & QSR

## What draws and deters young people from working in the Hospitality & QSR category?



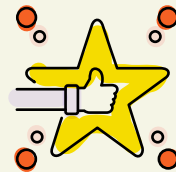
Hospitality & QSR (HQSR) play a significant role as employers for young Australians. Many young people we surveyed are either currently employed in or actively seeking jobs in the hospitality and retail industries.

Young people are drawn to employment in this category by the appeal of customer experiences and personal interest, as well as the attractive employee benefits offered. Cash bonuses and flexible working conditions are among their favorite employee rewards. Additionally, nearly half of the respondents currently receive employee discounts. They also cite discounts and free food as reasons for their interest in working in the companies operating in Hospitality & QSR category.

First and second-hand experiences seem to lean towards negative word-of-mouth regarding work conditions and ethics. Consequently, these factors serve as strong deterrents among young people considering employment within this category.



### GEN Z's TOP 3 EMPLOYER VALUES: HQSR



**33%**

POPULAR AMONG GEN Z



**23%**

A WELL ESTABLISHED COMPANY



**8%**

HELPS YOUNG EMPLOYEES ADVANCE IN THEIR CAREER

*“Because the people there are very nice and welcoming.”*

15- 17 years old, Woman

*“It looks fun and the workers look my age.”*

15- 17 years old, Man

*“They’ve got discounts and I would love a discount on such delicious food.”*

22 - 24 years old, Man

*“High salary, good employee benefits, high social recognition.”*

22- 24 years old, Man

*“Their customer service and reputation is not as good.”*

15- 17 years old, Woman

*“Don’t agree with its ethical and political views.”*

22 - 24 years old, Man

## Hospitality & QSR Category Winner:

**Ben & Jerry’s**

**Value most associated with Ben & Jerry’s:**

Popular among Gen Z



# Hospitality & QSR

BEN & JERRY'S RANKED FIRST AMONG WOMEN (31%), WHILE KFC WAS NUMBER ONE WITH MEN (35%).

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

GEN Z EMPLOYER  
APPEAL SCORE

Rank	Brand	1. NEVER HEARD OF	2. NEVER CONSIDER WORKING	3. NOT LIKELY TO CONSIDER WORKING	4. I AM NEUTRAL TOWARDS IT	5. INTERESTED IN WORKING AT	6. EXCITED TO WORK AT	GEN Z EMPLOYER APPEAL SCORE
1	BEN & JERRY'S	4%	27%	15%	23%	20%	11%	31%
2	KRISPY KREME	2%	29%	17%	22%	19%	11%	30%
3	STARBUCKS	2%	31%	18%	20%	19%	11%	30%
4	CHATIME	6%	28%	17%	20%	19%	10%	29%
5	BOOST JUICE	2%	23%	21%	25%	18%	11%	29%
6	BAKERS DELIGHT	4%	26%	18%	24%	19%	9%	28%
7	SUBWAY		31%	20%	21%	18%	10%	28%
8	GONG CHA	11%	29%	15%	17%	17%	11%	28%
9	GUZMAN Y GOMEZ	4%	28%	18%	24%	17%	10%	27%
10	GRILL'D	5%	29%	19%	22%	19%	7%	26%
11	SUSHI TRAIN	7%	28%	19%	22%	17%	8%	25%
12	KFC		36%	20%	19%	15%	9%	24%
13	BASKIN ROBBINS	9%	31%	17%	20%	15%	8%	23%
14	SAN CHURRO	12%	25%	17%	23%	15%	8%	23%
15	DOMIINO'S		34%	20%	23%	15%	7%	22%
16	GELATISSIMO	16%	28%	15%	19%	16%	6%	22%
17	DONUT KING	6%	30%	20%	22%	15%	7%	22%
18	COFFEE CLUB	9%	29%	18%	22%	15%	7%	22%
19	HUNGRY JACK'S		36%	23%	20%	15%	6%	21%
20	NANDO'S	4%	31%	19%	25%	15%	6%	21%
21	MCDONALDS		38%	21%	20%	12%	9%	21%

# Clothes & Fashion

## What draws and deters young people from working in the Clothes & Fashion category?



Perceptions surrounding the brand, clothing style, and product selection influence Gen Z's level of interest and excitement in working for companies within Clothes & Fashion (CF) category.

The broad appeal and prevalence of this category allow young people to share experiences and opinions about stores and the category as a whole.

Positive experiences or feedback they hear about employee benefits and enjoyable working environments drive interest in employment in Clothes & Fashion category.

However, negative perceptions, such as reports of unethical work practices or mistreatment of customers, can diminish young people's enthusiasm for working in this category.

