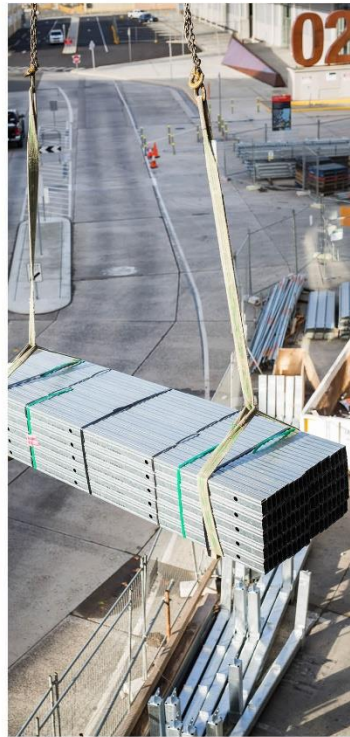


Employer of Choice Recognition Program - Guide for Applicants 2025



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2025 Employer of Choice Recognition Program Applicant Guide

Overview

An Employer of Choice is a workplace with a reputation as a great place to work. The Recognition Program acknowledges and promotes Tasmanian organisations that, regardless of their size, successfully attract and retain staff by creating great workplaces through a continued commitment to building positive workplace culture.

Tasmanian Employers of Choice say being officially recognised gives them the edge in the competition for skilled labour. They are entitled to use the Employer of Choice logo in recruitment, advertising and promotional material.

Employers of Choice are invited to share ideas on business improvement at workshops and forums supported by Jobs Tasmania and the Department of State Growth.

Eligibility

The following organisations are eligible to apply:

1. Businesses, enterprises, community and local government organisations that have a physical workplace in Tasmania in which they directly employ Tasmanian staff and have direct responsibility for the practices and culture of the Tasmanian workplace.
2. State government organisations that
 - a. are not part of 'The Crown'; and
 - b. are not bound by the State Service Act.

NOTE:

Australian Government Agencies are not eligible. Group training organisations or other employment brokers are eligible only as an employer for their direct employees. For the purposes of this Program, employees placed with host employers are not considered as direct employees of the group training organisation or employment broker.

*please contact the Employer of Choice Project Officer if unclear on eligibility.

How to apply

Complete all parts of the online application form at

<https://eoc.smartygrants.com.au/2025>. Detailed instructions are provided within the online form.

Applications must be received and submitted by 11:59pm on Monday 31st March 2025.

Applicants must complete all parts of the application form. When the application is submitted, the applicant will receive a system-generated email confirming receipt of the application.

Your application

The written application is the first step in the process and will be used for shortlisting and judging purposes. This is your opportunity to showcase why your business should be recognised as an Employer of Choice, and it is important to provide examples that clearly address each of the criteria, including the employee testimonials.

The STAR method is a good way to support your statements against each of the criteria. The STAR method is comprised of four steps:

- **Situation** Describe the situation and when it took place
- **Task** Explain the task and what the goal was
- **Action** Provide details about the action taken to attain this
- **Result** Conclude with the result of the action taken

What happens next?

- A judging panel will be convened to assess applications against the criteria and determine which applicants should progress to the second stage of assessment (i.e., workplace visits).
- All applicants will be advised of the outcome of the first stage of assessment.
- Shortlisted applicants will be required to participate in a workplace visit from the Judging Coordinator and a Jobs Tasmania representative and/or additional representative.
- Jobs Tasmania reserve the right to reject an application, or rescind shortlisting, in the event of any non-compliance.
- The decision of the judging panel is final, and no appeals will be entered into.

What to expect from a workplace visit

The Judging Coordinator and a representative from Jobs Tasmania and/or additional representative will conduct the workplace visits. During our visit, a set of standard questions will be asked of all shortlisted employers and their staff based on the criteria addressed in your written application (wellbeing and inclusion, leadership, and communication and engagement). Additionally, we will pose a few custom questions to gain deeper insights into the specific details outlined in your written submission.

This is an opportunity to build on your written application and illustrate why your organisation deserves to be recognised as an Employer of Choice. We recommend you consider clear examples ahead of our visit that demonstrate how organisational strategies and practices have positively impacted both your employees and overall success of your organisation.

Preparing for your visit

Visits will last for approximately 90 minutes (45 minutes with senior leaders/decision makers and 45 minutes with frontline staff) and will be led by the Judging Coordinator and a Jobs Tasmania representative and/or additional representative (to be confirmed).

The visit will include:

- interviews with the employer (business owner/CEO/senior leaders/management team)
- interviews with non-management/frontline staff – please ensure that three non-management/frontline staff are available for the judging team to talk to. Non-management/frontline staff should preferably include a mix of roles and may be the same staff who provided the testimonials (but don't have to be).

