



# The Circle Back Initiative 2025

Our Sponsors



**THE CIRCLE BACK INITIATIVE**

**EMPLOYER**

WE COMMIT TO RESPOND TO **EVERY** APPLICANT



# Introduction

**19+ million**  
Applications made to CBI  
Employers since 2020.

## **Welcome to the 6th Year of The Circle Back Initiative**

Since we started in 2020, we estimate of 19 million applications have been made to Circle Back Initiative employers - all of which our employers committed to responded to.

We are pleased launch our 2025 initiative - this year with some changes to highlight those employers going the extra mile in the commitment to candidates.

### **Our Why:**

The Circle Back Initiative is built on the belief that every candidate should feel acknowledged and respected in the hiring process. The mental health impact can be huge on candidates who feel ignored.

We are committed to transforming recruitment practices by encouraging open communication and providing applicants with the feedback they deserve.

With hundreds of organisations from various countries, including Australia, New Zealand, the US, Canada, and the UK, we are united in our mission to uplift the candidate experience.

Employers, Recruiters and Agencies who join us pledge to uphold clear standards of engagement, ensuring transparency and fairness in every interaction. Together, we are setting a new benchmark for accountability and building a community that values every candidate's journey.

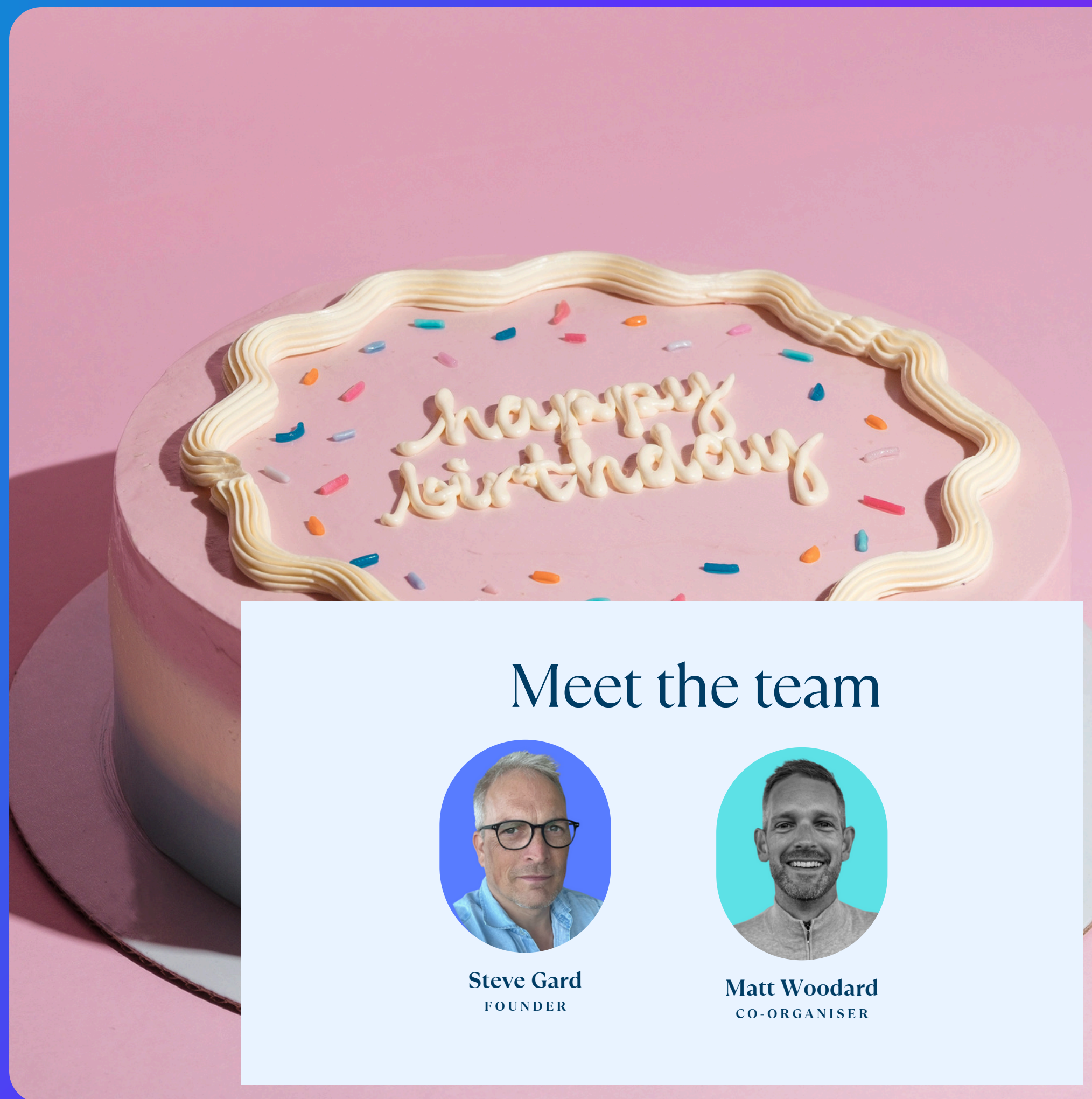
***We hope our Why is your Why too.***

# What's changed in 2025?

Over the past year, we've made some significant updates to the initiative.

