



Media Release

Dream Employers to be revealed

Open to public vote, Insync Surveys and RedBalloon launch survey to name Australia and New Zealand's "Dream Employers"

Sydney, 2 August 2010 – Insync Surveys, a provider of customer, board and employee surveys backed by consulting, and RedBalloon, employee engagement specialists, today launched the Dream Employers Survey. Open to public vote, the online survey will identify which organisations are perceived to be the most desired employers in Australia and New Zealand.

To be in with a chance, business leaders can encourage their employees to vote in the three minute survey at www.dreamemployers.com.au until Sunday 15 August 2010.

James Garriock, Insync Surveys CEO said: "The survey will uncover which employer brands people would most like to work for and also provide an understanding of what drives these perceptions."

Naomi Simson, RedBalloon CEO said: "The point of difference with this survey is that it enables us to recognise Australia and New Zealand's Dream Employers as voted by the people. It will be fascinating to find out people's aspirations, what qualities they look for in a Dream Employer and which employer brands embody these qualities."

James Garriock said: "We decided to do the survey to give Australian and New Zealand organisations, including many of our clients, a reality check on how they are perceived by the market."

"Voters might be motivated by an organisation's financial stability, innovative product offerings, reputation, reward and recognition benefits, culture, work/life balance offerings and/or because of its environmental efforts.

"A strong employer brand is a great indicator of an organisation's stamina. With current and prospective employees acting as advocates, the winning organisations are likely to be successful on many fronts," he said.

The winning Dream Employers will be announced later this year.

ENDS

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About Insync Surveys

Insync Surveys is a 2009 *BRW* Fast 100 company. It helps organisations become more effective. They deliver customer, employee and board surveys backed by consulting. With offices in Melbourne, and Sydney, it has carried out surveys for some of the largest organisations in Asia Pacific, including: Cathay Pacific, Foster's, Toll, AXA, Medibank Private, WorleyParsons, the New South Wales Department of Community Services, the Victorian Department of Primary Industries, Tourism Western Australia, iiNet, Fairfax Digital, Melbourne Cricket Club, many local councils, most university libraries and Mission Australia. This experience allows it to benchmark results. Visit: www.insyncsurveys.com.au or call +61 3 9909 9222 or +61 2 8081 2000.

About RedBalloon

RedBalloon transform workplace cultures through strategic employee engagement and reward and recognition programs. Using RedBalloon.com.au's unique resource of over 2500 amazing experiences in Australia and New Zealand they specialise in creating attachments between employees and their employer. www.redballoon.com.au/corporate