### GEN Z's TOP 3 EMPLOYER VALUES: CF



**36%**

POPULAR AMONG GEN Z



**22%**

A WELL ESTABLISHED COMPANY



**7%**

PROVIDES REWARDS IN ADDITION TO SALARY

*"I feel it's a very youth work environment."*

18 - 21 years old, Woman

*"Genuinely try to develop a connection with customers, and the vibes are so good."*

15 - 17 years old, Man

*"They sell things I'm interested in and like so I feel like I could be helpful."*

15- 17 years old, Man

*"Can be highly unethical."*

18 - 21 years old, Man

*"I'm pretty sure you'd get discounts."*

22 - 24 years old, Woman

*"They do not care about their customers sometimes."*

22 - 24 years old, Man



### Clothes & Fashion Category Winner:

Cotton On

Value most associated with Cotton On:

Popular among Gen Z





# Clothes & Fashion

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

PETER  
ALEXANDER RANKED  
FIRST AMONG WOMEN  
(45%) AND UNIQLO  
WON FIRST PLACE  
AMONG MEN (37%)

GEN Z EMPLOYER  
APPEAL SCORE

1	COTTON ON	3%	21%	16%	25%	22%	13%	35%
2	UNIQLO	9%	21%	17%	20%	20%	13%	33%
3	UNIVERSAL STORE	9%	22%	14%	23%	21%	11%	32%
4	H&M	3%	25%	16%	24%	21%	11%	32%
5	PETER ALEXANDER	9%	24%	13%	22%	20%	11%	31%
6	VANS	3%	26%	19%	26%	19%	7%	26%
7	CULTURE KINGS	11%	26%	20%	18%	14%	11%	25%
8	ZARA	7%	28%	18%	22%	17%	8%	25%
9	BONDS	4%	26%	19%	26%	17%	7%	24%
10	CROCS	4%	26%	22%	23%	15%	9%	24%
11	FACTORIE	12%	27%	18%	19%	16%	8%	24%
12	PLATYPUS	9%	25%	17%	25%	16%	8%	24%
13	CITY BEACH	12%	24%	18%	23%	16%	7%	23%
14	GLUE STORE	18%	24%	15%	20%	15%	7%	22%
15	HYPE	14%	25%	19%	20%	15%	7%	22%
16	DR MARTENS	11%	28%	18%	21%	15%	7%	22%
17	COUNTRY ROAD	12%	28%	16%	23%	16%	6%	22%
18	GENERAL PANTS	15%	25%	16%	23%	13%	8%	21%
19	JAY JAYS	6%	30%	21%	23%	14%	6%	20%
20	MICHAEL HILL	11%	28%	21%	21%	13%	6%	19%

# Sports, Gym & Outdoors



## What draws and deters young people from working in the Sports, Gym & Outdoors category?

Employment decisions within this category are influenced by personal experiences with the brand as well as individual interest in fitness, sports, or outdoor activities (SGO).

Those with a passion for these areas are more inclined to express interest in working for companies in this category.

On the other hand, the lack of experience, skills and interest in these areas deters some young people from considering employment in the Sports, Gym & Outdoors category.

### GEN Z's TOP 3 EMPLOYER VALUES: SGO



**30%**

A WELL ESTABLISHED COMPANY



**27%**

POPULAR AMONG GEN Z



**8%**

OFFERS AN INCLUSIVE & DIVERSE WORKING ENVIRONMENT



*"Has a focus on customer support, and the workers there seem passionate and happy."*

22- 24 years old, Woman

*"I shop there a lot and it seems really fun."*

15 - 17 years old, Woman

*"It's a huge store and also a huge passion for me."*

22- 24 years old, Woman

*"I don't know anything about sports."*

18- 21 years old, Man

*"Had a friend work there and they got huge discounts."*

18 - 21 years old, Man

*"Out of my comfort area."*

18 - 21 years old, Woman

*"Not relevant to me."*

22 - 24 years old, Man

### Sports, Gym & Outdoors Category Winner:

Rebel

**Value most associated with Rebel:**

Well-established company



# Sports, Gym & Outdoors

REBEL RANKED FIRST FOR BOTH MEN (41%) AND WOMEN (32%)

