## Suggested key messages

People matter survey 2025

This document is part of the [People matter survey 2025 resources.](https://vpsc.vic.gov.au/data-collection/about-the-people-matter-survey/resources-for-survey-coordinators/survey-promotion-and-resources/)

### Overall messages

* The People matter survey 2025 will take place from **Monday 28 April to Friday 16 May 2025** (3 weeks).
* The annual People matter survey reflects the public sector’s sincere commitment to listening to our employees.
* The People matter survey is a safe and anonymous way for employees to tell organisations what they think and experience in the workplace. It asks for employees’ opinions on how our public sector values and employment principles are practised within their organisations.
* Public sector organisations use the People matter survey to find out what they’re doing well and where they need to improve.
* People matter survey results provide valuable insights for organisations so that they can develop and implement improvements to inclusion and wellbeing, eliminate negative workplace behaviours, and ensure the public sector workforce reflects the diversity of the Victorian community.
* Safe, healthy public sector workplaces with positive, ethical cultures result in better outcomes for the community we serve.
* Employee participation is optional, but the survey is relevant to all employees regardless of where and how they work, including on the front line.

### Survey background messages

* The People matter survey is an independent survey run by the Victorian Public Sector Commission, so that employees from organisations across the public sector can have their say.
* In 2024, over 108,000 employees from 242 organisations took part in the People matter survey.
* The Victorian Public Sector Commission collects data about the Victorian public sector workforce to inform evidence-based continuous improvement in a range of areas.
* Access to timely, trusted data such as the People matter survey helps the sector collectively maintain an inclusive, high-performing and engaged workforce.
* The Victorian Public Sector Commission reports on people, leadership, culture and inclusion across the sector and monitors diversity targets and their impact on inclusion outcomes.

### Organisation participation

* All eligible public sector organisations are expected to take part in the 2025 survey.
* Greater organisation participation improves the consistency of data collection across the public sector and improves annual reporting of whole-of-sector survey results.
* Increasing the number of participating organisations from across the public sector supports accountability across the whole of government.
* Participation for individuals is optional, however employees are encouraged to have their say.

### Results reporting

* People matter survey results reveal how employees view different aspects of their workplaces, including equal employment opportunity, collaboration, learning and development, and diversity and inclusion, and helps the sector develop a high performing and engaged workforce.
* Our most important conversation about our People matter survey results is with our people.
* We are committed to transparency within our organisation. We share with employees the results for the organisation as a whole, as well as for workgroups so that employees get a more detailed view.
* Sharing our People matter survey results with our employees and the broader community shows our commitment to accountability and continuous improvement towards creating safer, more supportive and increasingly effective workplaces.
* We don’t shy away from survey results that tell us where we need to improve. We take responsibility for our results and use this information to plan and implement initiatives and changes.
* Together with our people, we are focused on celebrating the positives in our results and targeting our efforts on the areas we need to improve on.
* Following each People matter survey, we identify key areas for improvement and undertake action planning to address them.
* Our action plans are developed in collaboration with our people. These plans lead to more effective, engaged workforces and safer, healthier workplaces.

### Publication of organisation-level results

* The Victorian Public Sector Commission continues to improve the transparency of the survey results by publishing online high-level whole-of-public sector trends and results for individual public sector organisations.
* In line with the previous People matter surveys, the Victorian Public Sector Commission will publish each organisation’s result report on the Commission’s [website](https://vpsc.vic.gov.au/) in early 2026.
* The Victorian public sector’s commitment to transparency is balanced with the need to protect the anonymity of survey participants. Within organisations, survey results are not reported for workgroups of less than 10 employees because the results may identify individuals.
* People matter survey results publicly released this year show a range of public sector organisations that operate within different contexts. Organisations should only be compared to those with relevant shared characteristics.
* Public sector employers hold forums, workshops and meetings to discuss their survey results with their people. They will form action plans and working groups to target their efforts on priority areas for improvement.

### Privacy and anonymity

* The Victorian Public Sector Commission runs the independent survey and uses strict rules to protect privacy and anonymity at every stage of the survey.

As protection, they:

* + use an anonymous survey link and everyone in an organisation receives the same survey link
  + de-identify all survey response data given to organisations
  + only provide organisations with survey results for teams or demographic groups when they have 10 or more responses
  + don’t collect an employee’s date of birth or employee ID
  + don’t link free-text comment reporting to any other survey information.

All information is handled in line with Victorian and Commonwealth law.

* Employees are encouraged to respond honestly about their individual experience. And they always have the option to respond to demographic questions such as age or gender with ‘prefer not to say’.
* For more about privacy, a link to the Commission’s [data collection statement](http://vpsc.vic.gov.au/peoplematterprivacy) is included in the survey invitation, or people can visit the Victorian Public Sector Commission’s website at vspc.vic.gov.au.

### Where can I get more information

If you have further questions about the People matter survey, please visit the Commission’s [website](https://vpsc.vic.gov.au/data-collection/about-the-people-matter-survey/) at vpsc.vic.gov.au, or contact the People matter survey team on [people.matter@vpsc.vic.gov.au](mailto:people.matter@vpsc.vic.gov.au).