We've merged our efforts into a unified program that includes both employers and individual recruiters. Recruiters can now join the initiative independently, making a personal commitment to respond to every applicant they engage with.

For employers, we've revamped our membership model to highlight those who go above and beyond in candidate care. This new approach not only showcases their dedication to providing exceptional candidate experiences but also emphasises their support and development of internal teams and recruiters.



## Meet the team



**Steve Gard**  
FOUNDER



**Matt Woodard**  
CO-ORGANISER

# Our 2025 Standards

● No change from 2024

## The Circle Back Initiative Employer Minimum Standards

### **1. Every applicant receives an application received email**

Every applicant must receive an email acknowledging receipt of their application. The email receipt should not include statements such as "if you do not hear from us within "x" weeks please presume your application has been unsuccessful" or "Only shortlisted applicants will be contacted"

### **2. Every unsuccessful application receives an outcome email, sms or other written communication**

Not hearing back on a job application is one of the biggest complaints from applicants. Our guiding standard is that every applicant receives an outcome email, SMS or Whatsapp message or other written communication as a minimum.

### **3. Every candidate online assessed or phone interviewed receives an outcome email, SMS or other written communication**

Every candidate who is phone interviewed or completes an online assessment prior to an interview or completes an asynchronous/recorded video interview should receive an outcome email, SMS or Whatsapp message or other written communication as a minimum.

### **4. Every candidate interviewed face to face or via live video must be provided with a verbal outcome or a written outcome with the option to book a feedback call. For bulk / high volume recruitment only, a written outcome can be provided as an alternative.**

All candidates interviewed in person or via live video must receive either a verbal or written decision. If provided with a written decision, they must be offered the option to request a feedback call. During bulk or high-volume recruitment written feedback without a feedback call option is sufficient. In all cases of written outcomes being used, candidates must be informed this will be the method of delivery at or prior to interview.

### **5. Job adverts do not include the following statements**

Jobs adverts do not contain statements such as "only shortlist candidates / successful candidates will be contacted"

### **6. Communicating your commitment to candidates**

Either job adverts or application acknowledgement emails (ideally both) include either the Circle Back Initiative commitment statement (We are a 2022 Circle Back Initiative Employer and commit to respond to every applicant), the CBI logo, or your own commitment statement that you will respond to every applicant.

# Our Membership Levels

## CBI Recruiter

Championing Candidate Experience As An  
Individual Recruiter

CBI Recruiter is for talent professionals looking to become a part of a community, independent of an organisation. You prioritise candidate care and responding to every job applicant.

Enhance your reputation and be recognised as a professional who prioritises exceptional candidate experience.

Why Join The Circle Back Initiative?

***Simply, This Is Your Commitment to Excellence.***

Benefits To Members:

- Enhance personal brand and gain greater traction with top talent.
- Foster positive candidate relationships, turning applicants into advocates.
- Receive a CBI Recruiter badge to showcase your commitment.
- Access exclusive candidate experience workshops to develop your skills.

How It Works:

1. **Sign The Pledge** - Commit to responding to every applicant, ensuring every candidate receives an outcome.
2. **Choose your Membership level** - Starting from as little as \$10 per month.
3. **Proudly display the CBI Recruiter badge** - on job ads and career sites to demonstrate your commitment.

# Our Membership Levels

## CBI Employer

Championing Candidate Experience as an organisation.

Thank you for your interest in becoming a Circle Back Initiative Employer in 2025

Our initiative is designed to encourage employers to commit to responding to every job applicant.

Joining is straightforward:

- We ask that you commit to our six core standards as a baseline—exceeding these standards is always welcome!
- Select your membership level (details on next page)
- Once you have completed your sign up form we will make a mystery application to your organisation.
- Once we have received an outcome and you have supplied us with your logo (dependent on membership level) we can welcome you to the initiative.
- Depending on your membership level you'll receive the 2025 Circle Back Initiative Employer badge and approved messaging, which you can use in your advertising and employer branding materials.

