

APS Data Professionals harness data to generate actionable insights, enable evidence-based decisions, and contribute to a better future for all Australians.

Use data to shape real-world impact

Work with the data that influences policy and services for all Australians, using your skills to turn information into insights ethically, transparently, and at scale.

Grow using Australia's most complex data

Stretch your thinking and fuel your curiosity by working with big, system-spanning datasets only found in the APS. Deepen your expertise through real-world challenges. Learn and share best-practice approaches to emerging technologies.

Lead as a valued data professional

Contribute, evolve, and excel in an environment where your expertise and perspective are respected and your insights have impact.

Belong to Australia's public service data community

Join a cross-agency community of data experts spanning Commonwealth, State and Territory governments. Enjoy opportunities to collaborate, share, learn, and workshop ideas and solutions with thousands of your peers.

Build a lifelong career in public data

Test your limits and explore your potential through the vast range of public service data roles. Move across roles, teams and agencies and craft a career that's as diverse and dynamic as the data itself.

What do APS Data Professionals say?

"Working across agencies on real-world problems makes the data meaningful."

"Australians trust us to use the data they give us wisely. That's not true everywhere—and it's a privilege."

"There's a bit of daily growth—we chip away at national challenges. We're explorers."

"You don't just play with data. You help to shape how Australia understands data and manages it."

"The breadth and depth of APS data gives you exposure you can't get anywhere else—and it contributes to your growth."

"You don't need to be a data analyst or scientist to be part of this community. We need a wide range of skills and perspectives."

User Guide

What is an Employee Value Proposition?

An Employee Value Proposition (EVP) is the set of attributes that employees and job seekers associate with working in the APS. It describes what the APS offers in return for the skills, experience and contribution of its people. A strong EVP helps attract the right people, keep great talent, and create a clear, shared understanding of what it means to work in the APS.

Why do we need an EVP specifically for Data Professionals?

Data plays a central role in how the APS serves the Australian community, through evidence-based policy, responsive services and informed decision-making. This will only increase with the introduction of Artificial Intelligence. As demand for data skills grows, we need to offer more than competitive conditions. We need to clearly show what it's like to work in data across government, and why it matters.

The Data Profession EVP helps:

- ✓ **Attract talent in a competitive market**
- ✓ **Support performance and development conversations**
- ✓ **Build pride and identity within the Data Profession**
- ✓ **Promote consistency in how we talk about data across agencies**

An EVP tailored to data specialists, which reflects their unique experience of working with data in the APS, will help agencies to attract and retain the data talent they need. It builds on the broader APS EVP and speaks to what matters most in data roles.

How is this different to the APS EVP?

This tailored version recognises that working in data is not just a skillset but a distinct professional experience with its own challenges and motivations.

APS EVP

Describes the overall employment experience across government.

Agency EVP

Complements the attributes outlined in the APS EVP. Articulates the benefits unique to employees working in the agency.

Data Profession EVP

Complements the attributes outlined in the APS EVP and Agency EVP. Articulates the benefits unique to employees working with data in the APS.



How was the EVP developed?

The Data Profession EVP was co-designed with data professionals from a range of agencies, disciplines and career stages.

It draws on interviews, surveys and workshops, alongside feedback from HR leaders, hiring managers and diversity cohorts.

Input from these groups ensures the real experiences and aspirations of those working in data across government are reflected.

What does it mean for me?

Whether you're a data professional, a hiring manager or a member of the HR team, the Data Profession EVP gives you practical tools and clarity.

The Data Profession EVP reminds me of the unique role I have in the APS.
Data Professional

I use the Data Profession EVP to help me assess candidate suitability.
APS Leader

The Data Profession EVP helps me tailor job advertisements to attract the best candidates.
HR Recruitment

I use the Data Profession EVP to assess the suitability of training for our data professionals.
HR Learning

How can it be used by agencies?

The Data Profession EVP is flexible. It's designed to work alongside each agency's own EVP, branding and messaging.

You can use it to:

Enhance recruitment – incorporate EVP language in job ads and careers pages.

Guide development – support capability, coaching and retention conversations.

Strengthen engagement – showcase stories that reflect the five data attributes.

Celebrate impact – publicly recognise great data work using EVP-aligned messages.

Build consistency – create shared language across HR, leadership and peer networks.

Data Profession EVP Attributes

Turning complex information into evidence-based decisions.

Learning through exploration, complexity and national-scale problems.

Being part of a trusted cross-agency network that values diverse perspectives.

Supporting sustainable careers in high-demand, high impact roles.

Offering purpose, stability and pathways via the Data Profession community.

APS EVP Attributes

Purpose and meaning.

Opportunities to grow.

Community and belonging.

Flexibility and balance.

Conditions and lifestyle.