Anticipated timelines

31 March 2025	Entries close at 11:59pm.
April 2025	Written (online) applications assessed by a judging panel comprising departmental officers, representatives of current Employers of Choice and/or members of the Employer of Choice Partner Advisory Group.
May/June 2025	Workplace visits to shortlisted organisations by judging panel.
July 2025	Judging panel shortlists organisations to be recognised as a Tasmanian Employer of Choice for 2025. Decisions will be based on the quality of evidence provided in the written application and confirmed through workplace visits. Applicants will be advised of the outcome of their application prior to the presentation event.
August 2025	2025 Tasmanian Employers of Choice celebrated at a presentation event.

Assistance in completing the online application

If you require any technical assistance in submitting your application online, please do not hesitate to phone Business Tasmania on 1800 440 026 or email ask@business.tas.gov.au.

Please note that there is no autosave function in the online system, so it is important to click on the “save” button as you progress through your application.

Terms and conditions of application

Applications and supporting documentation must be received by 11:59pm on Monday 31st March 2025, via the online system. Late and paper applications will not be accepted.

1. Current Employers of Choice are not eligible to apply – recognition is maintained through a separate process.
2. A representative from Jobs Tasmania may contact the employer and employee(s) who have jointly endorsed the application to seek further information, clarification and/or to arrange a workplace visit. Employees providing comments for the application (question 4) may also be contacted.
3. Applicants must agree to abide by the decision of the judging panel.
4. All material submitted to the department will be used for the purpose it is intended and will not be circulated. No material relating to the application will be publicised without prior approval.
5. The Employer of Choice logo is provided to all Tasmanian organisations recognised as Employers of Choice by the Tasmanian Government.
6. Use of the logo is permitted under a Licence Agreement between the Crown (Department of State Growth) and the Employer of Choice organisation (the Licensee).
7. Upon formal execution of the Employer of Choice Licence Agreement, the logo can be used to promote the Licensee’s Tasmanian business operations as an Employer of Choice.

2025 Employer of Choice Recognition Program

Assessment questions

The online application form will require you to respond to each of the questions below. Please note that word limits apply. You may upload documents with a file size up to 10MB to support your application.

Question 1:

What makes your organisation a great place to work?

Word limit: 800

Employers use a variety of methods to attract and retain people. Staff may be supported to:

- | | |
|---|--|
| <input type="checkbox"/> work flexibly | <input type="checkbox"/> embrace diversity in the workplace, including employing people with disability or varied cultural backgrounds |
| <input type="checkbox"/> balance work and family responsibilities | <input type="checkbox"/> prioritise, maintain and improve their health and wellbeing |
| <input type="checkbox"/> undertake ongoing learning and professional development | <input type="checkbox"/> participate in community activities |
| <input type="checkbox"/> contribute new ideas | <input type="checkbox"/> transition to their next workplace |
| <input type="checkbox"/> communicate effectively with each other and with management | |
| <input type="checkbox"/> receive regular and constructive feedback on their performance | (*please note this is NOT an exhaustive list) |

Question 2:

How and why do you build a great workplace?

Word limit: 800

What factors motivate you to create a great workplace?

- You may have experienced difficulty in attracting and retaining staff or faced other workforce challenges.
- Your staff may have requested some changes to the way they work or their conditions of employment.
- You may have conducted a survey or had discussions with staff, and then taken action to address issues or make improvements.

How does supporting your staff fit into your organisational strategy?

Question 3:

How do you know that being a great place to work helps your organisation to succeed?

Word limit: 800

What organisational benefits have you observed, and how do you measure this? For example, you may have:

- | | |
|--|---|
| <input type="checkbox"/> reduced absences | <input type="checkbox"/> increased productivity |
| <input type="checkbox"/> improved staff retention | <input type="checkbox"/> increased revenue |
| <input type="checkbox"/> improved staff wellbeing and engagement | <input type="checkbox"/> higher levels of customer satisfaction or other measures of success. |

It is important that your response includes evidence of actions taken to build a great workplace, and details performance measures, progress and outcomes to support your claims in this section.

Question 4:

Please provide three examples from employees describing why they think it's a great place to work.

Word limit: 300 per response

We would like your staff to tell us why they were attracted to your workplace, and why they stay. Responses should focus on why employees stay, how employees contribute, and how employees benefit personally and professionally from your workplace practices.

Question 5:

What must senior management do to ensure your organisation remains a great place to work?

Word limit: 800

Please describe how the employer/owner/CEO/senior leaders/management support and contribute to organisational culture and staff wellbeing. For example, demonstrate how they

- lead by example
- make staff feel supported, heard and valued
- encourage and support open and honest communication
- measure and monitor progress on the actions that support employees



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