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

GEN Z EMPLOYER APPEAL SCORE

Rank	Company	1. NEVER HEARD OF	2. NEVER CONSIDER WORKING	3. NOT LIKELY TO CONSIDER WORKING	4. I AM NEUTRAL TOWARDS IT	5. INTERESTED IN WORKING AT	6. EXCITED TO WORK AT	GEN Z EMPLOYER APPEAL SCORE
1	REBEL	3%	22%	15%	24%	24%	13%	37%
2	FOOTLOCKER	4%	24%	20%	24%	18%	9%	27%
3	KATHMANDU	6%	26%	18%	25%	17%	8%	25%
4	ANYTIME FITNESS	5%	28%	19%	23%	17%	8%	25%
5	THE ATHLETE'S FOOT	5%	28%	21%	25%	16%	5%	21%
6	ANACONDA	7%	29%	21%	22%	15%	6%	21%
7	LORNA JANE	17%	26%	17%	19%	14%	7%	21%
8	SNAP FITNESS	17%	30%	16%	19%	12%	6%	18%
9	GOODLIFE	21%	28%	15%	19%	10%	6%	16%
10	MACPAC	25%	27%	15%	17%	12%	4%	16%
11	FITNESS FIRST	19%	29%	17%	20%	10%	5%	15%
12	SPORTS CO	26%	28%	15%	17%	10%	4%	14%
13	F45 TRAINING	22%	33%	15%	17%	9%	4%	13%
14	DECATHLON	26%	29%	14%	17%	9%	4%	13%
15	COLOMBIA	28%	28%	15%	18%	8%	4%	12%
16	JETTS	26%	29%	17%	17%	7%	4%	11%

Additional Sports, Gym & Outdoors companies that would be exciting to work at, as voiced by Gen Z: BCF, JD Sports.

# Hotels

## What draws and deters young people from working in the Hotels category?



Young people generally rely on the reputation of companies and their limited awareness when anticipating employment within the Hotels (HS) category.

Brands within this category are often associated with luxury and prestige. Young people are drawn to the companies in this category due to perceptions of professionalism and highly regarded employment positions. These positive attributes create impressions of high salaries and desirable employment benefits.

Conversely, limited exposure to firsthand and secondhand experiences can deter young people from considering employment opportunities within this category.

### GEN Z's TOP 3 EMPLOYER VALUES: HS



**51%**

A WELL ESTABLISHED COMPANY



**11%**

OFFERS COMPETITIVE SALARY



**9%**

POPULAR AMONG GEN Z

*“Seems like a well regarded environment, good reputation”*

15 - 17 years old, Man

*“I heard that they are paid really well and have good employee benefits”*

18- 21 years old, Woman

*“The atmosphere of the place is very fancy and clean, it would be cool to contribute to something as well kept”*

15 - 17 years old, Man

*“I have never heard of this hotel”*

18- 21 years old, Man

*“Because I don't know the chain”*

15 - 17 years old, Woman



### Hotels Category Winner:

Crown Hotels

**Value most associated with Crown Hotels:**

Well-established company





# Hotels

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

HILTON  
RANKED FIRST  
AMONG WOMEN (29%)  
AND CROWN HOTELS  
WON FIRST PLACE  
AMONG MEN  
(51%)

GEN Z EMPLOYER  
APPEAL SCORE

Rank	Brand	1. NEVER HEARD OF	2. NEVER CONSIDER WORKING	3. NOT LIKELY TO CONSIDER WORKING	4. I AM NEUTRAL TOWARDS IT	5. INTERESTED IN WORKING AT	6. EXCITED TO WORK AT	GEN Z EMPLOYER APPEAL SCORE
1	CROWN HOTELS	10%	17%	17%	20%	20%	16%	36%
2	HILTON	16%	21%	12%	19%	23%	10%	33%
3	CROWNE PLAZA	20%	20%	15%	22%	14%	9%	23%
4	MARRIOTT	28%	22%	13%	17%	11%	9%	20%
5	NOVOTEL	25%	21%	12%	22%	13%	6%	19%
6	THE STAR ENTERTAINMENT GROUP	30%	21%	10%	19%	12%	7%	19%
7	INTERCONTINENTAL	36%	19%	11%	15%	12%	7%	19%
8	HYATT	32%	21%	11%	17%	13%	6%	19%
9	SOFITEL	34%	26%	8%	16%	11%	6%	17%
10	SHERATON	33%	23%	10%	18%	10%	6%	16%
11	RYDGES	35%	24%	8%	18%	12%	3%	15%
12	IBIS	27%	26%	13%	20%	12%	3%	15%
13	MERCURE	34%	24%	10%	18%	10%	4%	14%
14	HOLIDAY INN	23%	24%	18%	21%	9%	5%	14%
15	MANTRA	31%	25%	10%	21%	12%	1%	13%
16	WESTIN	38%	22%	11%	17%	9%	3%	12%
17	WYNDHAM	39%	23%	11%	14%	9%	3%	12%

# Attractions

## What draws and deters young people from working in the Attractions category?



Our survey results revealed a notable enthusiasm among young people regarding employment opportunities within the Attractions (ATR) category, with Warner Bros. Movie World securing the 6th rank on the Top 100 Gen Z Employers list.

