

Employer Branding

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# Your Employer Brand

## Attract | Engage | Retain



**Brett Minchington MBA**

Winner Global HR Leadership Award - 2008 Asia Pacific HRM Congress

Brett Minchington MBA, is the Managing Director of [Collective Learning Australia](#) and co-founding partner of the [Employer Brand Institute](#) an International network of Associates who provide research, guidance and strategic advice to organizations in developing their Employer Brand. Brett is renowned globally as an expert authority on employer branding.

Specializing in employer brand strategy, research, publishing and speaking, Brett's thought leadership in employer branding led him to author, "[Your Employer Brand attract-engage-retain](#)," in 2006 which was the first book on the topic by an Australasian author and only the second in the world.

The book has since been sold in over 25 countries including USA, UK, Australia, Singapore, Denmark, Italy, Sweden, NZ and China with readers including executives from companies such as The McDonalds Corporation (US), Toyota (Aust), Cirque du Soleil (Canada), PwC (Aust), JP Morgan (UK), Telstra (Aust), Deloitte (Aust), Madame Tussauds London (UK), BP (UK), Lion Nathan (Aust), Coca-Cola Amatil (Aust) BHP (Aust), Carlsberg (UK) and Mercer HR (Aust).



Brett's Employer Branding Global Tour™ includes events in Australia (sold out), Italy, London (sold out), New Zealand (sold out), Kuala Lumpur, Manila, Dubai, Switzerland, India, Singapore, Paris and South Africa. Brett will share the latest developments in employer brand strategy, design, communications and metrics with executives in these regions. Brett consults to leading companies including PwC, Origin and the Australian Wine Research Institute to assist them develop their employer brand strategy.

Brett's opinion is sought globally by leading HR, Marketing and Management resources and his articles have featured in publications including ERE Journal of Corporate Recruiting Leadership (USA) Human Resource Magazine (Aust), Personnel Today (UK), Executive Grapevine (UK), Human Resources (New Zealand), Ascent Times (India), Human Capital Magazine (Aust), International Association of Business Communicators (USA), HR Professional (Canada) and Universum Quarterly (Global).

Brett is also an adjunct teacher at University of South Australia in Marketing and has a keen interest in exploring how organisations are strengthening their employer brand within Universities by collaborating to maximise employment outcomes for graduates and business. This is the focus of Brett's forthcoming book, "[University means Business](#)".

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