

# For your future state.

Introducing the  
**NSW Public Service Employee Value Proposition**

and how it can 'dovetail' with your needs to  
engage talent, build careers, and better NSW.



Our EVP is both a **mindset** to adopt,  
and set of verbal and visual **tools** to adapt  
for your department or agency.

**People make places.**



We all want to be an employer of choice.

To attract and retain the best talent.

To improve our future state.

We need a robust EVP\*.

And it needs you.

1. What is an EVP?	3
What it is and why we're involving you.	
2. Where are we aiming?	6
The ideas we need to rally around.	
3. What are our assets?	8
The headline idea, support messages and visuals.	
3. How do we adopt and adapt?	13
How you might use this to help attract people to your agency.	
4. Example applications	16
From job ads to campaigns, see how our EVP helps us cut through.	

\*Employee value proposition

# What is an EVP?

It's both a message – and a mindset.

Objects and objectives. Prescribed assets to build the positive image we project to all audiences. Collectively and consciously.

To be successful – our EVP is both a:

# 1. Message

headline + supporting messages and visuals.

# For your future state.

Our lead headline and theme talks to:

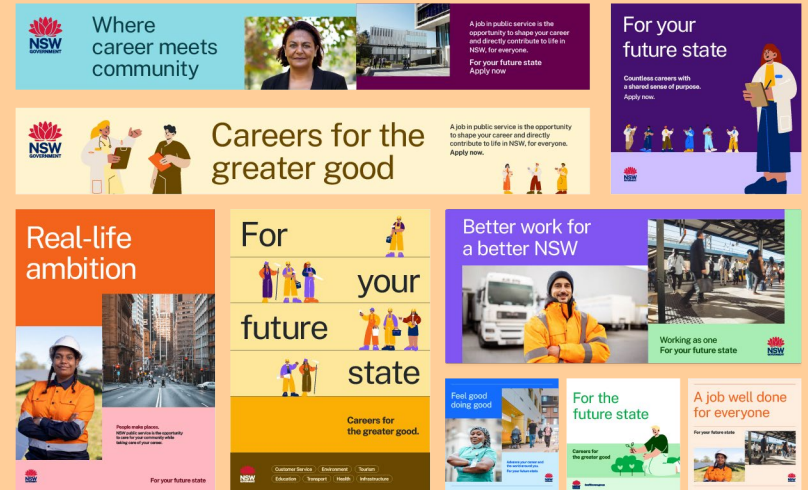
### Professionalism + Altruism.

Public service is the opportunity to improve the future state – of careers and community.

This is the unique value of public service.

# 2. Mindset

conscious and consistent (repeated) use of them. By us.

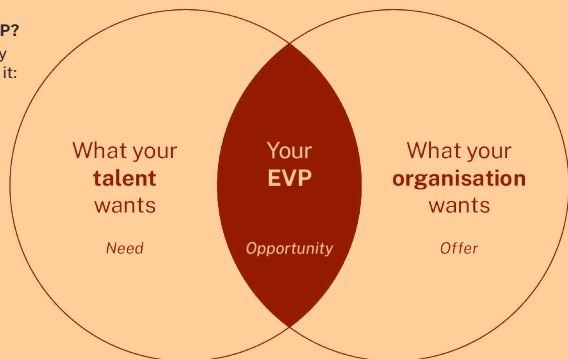


## 1. The Need – Why have an EVP?

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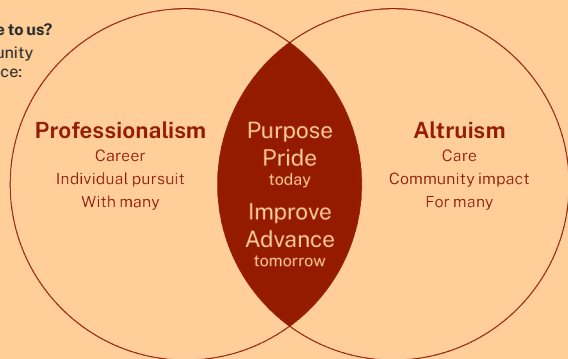
### What is an EVP?

This is one way to think about it:



### What's unique to us?

To the opportunity of public service:



Every recipient of this little book has big things in common.

