



# SEQWATER

**EVP Development**  
**Employer Brand Development**

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## THE PROJECT

In 2013, Seqwater was commissioned to provide additional services and functions which saw the merger of three State-owned water businesses - LinkWater, the SEQ Water Grid Manager and the Queensland Water Commission, and their respective employees across SE Queensland. The aftermath of substantial organisational change resulted in redundancies and a re-location from Brisbane CBD to Ipswich.

Seqwater approached us to identify and articulate the organisation's Employee Value Proposition (EVP) to improve the engagement and retention of their current workforce who had weathered the storm, as well as attract high quality, new talent into the organisation.

Project scope included:

- Research analysis (from client supplied research data)
- EVP articulation and messaging
- Creative concept development including original photography
- Internal and external communications build and roll out



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## THE APPROACH


Following the analysis of existing client supplied research data, we gained insights into Seqwater's workplace culture, what matters most to employees and key employment drivers, providing the foundations from which we developed their employer brand pillars and EVP.

To help tell the story, we turned to Seqwater's own people. It was a lot of fun, with employees and their families participating in a two day photoshoot across five locations including Mt Coot-tha Botanic Gardens, Hinze Dam and Ipswich.

Set against backdrops within the communities where water plays a vital role, the connection between the essential services Seqwater provides and the essential people who make it happen, was brought to life.




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YOU'RE ESSENTIAL IN DELIVERING LIFE'S MOST PRECIOUS RESOURCE.

There's a special feeling when you find a career you know is worthwhile. One that is essential to our communities and the people who live in them.



Water gives and sustains life.  
At Seqwater, we deliver *Water for life* to 3.1 million people across our region every day.

Join us and you'll work with a talented team of people who share a sense of fun and passion for what they do, respect and support their team mates, and work together to achieve great results.

The water sector offers a challenging and rewarding work environment. With opportunities for variety in your role, and career growth and development, we're committed to providing you the support you need to support our communities.



JOIN THE TEAM SHAPING THE REGION'S WATER FUTURE.

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## THE END RESULT

The EVP was presented and approved by senior stakeholders, with very positive feedback regarding the content and relevance, and alignment with the strategic vision of of the company.

Seqwater's new EVP, 'Together we're essential' captures the spirit of Seqwater, and was rolled out across a range of internal and external communications including careers website and intranet, employee engagement brochure, candidate attraction brochure, posters, and online and offline advertising templates.

Feedback from the HR and People & Culture teams was that the roll out of the employee communications created quite a buzz, and a sense of renewed pride in their place at Seqwater.