



How NSW Government increased candidate attraction and engagement by 367%

A partnership between NSW Public
Service Commission and ApplyDirect for
Australia's largest employer

3.87M platform users

+64K jobs posted

778K job applications

*FY2022 data

“I work for NSW’ has grown substantially. We were getting 6 million page views for the year 2015. Today, we’re at almost 28 million page views. That says a lot in terms of the journey we’ve had. It’s been phenomenal.”

— Rahul Marwah, Manager



I work for NSW



The Challenge:

Their existing platform provided:

- Poor user experience
- Low traffic and conversions
- 70% bounce rate
- High recruitment costs

The Solution:

- One unified career site
- Improved search functions and overall user experience
- Brand visibility
- Opportunity to showcase company EVP
- Easy access to rich data and ROI

The Results to date:

- Revolutionised user experience
- Improved brand awareness
- 139% growth in engaged user base
- 71% increase in jobs posted over last 3 years

The Challenge

To modernise talent attraction across NSW Government

The NSW Government provides 400,000 essential public sector jobs.

In 2015 they were struggling with an outdated jobs platform that provided both employers and job applicants with a poor overall user experience and reliance on manual processes. With this came low brand visibility and no opportunity for NSW Government to promote the advantages of working with them.

There were two e-recruitment systems in place, with no centralisation, and dependency on external advertising channels to attract site views. Bounce rate was at 70 per cent, resulting in low traffic and conversions. And with an inability to access and understand key metrics, opportunities to attract, recruit and retain high quality job candidates were being lost.

What was needed

The NSW Government needed a complete overhaul of their existing methods of talent attraction. The goal was to create one brand and a central career site that would attract talent for whole of NSW Government and ultimately increase the amount and quality of job applicants.

The key objectives for the creation of this new platform were to:

- Attract & recruit high quality job applicants
- Increase brand awareness and create a destination career site for applicants seeking state government employment
- Deliver rich data and insight on jobseeker behaviour





An EVP showcase opportunity

The NSW Government had just run a thorough Employer Value Proposition (EVP) project, involving 4,000 interviews across all government levels and departments, and the decision to update their jobs platform provided the perfect opportunity to showcase the result.

The project mined candidate experience and feedback to discover exactly what drives job seekers in their desire to work for the NSW Government. By focusing on the impact an individual can have on helping to build the future of New South Wales, the resulting EVP has the state's community at its heart.

"Working for the NSW Government is very different from helping a business turn a profit," said Rahul Marwah, Manager of 'I work for NSW,' who was involved in the EVP project.

"It's about helping people contribute towards improving the lives of both this generation and others to follow".

The government's existing job site urgently needed to be updated in accordance with the new brand roll out.

"There were numerous challenges to overcome, and the team had to be selective in who they chose to partner with, due to the complexity of the project," he said.

The Solution

A customised career site

ApplyDirect created the 'I work for NSW' platform to fulfil NSW Government's requirement for a powerful, customised career site that would reflect their EVP.

This bespoke, centralised tool displays every open job opportunity across all state government departments in one place, without relying completely on external jobseeker sites.

With desktop and mobile device versions, the site prioritises usability for government employees and job applicants.

The 'I work for NSW' platform is armed with:

- A robust search capability across all NSW government departments
- Seamless Application Tracking System (ATS) integrations
- Consistent job applicant experience across devices
- Easy sharing of job opportunities via email and social media
- Customised Content Management System (CMS)
- A user-friendly dashboard complete with platform analytics
- Accessibility assurance by conforming with Web Accessibility Content Guidelines (WACG) 2.0 level AA

ApplyDirect is an industry leader in the creation of career sites tailored to the unique requirements of individual organisations. Belonging to the AD1 Holdings Group of companies, they are well placed to provide internal mobility solutions suited to the current market.

"It's that relationship that's really gotten us to where we are."

'I work for NSW' is an organic product that signifies the successful partnership between the NSW Government and ApplyDirect. Their unified vision is to continually build and improve on the user experience, technology, and industry best practice.

"The product has come a long way since 2016. With the close working relationship between our teams, we have consistently become relevant for jobseekers and established a unique brand position for government careers in the marketplace."



The Results

A customised career site A measurable increase in search volume, page visits, number of users and more

Since the launch of the 'I work for NSW' site in 2016, the growth of job seeker engagement has been immediate and measurable:

- 139% growth in engaged users (a growth of 1.1 million users since 2016)
- YoY application growth rate of approximately 48% (2020)
- Overall YoY growth of 87% in users since 2016
- Bounce rate more than halved, now at less than 40%

"We had bounce rates of nearly about 70% once upon a time. Today we are at about 35-38%. People are spending more time on the site looking for jobs."

The past financial year (July 2021 – June 2022) has seen a significant increase in figures:

- 3.7 million new users
- 29 million pageviews
- Over 64,000 jobs posted, with a 68% increase YoY
- Over 778,000 job applications
- Increase in jobs posted and applications in regional NSW areas

'I work for NSW' is now seeing comparable levels of traffic to leading Australian job boards. The product attracts jobseekers looking to build their careers within NSW Government.

The centralisation of all NSW Government jobs through the 'I work for NSW' career site has enabled the state government to fulfil their aim to attract and recruit candidates easily while serving them jobs across all departments.

Are you ready to take control of your talent attraction strategy?

Reap the benefits of a customised career site tailored to your organisation's unique requirements.

Get in touch with ApplyDirect today.

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