- You want to attract and retain the best people.
- You want the best *for* your people. And NSW.

Public service is the opportunity to **improve the future state** – of careers and community.

**Professionalism + Altruism. This is our EVP.**

It's a mindset, a direction, and set of tools. To adopt and adapt. Informing perception and performance. Inside and out.

It proposes the unique value of public service. And how we engage and connect with our audiences.

Consciously and consistently.

With your help.

# Where are we aiming?

The ideas we need to rally around.

If we don't know where we're going, all roads lead there.

## 2. The Direction – Strategy

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In combination, our **four pillars** fuel and steer our EVP.  
They are truths – to inspire and aspire to – of public service.

These are the key themes our proposition (i.e., we) must lean into.

### Pillars

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#### Pride in purpose

Life in NSW, its people and communities, is at the centre of every role. Every task. Every day.

To be of service. To advance the state of NSW, is a privilege.

A shared knowledge that everyday interactions add up, or trickle down, to a better tomorrow for life in NSW.

To make a direct and shared contribution, impact, and difference.

Enriching the collective future is top-line. Not the bottom line.

#### Opportunity at scale

Public service is the promise of a career. A profession. Within the widest of respected chosen fields. Today's and tomorrow's.

The opportunity to make a positive difference for both NSW and individual pursuits.

A culture of visibility, mobility and support within Australia's largest employer, brings opportunity and security.

Skills development, competency frameworks, secondments, establish and advance career progression. Inside or out.

The opportunity to lead from the back, to the front.

Like-minded and supportive.  
From care to career.

#### A supportive culture

Working in the public service carries responsibility – to care for NSW, each other, and your self.

Work-life needn't be a trade-off. One at the expense of the other.

Both can bring satisfaction.

Positively impacting NSW's quality of life, within a flexible and understanding work environment, positively impacts your own.

Work-life wellness is paramount. To improve. Stand out. Not burn out.

Working towards a greater good, feels good.

We happily work hard to help you do the same.

#### Real-life ambition

We have a mindset and history of looking forward. Of positive thinking, actions, and outcomes. We reflect the modern – eclectic and dynamic – society we serve.

We are a diverse workforce, in our thinking, our people and approach. We have difference in common.

We are aspirational, taking inspiration from the brightest minds among us and the world outside.

We are flexible and understanding, inclusive and considerate of how real-life's demands dovetail with our shared ambitions and expectations.

We embrace the best innovation of today to realise the best NSW of tomorrow.

# What are our assets?

Verbal and visual expression of our EVP.

How we walk the talk (strut the strat), consistently and consciously, as one.



### 3. The Tools – Overview

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Inspired by the strategy, we have created:

- x1 core **verbal theme**/idea – (*For your future state*), plus various key messages.
- x2 separate **visual techniques** – for imagery and layout. NOT to be used together on the same canvas.

#### Verbal

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### Messaging

#### Comprises

- Headlines and various supporting messaging.
- Consistent and flexible ear-catching expression of the strategy.

Core verbal theme: headline, sub and support

## For your future state.

### People make places.

NSW public service is the opportunity to care for your community while taking care of your career.

See page 10

#### Visual

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### Illustrations<sup>1</sup> – of diverse careers

#### Comprises

- A library of 130 illustrated diverse professionals (public servants).
- Varied in role. Consistent in style. Editable in colour and size.
- Refer to NSW Government Brand Framework for colour guidance.

#### Example



See page 11

<sup>1</sup> preferred imagery technique

### Photography<sup>2</sup> – of person and place

#### Comprises

- Shots of public servants.
- Adjacent...
- Shots of community life across NSW.
- Stock or commissioned. Refer to NSW Government Brand Framework for photography style.

#### Example



See page 12

<sup>2</sup> alt imagery technique

We have created **four levels of messaging** to inform your public service EVP.

1.

### Headline/endline theme

This is our hero message. It captures two truths: advance *your* career; advance *NSW* (Professionalism + Altruism). It's a distinct and meaningful creative expression of our strategy.

Lead message

**For your  
future state.**

Example variation 1

**For the future state of Health.**

Example variation 2

**A career in Education for everyone.**

Example variation 3

**Grow** your future state.

**Build** your future state.

**Transform** your future state.

2.