*By joining, you're making a pledge to respond to every applicant. While we may conduct occasional checks, these are not part of a formal compliance service, so we recommend conducting your own regular reviews to maintain these standards.*

# CBI Employer Pricing

| Gold Employer  | Silver Employer  | Bronze Employer   |
|--|--|---|
| <ul style="list-style-type: none"><li>✓ Each Recruiter must have Silver CBI Recruiter Status (cost billed to employer)</li><li>✓ 2 x Candidate Experience development workshops per recruiter</li><li>✓ Gold CBI Employer Badge</li><li>✓ Employer Logo Listing on CBI Website</li><li>✓ Licence to use CBI wording/trademark in job ads.</li><li>✓ CBI Recruiter Frank Green Keep Cup for each recruiter</li><li>✓ Access to Talentvine CBI Agency Portal</li></ul> | <ul style="list-style-type: none"><li>✓ Each Recruiter must have Bronze CBI Recruiter Status (cost billed to employer)</li><li>✓ CBI Employer Badge</li><li>✓ Employer Logo Listing on CBI Website</li><li>✓ Licence to use CBI wording/trademark in job ads.</li><li>✓ Access to Talentvine CBI Agency Portal</li></ul> | <ul style="list-style-type: none"><li>✓ CBI Website Listing</li><li>✗ No CBI Employer Badge</li><li>✗ No Licence to use CBI wording/name in job ads.</li><li>✓ Access to Talentvine CBI Agency Portal</li></ul> |
| <b>\$750 + CBI Silver Recruiter(s)</b>   | <b>\$500 + CBI Bronze Recruiter(s)</b>   | <b>FREE</b>   |

# CBI Recruiter Pricing

## CBI Recruiter

Championing Candidate Experience As An Individual Recruiter

| Membership Type   | Price | Frequency  | Benefits  |
|-------------------|-------|------------|---|
| Bronze Membership | \$120 | Every year | <ul style="list-style-type: none"><li>Circle Back Initiative Recruiter logo</li></ul>   |
| Silver Membership | \$240 | Every year | <ul style="list-style-type: none"><li>Circle Back Initiative Recruiter logo</li><li>CBI Recruiter Branded Frank Green Keep Cup (Australia Only)</li><li>Exclusive Access to 2 Online Candidate Experience Workshops</li></ul> |



# CBI Employer Pricing

## Example 1 -

Employer with 4 recruiters wants to sign up as a Gold Employer

- 4 Recruiters x \$240 for Silver Recruiter Status
- \$750 Employer membership

= **\$1710 + GST**

## Example 2 -

Employer with 6 recruiters wants to sign up as a Silver Employer

- 6 Recruiters x \$120 for Bronze Recruiter Status
- \$500 Employer membership

= **\$1220 + GST**

| Gold Employer  | Silver Employer  | Bronze Employer   |
|--|--|---|
| <ul style="list-style-type: none"><li>✓ Each Recruiter must have Silver CBI Recruiter Status (cost billed to employer)</li><li>✓ 2 x Candidate Experience development workshops per recruiter</li><li>✓ Gold CBI Employer Badge</li><li>✓ Employer Logo Listing on CBI Website</li><li>✓ Licence to use CBI wording/trademark in job ads.</li><li>✓ CBI Recruiter Frank Green Keep Cup for each recruiter</li><li>✓ Access to Talentvine CBI Agency Portal</li></ul> | <ul style="list-style-type: none"><li>✓ Each Recruiter must have Bronze CBI Recruiter Status (cost billed to employer)</li><li>✓ CBI Employer Badge</li><li>✓ Employer Logo Listing on CBI Website</li><li>✓ Licence to use CBI wording/trademark in job ads.</li><li>✓ Access to Talentvine CBI Agency Portal</li></ul> | <ul style="list-style-type: none"><li>✓ CBI Website Listing</li><li>✗ No CBI Employer Badge</li><li>✗ No Licence to use CBI wording/name in job ads.</li><li>✓ Access to Talentvine CBI Agency Portal</li></ul> |
| <b>\$750 + CBI Silver Recruiter(s)</b>   | <b>\$500 + CBI Bronze Recruiter(s)</b>   | <b>FREE</b>   |

# Time to sign up!

Click on the Employer Membership Level you would like to apply to:



**EMPLOYER**  
WE COMMIT TO RESPOND  
TO **EVERY** APPLICANT

**GOLD**



**EMPLOYER**  
WE COMMIT TO RESPOND  
TO **EVERY** APPLICANT

**SILVER**

**BRONZE**