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Media Release

2011 Dream Employers survey launches Will Google win?

Open to public vote, Insync Surveys and RedBalloon launch survey to name Australia and New Zealand's "Dream Employers" in 2011

14 June 2011– Insync Surveys and RedBalloon today launched the second annual Dream Employers Survey. Open to public vote, the online survey will identify the most desirable employers in Australia and New Zealand.

Last year a massive 73 percent of respondents admitted they are not working for their Dream Employer. In 2010 Google ranked number one, followed by Virgin Group/Richard Branson, self employment, Apple, Qantas, The Walt Disney Company, OMD, Sydney Water, Getaway and Coca Cola.

This year's survey will further explore the top drivers that make a Dream Employer. The results will also drill down to the employee level and reveal what is key to being satisfied at work.

James Garriock, Insync Surveys CEO said: "The survey will uncover which employer brands have the greatest attraction and why."

"Dream Employers is unique as there are no barriers to entry. It's open to big, small or any type of organisation across all industries. If you're a highly desired employer you'll find your name up in lights."

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 is fascinating to find out people's aspirations, what qualities they look for in a Dream Employer and which employer brands embody these qualities."

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

Garriock added: "Following on last year's success, we chose to expand the 2011 survey in order to offer organisations an insight into how they – and their peers – are perceived. Voters might be motivated by an organisation's financial stability, innovative product offerings, reputation, reward and recognition benefits, culture, or because of its work/life balance offerings."

To be in with a chance, CEOs and HR managers can encourage their employees to vote in the three-minute survey at www.dreamemployers.com.au. Any organisation with greater than 100 responses will get a free company report. Closes 4 July.

The winning Dream Employers will be announced in August.

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About RedBalloon

RedBalloon is Australia and New Zealand's leading online gift retailer of experiences.

Imagine watching the sun rise from a hot air balloon, learning to sail or feeling the adrenalin rush of a race car driver. With these and more than 2,500 other unique experiences, RedBalloon gives you the chance to give someone something they've always wanted to do.

RedBalloon believes that gifts should be amazing and memorable, reflecting the uniqueness of each individual. And because life is the sum of our experiences, not our belongings, they know there's nothing more amazing and memorable than a RedBalloon experience.

RedBalloon has found experiences to be equally powerful when used in the Corporate space and have a dedicated Corporate team that has helped over 1,800 organisations meet their goals by recognising, rewarding and engaging their workforce and customers alike through experiential reward programs.

Recent accolades for RedBalloon include being in the Top Ten Best Places to Work, a Hewitt Best Employer, Hitwise No.1 Website and for the sixth year in a row in the BRW Fast 100 list.

For amazing gifts visit www.redballoon.com.au or for RedBalloon's Corporate Services on reward and recognition and incentives visit www.redballoon.com.au/corporate or call 1300 850 940.

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About Insync Surveys

With offices in Melbourne and Sydney, Insync Surveys specialises in employee, customer, board and other stakeholder surveys backed by consulting. Their experienced team of organisational psychologists and research experts help organisations become more effective.

Insync Surveys co-founded the Dream Employers Survey and has worked with some of the largest organisations in Asia Pacific, including: Cathay Pacific, Toll, Medibank Private, WorleyParsons, Fairfax Digital, Mission Australia, the Australian Curriculum, Assessment and Reporting Authority, state government departments, many local councils and most university libraries. This broad experience allows it to benchmark results.

Visit: www.insyncsurveys.com.au or call +61 3 9909 9222 or +61 2 8081 2000.