### Various sub-heads

These are example sub-heads that draw out our shared 'pride in purpose' of a career in public service.

Examples

1. **Careers for the greater good.**
2. **Take pride in purpose.**
3. **Countless careers with a shared sense of purpose.**
4. **Advance your career and the world around you.**
5. **Careers with a common sense of purpose.**
6. **Where career meets community.**
7. **A job well done, for everyone.**
8. **Go places. Grow places.**
9. **Feel good doing good.**
10. **You grow. We grow.**
11. **Rise and shine with a shared sense of purpose.**
12. **A career with purpose. Enjoy the pride.**
13. **People make places.**
14. **We thank you for your service. (Internal message)**
15. **(Department/Agency's EVP message)**

3.

### Support sentence/s

Example longer messages that resolve/reinforce the shorter headlines that precede them.

Example

**People make places.**  
NSW public service is the opportunity to care for your community while taking care of your career.

4.

### Your own agency EVP message

If you have developed your own agency recruitment message, the ideas here can 'dovetail' or play second-fiddle to your bespoke main message.

Agency driven message example

**Broaden your career with  
Australia's largest health system.**

**For your future state.**

### 3. The Tools – Illustration

Our illustrations – and how we use them – talk to the huge variety, **opportunity, mobility and diversity** of a career in public service.

#### Library

#### All illustrations

We have created a library of 130 illustrated diverse careers and roles. Contemporary and consistent in style. Editable in colour and size.

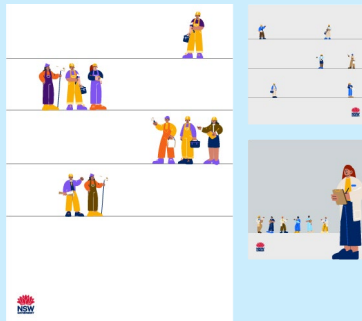


For further guidance on how to implement the EVP, please work with your agency's communications team.

#### Usage – technique 1

#### Multiple, small

Talks to the scale of diverse roles, opportunity and mobility a profession in public service offers.

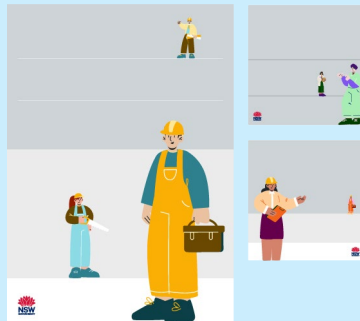


- Various career illustrations along one or more horizontal lines/blocks talks to variety, mobility and support.
- Multiple small illustrations immediately communicate variety – opportunity at scale.
- Careers can be within the same industry, or multidisciplinary as required by your agency or comms.

#### Usage – technique 2

#### Fewer, multi-size

Allows you to highlight a particular profession while still referencing variety and mobility.

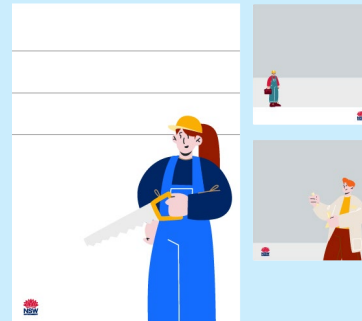


- Adding depth – as well as horizontal movement – adds to the feel of opportunity and mobility.
- You can add specificity to a profession with your choice of large and largest featured profession.

#### Usage – technique 3

#### Single, any size

You can use a single illustration if/when the context is specific to one profession: verbal and visual.



- On occasion, you may want/need to highlight one profession only.

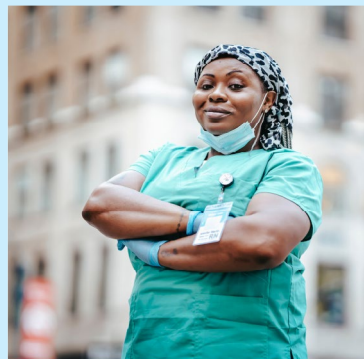
### 3. The Tools – Photography

Our photography – and how we use it – talks to the pride in purpose of a career in public service and its **direct positive impact** on NSW.

