

CASE STUDY



amberjack

Kmart Group Recruitment

Partnering with Kmart Group, we grew graduate applications and internal participation through targeted store engagement and inclusive, adjustment-led recruitment support.



The Background

Kmart Group's 2026 Graduate campaign needed to unlock internal mobility and broaden access for diverse candidates. In-store team members lacked visibility of graduate pathways and how retail experience translated into corporate streams. At the same time, Kmart wanted recruitment practices that actively supported First Nations candidates and people with disabilities to ensure equitable progression. The program also needed to strengthen Kmart's employer brand by demonstrating clear career growth opportunities. Amberjack partnered with Early Careers Manager Kirsty Bradshaw to align attraction, messaging and process support to these goals.

Our Objective

Our objectives were to strengthen internal talent pipelines by positioning the Graduate Program as a clear, accessible next step for in-store employees, and to lift internal application rates through proactive communication and tailored support. We also aimed to embed diversity, equity and inclusion across every stage, providing personalised guidance for First Nations applicants and practical adjustments for candidates with disabilities, while reinforcing Kmart's employer brand as a place to belong, grow and thrive.

Our Solution

The team built a structured internal engagement plan designed for busy retail environments. Graduate posters with QR codes were deployed across stores and reinforced through daily leader-led huddles, making the opportunity visible in everyday moments. Information sessions were run for store team members and managers and created stream-specific role profiles that translated retail strengths into graduate stream requirements. Internal candidates received one-to-one follow-up directly, including application guidance, feedback and assessment preparation support, helping them approach each stage with confidence.

"Partnering with Amberjack has been instrumental in evolving how we approach early careers at Kmart Group. Together, we've strengthened internal mobility and created more accessible pathways into our Graduate Program - resulting in a 58% increase in applications and more than doubling participation from our own team members. What's been most impactful is how we've combined targeted engagement with genuinely inclusive support, ensuring more candidates feel confident, prepared and able to succeed."

Kirsty Bradshaw - Early Careers Manager, Kmart

To sustain momentum, we provided timely reminders and practical tips between touchpoints, reducing drop-off and improving readiness across the journey. Inclusivity was embedded through targeted, personalised outreach. Kmart's First Nations team proactively contacted every candidate who identified as First Nations, offering guidance, answering questions and supporting them through each stage. For candidates who shared a disability, every requested adjustment was reviewed and implemented where possible, with two-way discussions through the candidate's preferred channel to confirm expectations, timelines, the selection steps and the adjustments applied. We ensured communications were clear and practical, reducing ambiguity and encouraging completion.

Campaign content featured real Kmart team members from varied cultural backgrounds, ages and career stages, reinforcing that graduate opportunities were open to diverse skillsets and life experiences.



The Impact

The campaign delivered a step-change in attraction and internal participation. Total **applications increased by 58%** year-on-year, with applications from current employees **up 102%**, demonstrating stronger internal pathways and improved visibility. At final assessment centre stage, 33% of candidates were internal employees, showing meaningful progression from store engagement into selection. Representation outcomes also improved: **7% of final-stage candidates shared a disability** and **44% identified as female**. In the offer pool, 9% were internal team members, **27% shared a disability**, and the gender split **reached 50/50**.

Beyond the numbers, the approach reinforced Kmart's commitment to belonging by pairing inclusive messaging with real adjustments and proactive support. Store leaders and specialist teams played an active role, helping candidates feel informed, prepared and supported throughout. These results reflect a more accessible process that converts interest into outcomes and supports equitable progression. It strengthened Kmart's reputation as an employer of choice for graduates too.

58%

Increase in total applications

102%

Increase in applications from current employees

33%

Final assessment centre candidates were internal employees

27%

Of offer pool candidate shared a disability

Working closely with Kirsty Bradshaw and key stakeholders, we aligned engagement, messaging and inclusive support to Kmart's early careers goals, strengthening internal mobility and delivering measurable improvements across applications, representation and offer outcomes together today.