Similar to other categories, young people are drawn to employment in this category based on personal experiences and first-hand experiences from their peers. Interestingly, within this category, personal experiences are recounted with fond childhood memories, which translates to excitement about potential employment opportunities.

On the other hand, deterrents to employment within this category arise from concerns such as repetitive tasks, limited career advancement prospects, and the stress associated with managing crowds and ensuring safety. Additionally, issues such as animal mistreatment and safety incidents, further dissuade young people from considering employment in this category.



### GEN Z's TOP 3 EMPLOYER VALUES: ATR



**25%**

POPULAR AMONG GEN Z



**25%**

A WELL ESTABLISHED COMPANY



**14%**

ALLOWS ITS EMPLOYERS TO BE CREATIVE AND INNOVATIVE

*"I have been there many times in my childhood and it was so freaking fun!!! The jobs there seem easy, and it's an interesting and fun workplace. "*

22 - 24 years old, Woman

*"I have a lot of good memories and the place is quite well known as well"*

22 - 24 years old, Man

*"I love working with children and making people happy!"*

22 - 24 years old, Woman

*"You're pretty much doing the same thing the whole day. Very repetitive."*

15 - 17 years old, Woman

*"It is not a consistent job and isn't open all year round. It doesn't have much opportunities for career progression."*

22 - 24 years old, Woman

*"Just cant shake the unsafe kind a feeling after their accident years ago"*

15 - 17 years old, Man

### Attractions Category Winner:

Warner Bros. Movie World

Value most associated with Warner Bros. Movie World:  
Popular among Gen Z



# Attractions

SYDNEY OPERA HOUSE RANKED FIRST AMONG WOMEN (36%) AND WARNER BROS. MOVIE WORLD WON FIRST PLACE AMONG MEN (52%)

- 1. NEVER HEARD OF
- 2. NEVER CONSIDER WORKING
- 3. NOT LIKELY TO CONSIDER WORKING
- 4. I AM NEUTRAL TOWARDS IT
- 5. INTERESTED IN WORKING AT
- 6. EXCITED TO WORK AT

GEN Z EMPLOYER APPEAL SCORE

1	WARNER BROS. MOVIE WORLD	5%	18%	20%	18%	25%	14%	39%
2	SYDNEY OPERA HOUSE	3%	22%	19%	19%	22%	15%	37%
3	DREAMWORLD	5%	21%	16%	21%	25%	12%	37%
4	SEA LIFE AQUARIUM	4%	21%	20%	19%	25%	11%	36%
5	LUNA PARK	4%	28%	18%	18%	22%	10%	32%
6	AUSTRALIA ZOO	5%	24%	21%	18%	19%	13%	32%
7	SEAWORLD	3%	28%	18%	20%	21%	10%	31%
8	ADVENTURE WORLD	10%	26%	20%	16%	17%	11%	28%
9	TARONGA ZOO	8%	25%	22%	20%	14%	12%	26%
10	MELBOURNE ZOO	5%	29%	22%	18%	17%	8%	25%

**Additional Attractions companies that would be exciting to work at, as voiced by Gen Z:**

Universal studios, Disneyland, Wet 'N' Wild, Sydney Harbour Bridge Club, Eureka Skydeck, go-karting, festivals, museums.