#### 1. Person

##### Career, public servant – image

Proud and pleased to be there. Stood tall, making eye-contact. Open and supportive.

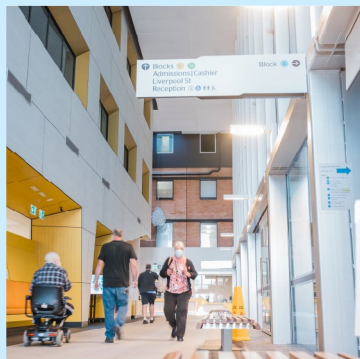


• Person: eye-contact, in everyday location.

#### 2. Place

##### Community, life in NSW – image

Various aspects on life in NSW each person makes a direct positive contribution towards.

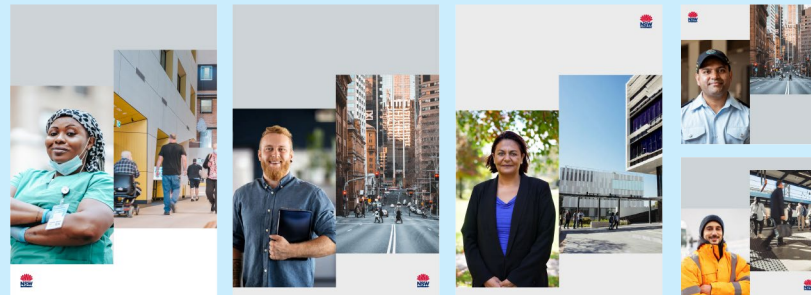


• Place: featuring people within it (with the exception of virtual backgrounds).

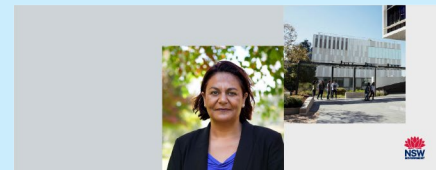
#### Example applications of our EVP photography

##### Person and place – composition

By placing each public servant directly adjacent to place – the composition communicates the story: the pride and opportunity to make a positive impact for NSW, every day.



- Person: left. Place: right.
- Step up: the place image is positioned noticeably higher than the person.
- The size and shape of both images in a composition is the same (or similar).
- Proportion of images varies subject to canvas format.
- Use your own agency's photography.



# How to adopt and adapt?

How you might use this to help attract people to your agency?

Well begun is half done. Let this EVP work inform, or be, yours.

## 4. Implementation – Messaging

Our EVP isn't a one-size-fits-all. It can 'dovetail' with your situation.

### Situation 1

Your Agency has its own existing EVP message:

Adoption level – **Light**

<Your **existing** EVP headline as H1.>

<Your **existing** support sub-head message as H2.>

<For your future state. as endline/CTA>



#### Comprises

- Your existing messaging: e.g., headline and sub-head.
- Your photography (stock or shot) that conforms to criteria:
  - x2 adjacent images: Person and Place (see page 12)
  - Person: eye-contact, in everyday location
  - Place: featuring people within it.

### Situation 2


Your Agency may be developing its own EVP informed by this one:

Adoption level – **Medium**

<PS EVP headline theme or subhead as H1.>

<PS EVP headline theme or subhead as H2.>

<CTA>



#### Comprises

- A message that relates to your agency and the over-arching PS EVP (strategic themes).
- PS EVP Illustration or photography.

### Situation 3

Your Agency doesn't have a developed EVP of its own:

Adoption level – **High**

<Your EVP headline informed by this EVP as H1.>

<An **existing** PS EVP sub-head message or one informed by the PS EVP as H2.>

<For your future state. as endline/CTA>



#### Comprises

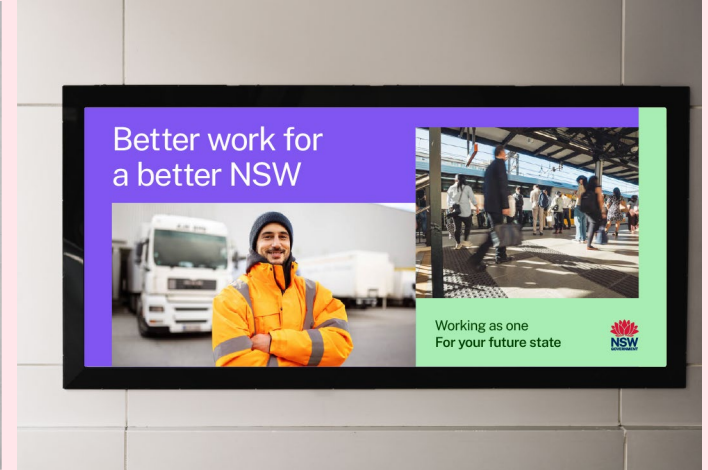
- All available PS EVP messaging (headers, subs, support).
- PS EVP Illustration or photography.

## 4. Implementation – Overview

Example applications of various messages and **two visual techniques**.



- Visual techniques.  
While Illustration comms can co-exist with Photography comms, the two techniques cannot share the same canvas.
- The EVP can lend itself to internal and external comms.  
Above are examples of how the EVP can be used for internal comms (these feature the four pillars of our strategy).



- Consider how you can 'add context' alongside the core theme.  
Above, "Working as one" adds context to our theme from an internal message perspective.
- Two-colour backgrounds (behind person/place images).  
Each colour bleeds two edges: top-left, bottom-right.

# Example applications

From job ads to campaigns, leaning into our EVP will help us cut through.

It's on all of us to choose our words wisely: deliberately and consistently.



Consciously use/add **words that better express our strategy** (four pillars). For example...

Instead of (more generic)...

### Senior Advisor, Talent Programs and Policy

Design policies and programs to attract and recruit **talent** to the NSW public sector.

- Ongoing employment (permanent)
- Attractive package \$116,211-\$128,061 plus superannuation and leave loading
- Flexible work opportunities
- High-profile programs

### The role

**Write** and update guidance, develop policies and review legislative settings. Give advice on sector-wide talent acquisition programs and policies. Contribute innovative ideas and use research to **support** good practice in talent acquisition.

### The team

We have a lead role in the design and delivery of talent acquisition programs and policy for agencies in the NSW public sector. We deliver the NSW Government Graduate Program, Public

### The Public Service Commission

We're a **small**, independent agency. We lead the design, development, and implementation of **workforce** management strategies. Read more on our website: <https://www.psc.nsw.gov.au/>.

### Apply

We are a **proud** employer of a diverse workforce. We encourage applications from **everyone** regardless of age, gender, ethnicity, cultural background, or sexual orientation.



Try this (more deliberate)...

### Senior Advisor, Talent Programs and Policy

Design policies and programs to attract and recruit **the brightest talent** to the NSW public service.

- Ongoing employment (permanent)
- Attractive package \$116,211-\$128,061 plus superannuation and leave loading
- Flexible work opportunities (**training, support, mobility**)
- High-profile programs

### The role

#### Review and reshape

**Design**, write and update guidance, develop policies and review legislative settings. Give advice on sector-wide talent acquisition programs and policies. Contribute innovative ideas and use research to support, **and improve**, good practice in talent acquisition.

### The team

#### Improving the future state, everyday

We have a lead role in the design and delivery of talent acquisition programs and policy for

### The Public Service Commission

#### Remit and responsibility

We're a **forward-thinking**, independent agency. We lead the design, development, and implementation of **modern** workforce management strategies. We take pride in shared purpose

### Apply

#### Share your ambitions with us – Attitude and aptitude

We're a **modern** employer **with** a diverse workforce. We encourage applications from **you** regardless of age, gender, ethnicity, cultural background, or sexual orientation.

## 5. In application – Email sign-off (banners)

Consider your audience to **promote careers and opportunities (external)**, and/or **expressing employee values (internal)**.

### Sample in situ

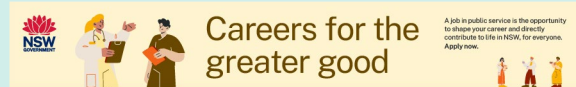
Sam Filler *post-nominals (pronouns)*  
Position title  
Division  
Department Name  
T 0000 000 000 M (02) 0000 0000 E [Email goes here](#)  
[URI goes here](#)  
Address Line 1  
Address Line 2  
Suburb NSW XXXX

**For your future state**  
People make places.  
NSW public service is the opportunity to care for your community while taking care of your career.  
[Apply now](#)

I acknowledge the traditional custodians of the land and pay respects to Elders past and present. I also acknowledge all the Aboriginal and Torres Strait Islander staff working with NSW Government at this time.