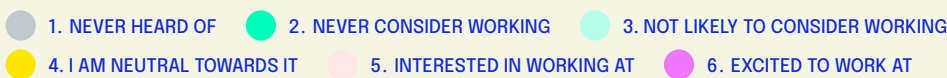


# Overall Winning Employer

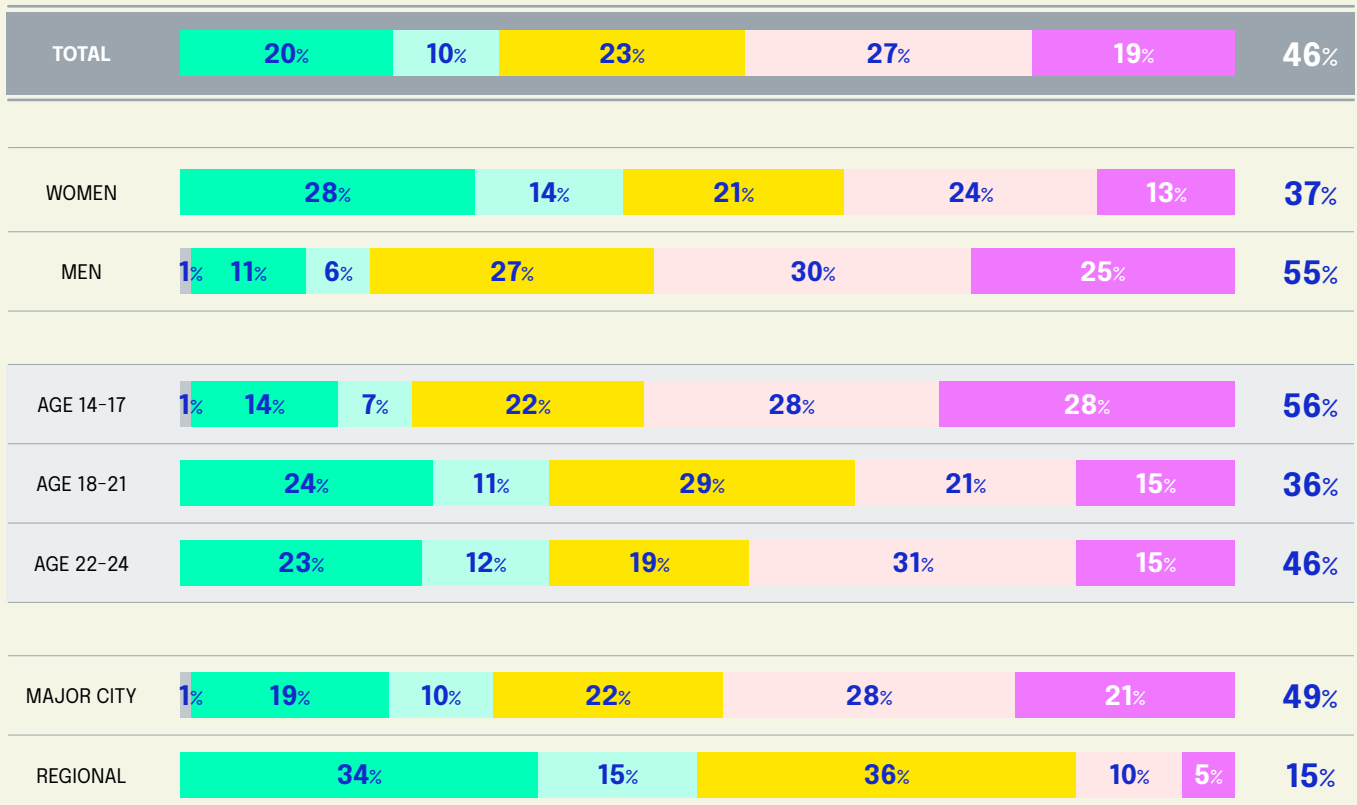
## Apple Store

### Top 3 Employer Values:

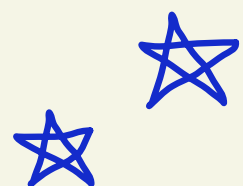
- Well-established company
- Popular among Gen Z
- Provides rewards in addition to payments



GEN Z EMPLOYER  
APPEAL SCORE



- Drawn to the company due to their positive customer experiences and perceptions of the brand from a consumer standpoint.
- Young Australians also view the prospect of accessing employer benefits and rewards from the Apple store as an attractive and valuable opportunity.
- Attracted to Apple's dynamic nature and reputation for being a technology giant that can endow them with a sense of status.
- Hearing positive second hand experiences from trusted peers, namely a positive and friendly working environment.





# Overall Winning Employer

*“[Apple] is an international large company, and I really like their products. I think their employee benefits are very good, and they have access to cutting-edge technology products.”*

*“The Apple Store is my favourite place to work because of its innovative environment, exceptional customer service focus, strong brand reputation and values, opportunities for growth, and collaborative team culture. It aligns perfectly with my interests and aspirations, providing a dynamic and fulfilling work experience.”*

*“I would like to work at the Apple Store because it seems super fun and apparently the company makes a lot of money and it pays well. I have a friend who used to work there and she really enjoyed her time there.”*

*“I haven’t worked there but I have a friend who works here and he says its very rewarding and friendly people.”*

*“I like technology and Apple seems like a reputable company with comfortable working conditions and nice benefits.”*

*“It seems very professional and a good working environment.”*

*“I have Apple products myself and its a prestigious company.”*





15  
YEARS  
ISO ACCREDITATION  
2022

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