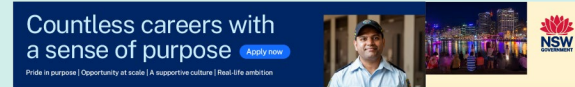
- Clear headline.  
Supporting sub-headline and body copy to give context  
Clear call-to-action to apply.
- Banners should be linked to relevant pages .  
e.g., careers page, spotlight pages etc.
- Content and level of adoption is up to the needs of your agency.

### Illustrations – career opportunity



- Due to narrow layout, keep background colour and bars minimal to ensure hierarchy of headline and illustrations are easy to scan.

### Photography – person/place

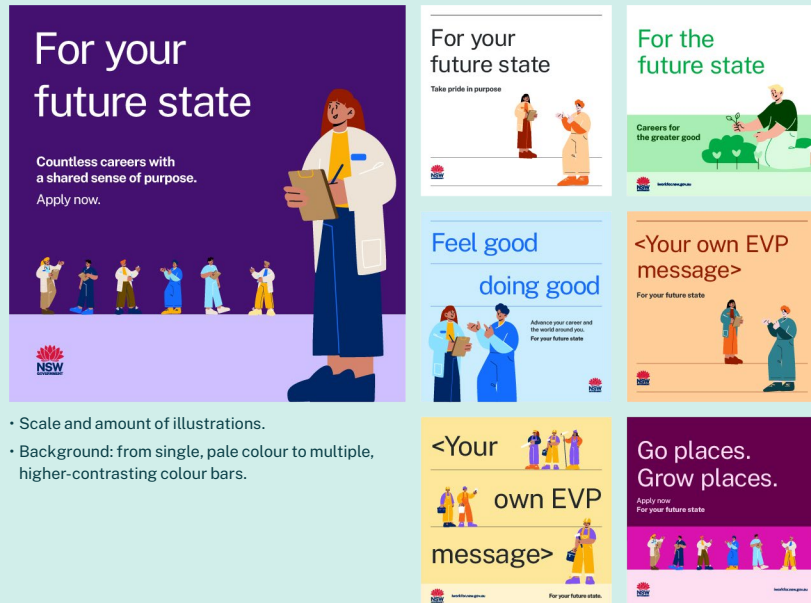


- For email banner layouts with two-colour background – the colour blocks should meet at the same point where the person/place imagery meets.

## 5. In application – Social posts

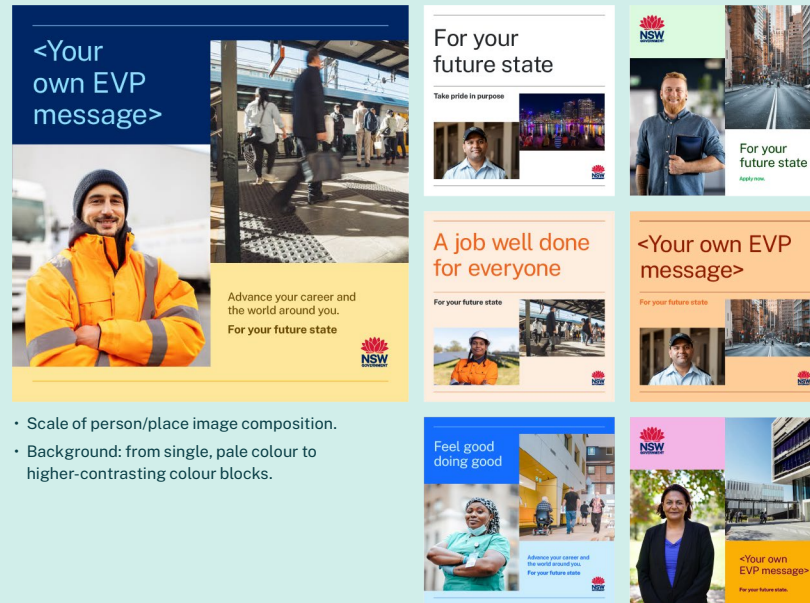
Flexibility in expression allows **variation in our tone**, keeps our communications **fresh and engaging** while **communicating our EVP distinctly**

### Illustrations – career opportunity



- Scale and amount of illustrations.
- Background: from single, pale colour to multiple, higher-contrasting colour bars.

### Photography – person/place



- Scale of person/place image composition.
- Background: from single, pale colour to higher-contrasting colour blocks.

## 5. In application – Posters and banners (Internal)

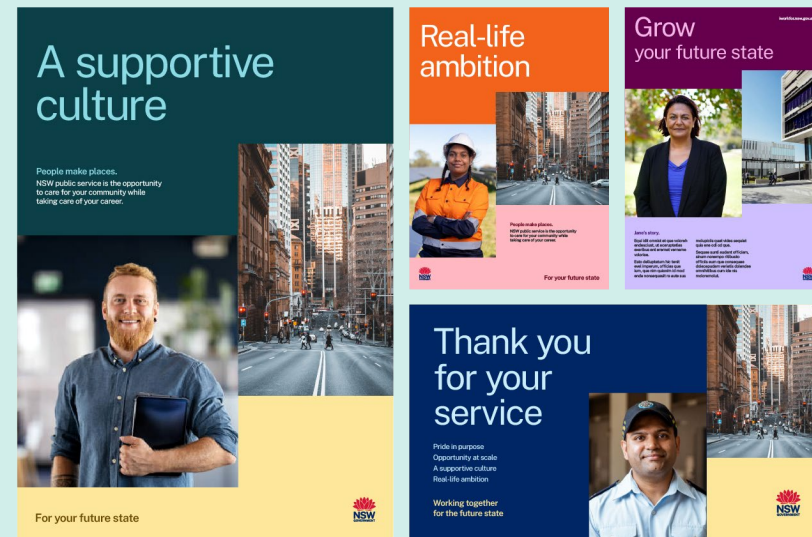
Communications **relevant for your agency** that **speaks to the EVP and pillars**.  
Opportunity to spotlight key team members, projects and the impact of your agency.

### Illustrations – careers



- 4 pillars.
- Internal specific communication  
Above, "Thank you for your service".
- Illustrations relevant to your agency.

### Photography – person/place



- 4 pillars.
- Internal specific communication  
Above, "Thank you for your service".
- Imagery relevant to your agency

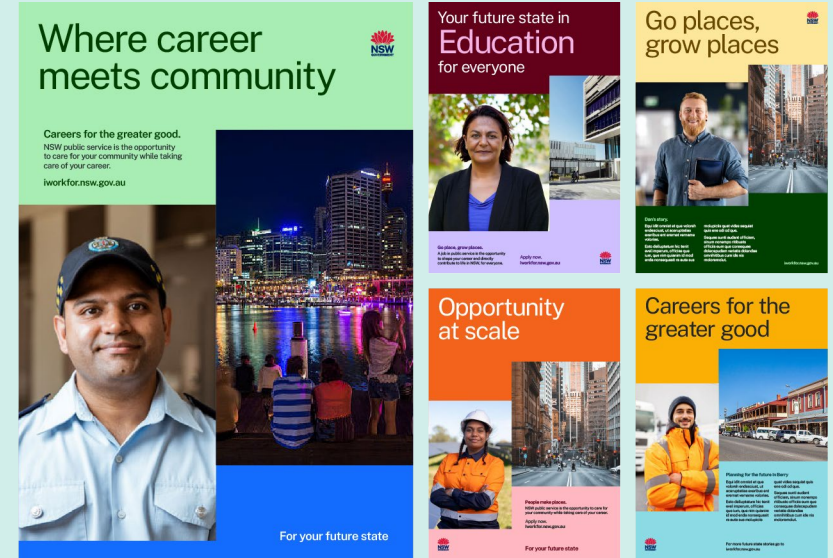
## 5. In application – Posters and banners (External)

**Leans towards careers and opportunities** with a call-to-action or link.  
**Enough context** should be provided to lead potential applicants to next steps.

### Illustrations – careers



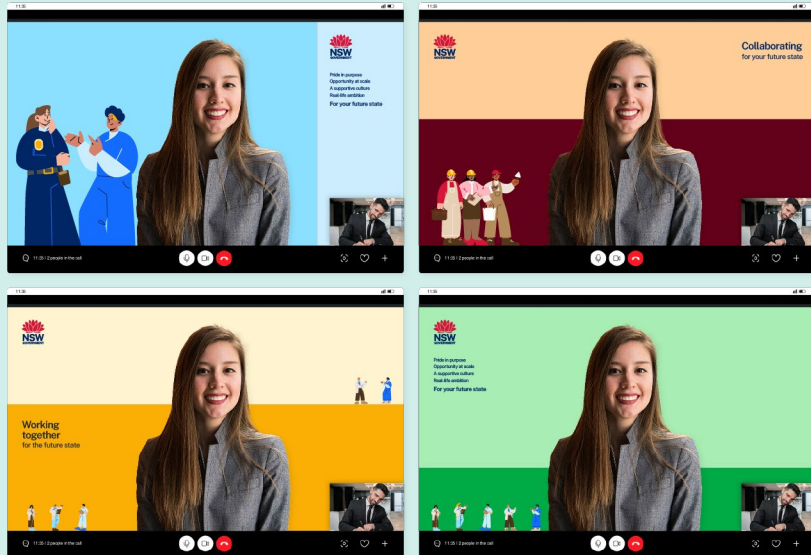
### Photography – person/place



## 5. In application – Virtual backgrounds

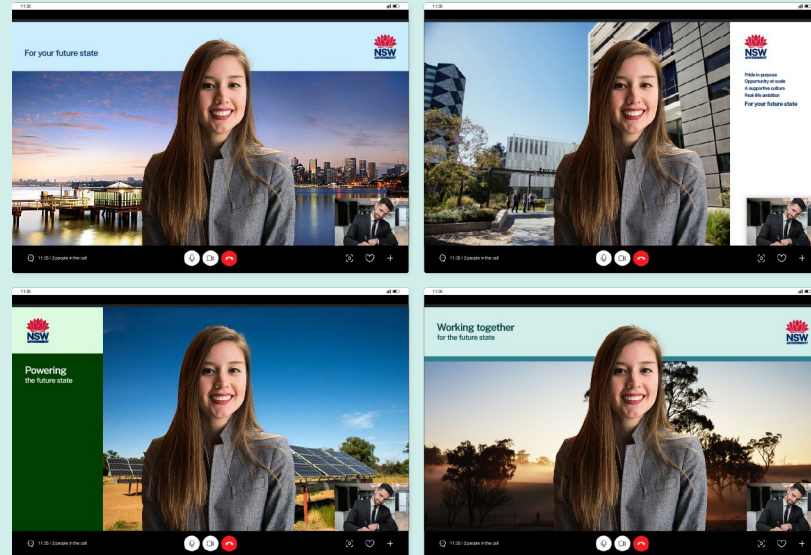
For EVP-related events and meetings. Serves as a way of introducing yours and your agencies' work and impact, as well as keeping the pillars front of mind.

### Illustrations – careers



- Illustrations to reflect the type of work.
- Opportunity to use agency-preferred colours.
- Keep backgrounds simple so as not to distract from the participant.
- Consider how you can 'add context' alongside the core theme. Above, "Collaborating for your future state" adds context to the meeting or working group.

### Photography – person/place



- Person: you/public servant employee. Place: reflects area where you have impact. (Unlike other photography compositions, the 'place' image does not need to feature people for virtual backgrounds).
- Keep backgrounds simple so as not to distract from the participant.
- Consider how you can 'add context' alongside the core theme. Above, "Powering the future state" adds context to the meeting or working group.

Public service is the opportunity to improve your future state.

This could be as small as adopting some of our suite of assets for your recruitment communications.

Or as wide as creating new initiatives based on the strategy.

The level of adoption is yours to take and run with.

With your help.

This is our EVP.

If you have any questions, or need help implementing any aspect of the EVP, please contact the [NSW Public Service Commission](#).

**For your future state.**